

PRISM by EOP Media

Personalized Relevant Intelligence Synthesized for Meaning

Evolve Marketing for the Next Economy

EOP Media · June 22, 2026

Evolve Marketing for the Next Economy

Intro paragraph

This post was first published in 2023. The argument has not changed — the discipline of marketing always evolves, and the question has never been whether it would evolve but who would notice the evolution first and help shape it. What has changed is the specific inflection point we are standing in. AI is restructuring how information moves and what content is worth. The practitioners who understand that shift will shape what marketing becomes in the next economy. What follows is the updated argument.

In 2007, EOP Media was founded with the word "Media" in its name. That was a deliberate choice — and at the time, it was not an obvious one.

In 2007, Facebook had just opened to the general public. Twitter was one year old. The term "social media" had entered use only twelve months earlier. The mainstream had not arrived. The platforms that would eventually hand media infrastructure to individuals and small businesses were early, unstable, and not yet taken seriously by the institutions that controlled marketing budgets.

I saw what was coming — not because I had information the institutions didn't have, but because I was paying attention to where the discipline was going rather than optimizing for where it currently was. Media was about to be democratized. Every individual and small business would soon have access to infrastructure that had previously required institutional resources. The marketing discipline was about to change fundamentally, and the people who understood that first would have the opportunity to shape what it became.

EOP Media was built on that read. It was not the first time I had seen a shift coming before the institutions acknowledged it. It has been the throughline of a career spent at the intersection of marketing, technology, and economic access — watching the pattern repeat, and choosing each time to move toward what was coming rather than wait for someone to hand down a new job description.

That is what it looks like when a practitioner notices the evolution and moves toward it instead of waiting.

How the Discipline Has Always Moved

Marketing as a discipline has evolved at every major economic inflection point. The question has never been whether it would evolve — it always does. The question is who notices the evolution first, what they see in it, and whether they move toward it or wait for someone else to name it.

Broadcast media arrived in the 1950s and marketing helped create something that had not existed before: the mass market. For the first time, a product could mean the same thing to someone in Dallas and someone in Detroit simultaneously — aspiration became standardized, shared, and national in a way it had never been. Consumer spending at scale became possible because marketing made the broader economy of goods and services visible to people who had never seen it whole.

Direct response arrived in the decades that followed and marketing created the individual consumer. Before it, you were a demographic — a household, a region, a category. Direct response made you addressable as a person. A specific offer, to a specific person, tracked to a specific response. Choice became personal rather than collective, and the relationship between a brand and a buyer became something that could be cultivated over time rather than broadcast at scale.

The internet arrived in the 1990s and marketing helped create a small business economy. A business no longer needed institutional infrastructure to reach customers beyond its geography. A customer in one country could discover and purchase from a business in another without ever traveling there. Geographic constraints on commerce dissolved. The institutional monopoly on distribution — which had defined who could compete and who could not — cracked for the first time.

Social media arrived in the mid-2000s and marketing helped create the independent creator. For the first time, an audience was something a person could build rather than something an institution owned. The tools for reaching people — previously available only to organizations with budgets — became available to anyone with a perspective worth following.

At each inflection point, technology created an opportunity for economic shifts. It was the role of marketing to shape these new capabilities and expand the economy. In every shift, there are those who notice the pattern first and shape what comes next — and those who wait to be told what it means, arriving after the definition has already been written.

The Go-to-Market Problem Is a Symptom

The go-to-market framework is the clearest example of what happens when the discipline lets the institution define its terms.

GTM was designed for a world with geographical markets, defined buyer behaviors, and predictable channels. That world has not existed for at least a decade. We do not launch products into markets anymore. We launch them into economies — complex, interconnected systems where value is distributed, relationships are non-linear, and the question of who needs this is not answered by a static customer profile.

Marketing professionals knew this. The discipline was evolving around it — in conversations about value creation, audience relationships, and the difference between transactional and relational engagement. But the institutional framework did not follow. GTM remained the standard because it was legible to the people who approved budgets, not because it was accurate to the landscape practitioners were working in.

What the discipline was reaching for — a framework that could manage product performance in complex economies, that could assign and align value across relationships rather than push a product toward a fixed market endpoint — was more flexible, more nuanced, and more honest about the environment practitioners were actually operating in. The institutional appetite for that framework was not yet there.

AI changes the institutional appetite whether the institutions are ready or not. When information moves at the speed it now moves, and when content can be synthesized and expanded almost instantly, the transactional model of marketing loses the thing that made it work: control over information flow. The audience has access to everything. The marketing function that adds value in that landscape is not the one that pushes information out. It is the one that helps the audience extract meaning from the information they already have.

That is a relational model. It is what the discipline has been reaching toward for years. The technology has now made it not just possible but necessary.

What PRISM Is Reaching For

PRISM — Personalized Relevant Intelligence Synthesized for Meaning — is EOP Media's attempt to operationalize what the discipline has been reaching for.

It is not a tool for producing content faster. It is a methodology for changing the relationship between content and the person receiving it — from broadcast to dialogue, from transactional to relational, from "here is the message" to "here is how this information connects to your specific context and what it means for you specifically."

For the marketing discipline, PRISM represents something significant beyond the methodology itself. It is a living methodology — built for a landscape that does not hold still, and designed to evolve as the technology evolves. That is not a disclaimer. It is a position. In an era where the tools change faster than most frameworks can keep up with, a methodology that acknowledges its own evolution is more honest and more useful than one that claims to have arrived.

It is also an example of what the discipline produces when practitioners lead the evolution rather than respond to institutional requirements — a framework built before the product brief, embedded in the content itself, that makes the marketing contribution visible inside the work rather than attributed to it afterward. Sales becomes relational rather than transactional not because the institution decided to change its model but because the methodology changed what engagement looks like from the inside.

Who Shapes What Comes Next

The marketing discipline has evolved through every major economic shift because the underlying work — understanding audiences, creating meaning from information, building relationships between people and what they need — is fundamental to how economies function. That will not change.

What will change is who defines what that work looks like in the next economy. The institutions will have an answer. They are developing it now — in job descriptions that prioritize AI prompt engineering over strategic insight, in frameworks that optimize for content volume over content value, in organizational structures that continue to position the marketing function as a support role rather than a strategic one.

The practitioners who are paying attention have a different answer. The discipline is not moving toward more of what it has always been asked to do. It is moving toward something the practitioners who noticed the shift in 2007 could see before the institutions could: that when everyone has access to information, the value moves to meaning. And meaning — personalized, synthesized, made actionable in a specific context for a specific person — is what the marketing discipline has always been capable of creating.

It was the role of marketing to shape each previous capability into economic participation. That role has not changed. The capability has.

The practitioners who shape that definition will shape the next economy's relationship to information itself. That is not a small thing. It is the work the discipline has been doing all along — finally visible for what it is.

What are you building from it?

The Infrastructure This Post Was Reaching For

PRISM — the living methodology for turning information abundance into personalized meaning, embedded in EOP Media's content and available to Agency Collective participants.

eopmedia.com/press-release/eop-media-introduces-prism-a-named-methodology-for-the-age-of-ai-mediate-intelligence/

The Agency Collective — the environment where practitioners develop emerging technology assets before they meet the world.

eopmedia.com/uncategorized/eop-media-opens-the-agency-collective-a-token-gated-build-environment-where-founders-develop-protect-and-release-the-next-generation-of-intelligence-assets/

These two posts are companion pieces. Transform the Marketing Profession addresses the people inside the discipline. This post addresses the discipline itself. Each stands independently.

eopmedia.com/big-ideas/transform-the-marketing-profession/

PRISM PROMPT CARDS

Choose the prompt that matches your context. Copy it into your AI of choice — Claude, ChatGPT, or Perplexity — and add your specific situation to make the intelligence yours.

IF YOU ARE A MARKETING PROFESSIONAL WHOSE TOOLS FEEL OUTDATED

This article argues that go-to-market frameworks were designed for geographical markets and predictable channels that no longer exist, and that the discipline has been evolving toward relational, meaning-focused models for years. I work in marketing and I feel the gap between the frameworks I'm expected to use and the landscape I'm actually operating in. Help me think through what a more honest framework for my current work would look like — one that accounts for non-linear relationships, value distribution, and audiences who already have access to all the information.

IF YOU ARE A FOUNDER LAUNCHING INTO A COMPLEX, NETWORKED ECONOMY

This article makes the case that we no longer launch products into markets — we launch them into economies, which are complex systems where value is distributed and buyer behavior is non-linear. I'm building a product in the Web3 or AI space and my current GTM thinking still feels like it was designed for a simpler, more linear world. Help me rethink my launch strategy through the lens of economies rather than markets — what questions should I be asking, and what does relational engagement look like at the early stage?

IF YOU ARE A CREATOR TRYING TO STAY RELEVANT AS AI CHANGES WHAT CONTENT IS WORTH

This article argues that when everyone has access to information, the value moves to meaning — and that the marketing function that matters now is the one that helps audiences extract meaning from information they already have, not the one pushing more information out. I create content and I'm trying to figure out what my work is actually worth in a world where AI can synthesize information almost instantly. Help me think through what it looks like to shift from broadcasting information to creating personalized meaning — what does that change about my content, my format, and my relationship with my audience?

IF YOU ARE AN AGENCY OWNER OR CONSULTANT DEFINING YOUR VALUE IN AN AI-RESTRUCTURED MARKET

This article traces how marketing practitioners who noticed major economic shifts early — broadcast, direct response, the internet, social media — shaped what the discipline became, while those who waited had the definition written for them by institutions. I run an agency and I'm trying to define my positioning before the institutions write the next job description without me. Help me think through where strategic value actually lives in an AI-restructured marketing landscape, and how I should be articulating that to clients who are still thinking in terms of content volume and channel coverage.

IF YOU ARE A MARKETING LEADER INSIDE AN INSTITUTION BUILDING AN AI STRATEGY

This article warns that institutions are currently defining AI's role in marketing through job descriptions that prioritize prompt engineering over strategic insight and frameworks that optimize for content volume over content value — and that this approach misses where the discipline is actually going. I lead marketing inside a larger organization and I'm trying to make the case internally for a more strategic, meaning-focused approach to AI rather than a production-efficiency one. Help me build that argument — what are the risks of the volume-optimization path, and what does a meaning-first AI strategy look like at the organizational level?

IF YOUR SITUATION DOESN'T FIT NEATLY INTO ANY OF THE ABOVE

This article argues that marketing's core work — understanding audiences, creating meaning from information, building relationships between people and what they need — is fundamental to how economies function, and that AI is making the relational model not just possible but necessary. I want to think through what this shift means for my specific situation. Here is my context: [describe your role, what you're building, and the specific challenge you're trying to work through]. Help me apply the ideas in this article to what I'm actually facing.

WANT A PERSONALIZED VERSION?

Members of The Agency Collective access PRISM Standard — prompt cards generated from your specific profile: your business stage, your goals, your fluency level. Learn more at <https://eopmedia.com/the-agency-collective/>