The End of the Corporation
In a Digital Age

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The Metaverse: A fully realized digital world that exists beyond or in parallel with the analog one.
A Restaurant

Digital Dependency

A Way of Life

YOU ARE HERE

KARPENDONKSEHOEVE@HOME
THE CORPORATE FIRM
1900 - 2020

THE FIRM AS AN ECOSYSTEM/COMMUNITY
Business is a Community

Social Media

Non-Fungible Tokens

Virtual Reality/Augmented Reality

QR-Codes/Blockchain

Building Communities

User-Generated Content
1. Business Is A Community

If there’s one thing that Gymshark’s known for it’s their marketing — there’s rarely a time you scroll through Instagram and don’t see someone posing in a pair of Gymshark leggings. But what is it about their marketing that makes it so effective?

The brand’s main focus is on building community. In an interview with GQ when asked for his tips for success, Francis discusses the importance of building organic and real relationships amongst all aspects of the business. From hosting meet-ups and communicating directly with customers to working with and providing support for their promoters — Gymshark presents themselves as less of a product and more of a way of life.

This style of marketing isn’t new. It’s a common thread amongst the world’s top companies — their businesses are built on emotional connection and how people identify themselves by the brand. When you work for Google you’re part of a family, Apple is an ecosystem, you don’t drive a car — you drive a Tesla.

The world isn’t interested in what you’re physically selling. Even if your product is the first of its kind, it’s just a matter of time until something similar comes out. What people want to buy is an experience, a feeling. Your business shouldn’t be about selling products, it should be about building a unique community — offering people an opportunity to be part of something bigger.
Join the conversation!

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