

The Future of Marketing





**The future is already here it
just isn't equally distributed.**

William Gibson, Author & Futurist



The following presentation is an
overview of the future of marketing deduced from

11,000 brand interviews

13,000 consumer interviews

1.4 billion ecommerce visits

Showing you the future through the eyes of what
**high performing marketing organizations are
doing today** and where your consumers are already
going

TREND ONE:

MARKETING

TAKES ON A NEW ROLE



80% of customers say the experience a company provides is as important as its products and services.

Consumers want better experiences

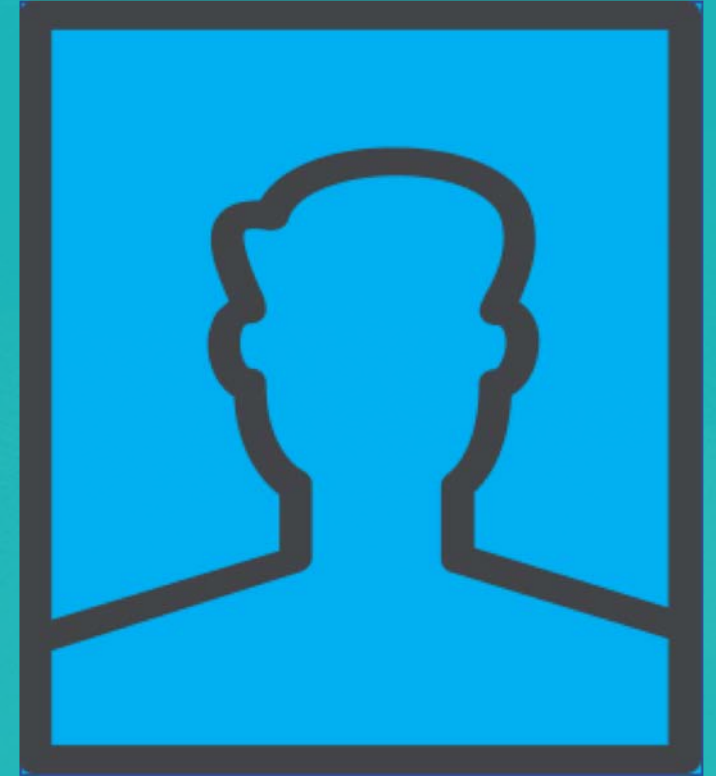
Source: State of the Connected Customer 2018

PERSONAL IS A CONSUMER MANDATE

Currently 76% OF ALL CONSUMERS
EXPECT PERSONAL EXPERIENCES

Two-thirds of consumers say they're likely to
switch brands if they're treated like a number
instead of an individual

Source: State of the Connected Customer 2018





As of 2018 High performing marketing orgs are **9.7X more likely to create personal omnichannel experiences**

Source: Salesforce State of Marketing 2018



OLD MARKETING ROLE:

Marketing was the creator of content, leads,
and the owner of brand image.

THE FUTURE REQUIRES A NEW MARKETING ROLE:

Marketing becomes the *owners and sustainers of the entire customer experience* from awareness to advocacy.



TREND TWO:

MARKETING LEADS COLLABORATION BETWEEN ALL DEPARTMENTS



54% OF HIGH PERFORMING MARKETING ORGANIZATIONS

Lead customer experience across the
business

Source: Salesforce State of Marketing 2018



“

Marketing must become the bridge builder between departments ensuring a cohesive customer experience.

”

Diane Magers, CEO at Customer Experience Professionals Association



Marketing + Sales BECOME A HAPPY COUPLE

As of 2018 only 33% of marketing teams share a common goal or metric with their sales counterparts.

At current growth rates it will reach 66% by 2025.

Source: Salesforce State of Marketing 2018

Marketing + Service/Support

Currently only 1/3 of marketing teams suppress messages to customers with open service issues

By 2025 it is estimated that 2/3 of brands will have a fully integrated marketing and service team with common metrics, goals, and programs.



TREND THREE:

Data

THE NEXT HURDLE

& Opportunity on the horizon

“

It's difficult to imagine the power that you're going to have when so many different sorts of data are available.

”

*Sir Tim Berners-Lee– Know As The
Creator of the World Wide Web*





THE FUTURE IS MORE DATA

Brands plan to be using 15 data sources on average in 2019.

At current growth rates it is easy to see the average brand using close to 45 data sources by 2025.

Source: Salesforce State of Marketing 2018

Data Use Maturity Model

salesforce

Collection:

Basic demographic data is collected, but not centralized across the organization. Currently **16% of all businesses fall in this category.**

Data Set Grows:

Next brands begin to gather more data including behavioral data, 2nd and 3rd party data. Some data sets may connect but not all, and no single customer view.

Data

Empowers :

A complete and connected view of each customer is the fuel powering light AI to create next best offers, as well as prove marketing returns.

Data Transforms :

Data shifts from a measuring tool to a guiding light, Advanced AI surfaces new business opportunities, personas, and creates bespoke customer journeys. **Only 8% of businesses are here today.**

Algorithmic

Predictive Execution

Connected Data Set

3rd Party and Behavioral Data

Foundational Data Collection and Use

Data sources are only one of the issues....there is also the number of tools in their marketing stacks.

High Performing marketing organizations
use on **average 15 tools to create a
cohesive customer experience.**

With 15 data sources, and
dozens of tools marketers
will be facing an

IDENTITY CRISIS.

Not their own, rather keeping up
with a single individual across
the tools, channels, and data
sets.



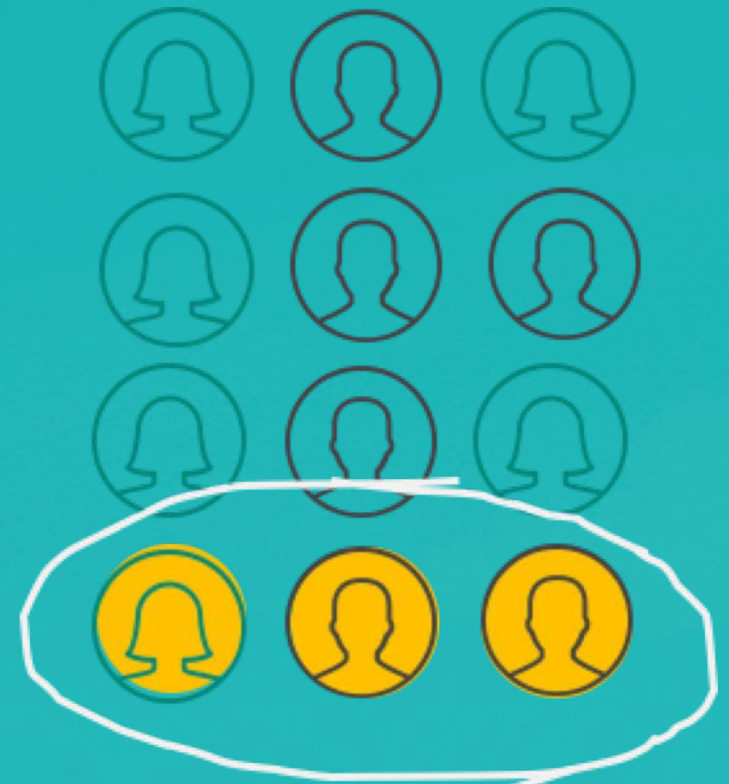


TOP FUTURE USE CASE FOR DATA YOU MAY NOT EXPECT

AUTOMATED AUDIENCE DISCOVERY & SEGMENTATION

In the future data + AI will automatically identify new audiences and buyer personas in your network, automatically creating segmentations for you. Opening up brands to niche personas they would have never seen otherwise.

25% of your audience opens emails after 8pm. Do you want to always send their emails later?



TREND THREE:

PERMISSION

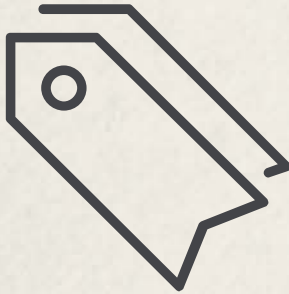
BECOMES PARAMOUNT AS CONSUMERS DEMAND MORE PERSONAL EXPERIENCES

“ The need for permission has only increased as consumers have adopted more channels, and now have more alternatives. ”

– Seth Godin, Permission Marketing

50%

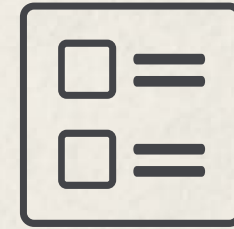
**Of all consumers will give up
personal data in exchange for**



**Personal
discounts and
offers**



**Personal shopping
experience either
instore – or online**



**Better product
recommendations
inline with needs**

Trust Maturity Model

Explain:

Explaining how you plan to use personal data, showcase experiences you can create with it, and explain how you plan to protect it. This is the foundation of trust to gain consumer data.

Value and Transparency: To gain their explicit permission you must ask, and to make that exchange provide them with value. Brands able to show over time how they have used personal data are able to build more trust and gain more access.

Ownership: It is the consumers data. Brands who easily allow their customers to access their data, and control it are able to reach the peak of consumer trust with their data.



TREND FOUR:

Real Time

Becomes a key

Brand Attribute



64%
OF CONSUMERS

GENERAL CONSUMERS

expect brands to
engage with them in
real time.

Source: Salesforce State of The Connected Customer


**B2B
BUYERS**
expect brands to
respond and engage
them in real time
too.



80%

**OF BUSINESS
BUYERS EXPECT
REAL TIME**

Source: Salesforce State of The Connected Customer



In 2018 3,500 marketers said
'Engaging in Real Time' is their
number one **CHALLENGE AND
OPPORTUNITY.**

Source: Salesforce State of Marketing 2018



8.1X

MORE LIKELY TO BE
ABLE TO ENGAGE IN
REAL TIME

HIGH PERFORMERS ACHIEVE IN REAL TIME

HP are 8.1X more likely to
be able to create the right
experience on right channel,
at the right time.

Source: Salesforce State of Marketing 2018

IN THE FUTURE ALL EXPERIENCES WILL BE BESPOKE & IN REAL TIME

Real time takes on a new meaning when each experience isn't just delivered in real time, they are created for each person in real time, driven from infinite data, and created by artificial intelligence to match the context of the relationship at that moment.

REAL TIME IS A KEY PART OF BRAND IDENTITY.

TREND SIX:

AI Fades Into The Background

Becoming the tool enabling
Real Time at scale



40%

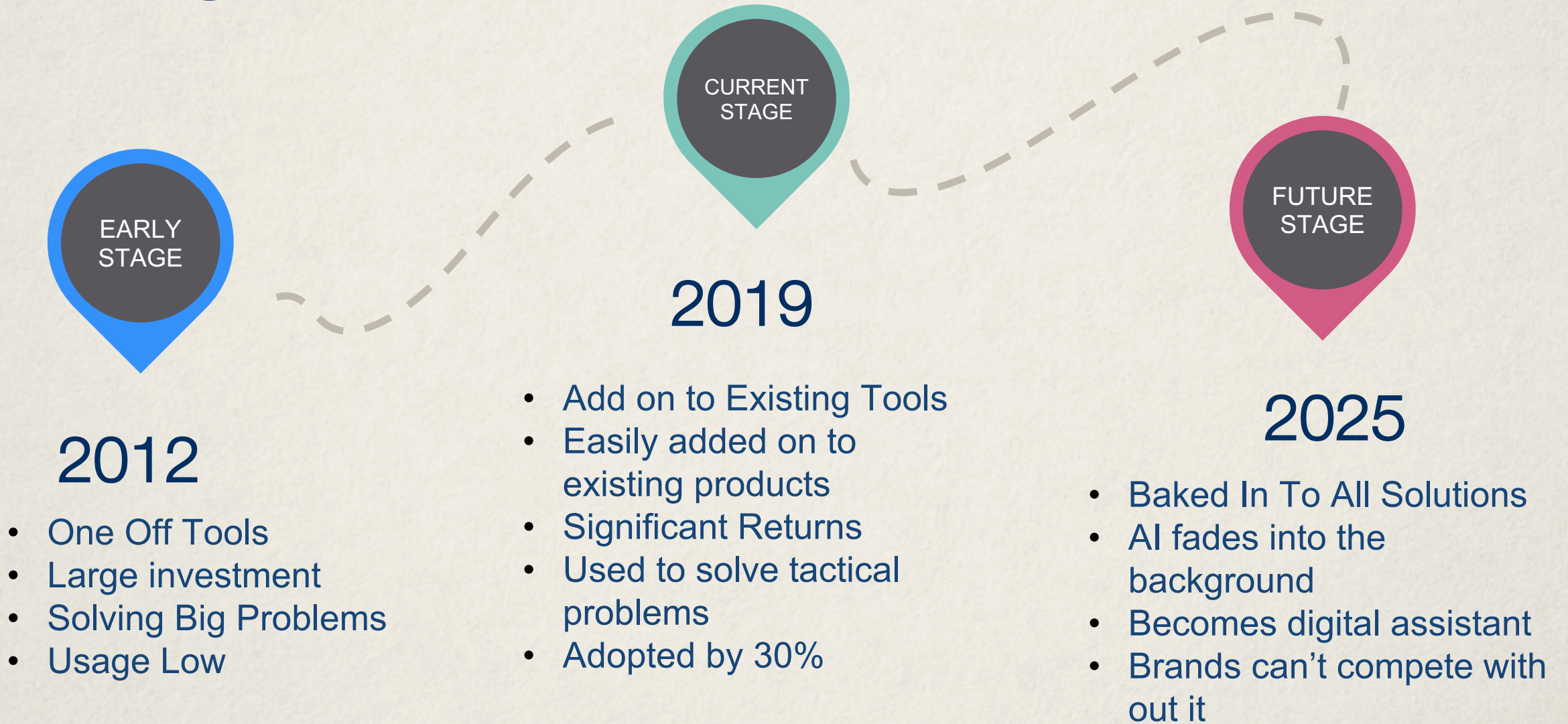
YOY Growth in use of
AI by all marketers

HIGH PERFORMERS LEVERAGE AI MORE

Total use of AI reached 29%, a 40% increase from 2017. Still that is not evenly distributed as High Performers are 2.7X more likely to use AI.

Source: Salesforce State of Marketing 2018

ARTIFICIAL INTELLIGENCE MATURITY PATH



**TODAY ARTIFICIAL INTELLIGENCE
IS BEST PRACTICE. BY 2025 IT WILL
BE A BASE LINE TECHNOLOGY
WITHOUT AI REAL TIME MARKETING
IS ONLY A PIPE DREAM.**

TREND FIVE:

Artificial Intelligence Empowers Consumers

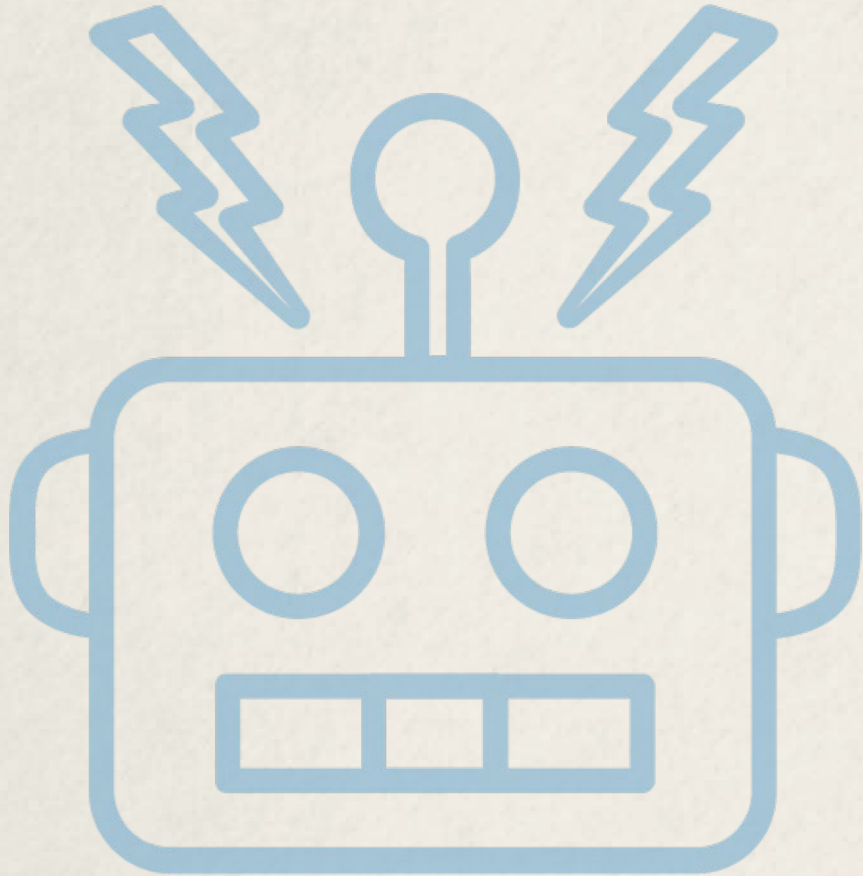
Not just brands



The 4 most-talked-about products on Cyber Monday 2018 are all voice enabled.

- 1.PlayStation
- 2.iPhone
- 3.Echo
- 4.iPad

Source: Salesforce Holiday Flash Report



BY 2025 95% OF ALL CONSUMER INTERACTIONS

With a brand will be via artificial intelligence as AI becomes a standard consumer application.

Source: FORBES 10 Customer Experience Implementations Of Artificial Intelligence

Consumers trust brands with their data more when they....

Explain how data improves their experience

86%

Ask for permission to use the data

88%

Are **transparent** on how they use the data

91%

Give **control** over what data is collected

92%

Source: State of the Connected Customer 2018

TOP THREE USER CASES CONSUMERS SEE FOR BOTS



64% of consumers see
chatbots useful for
24 hour service



55% of consumers see
chatbots useful in getting an
instant response



55% of consumers see
chatbots useful finding
**answers to simple
questions**

Source: 2018 State of Chatbot Report produced by DRIFT

CHATBOTS ARE NOT A MILLENNIAL THING

Source: 2018 State of Chatbot
Report produced by DRIFT

63% of Baby Boomers believe Chatbots to be the best way for them to be connected to the correct person, and answer simple questions about a brand.

TREND SIX:

Bots Become Marketers Next Big Channel



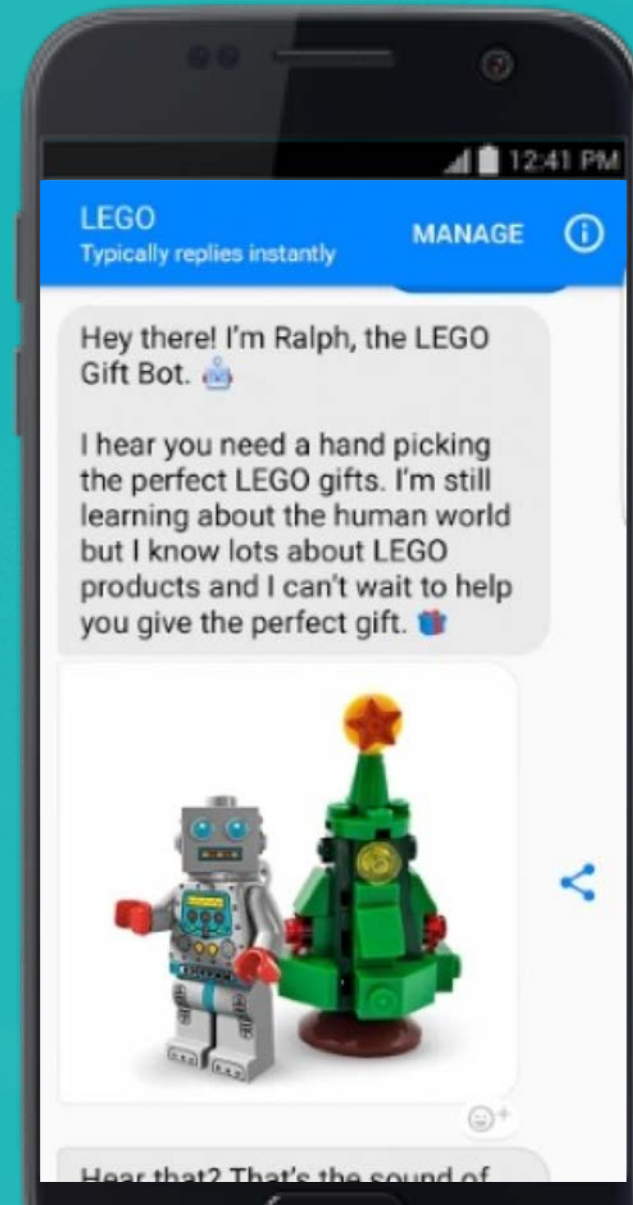
BY 2025 1/8
OF ALL PEOPLE
on the planet will be using a **Virtual**
Digital Assistant

- Source: Financedigest Ali-will-power-95-of-customer-interactions-by-2025

BOTS DRIVE CONVERSATION & CONVERSION

Brands leveraging chatbots have
already seen them become their
**number one lead generation
source.**

Ralph (The Lego Bot) Drove 25%
of all 2017 online holiday sales.

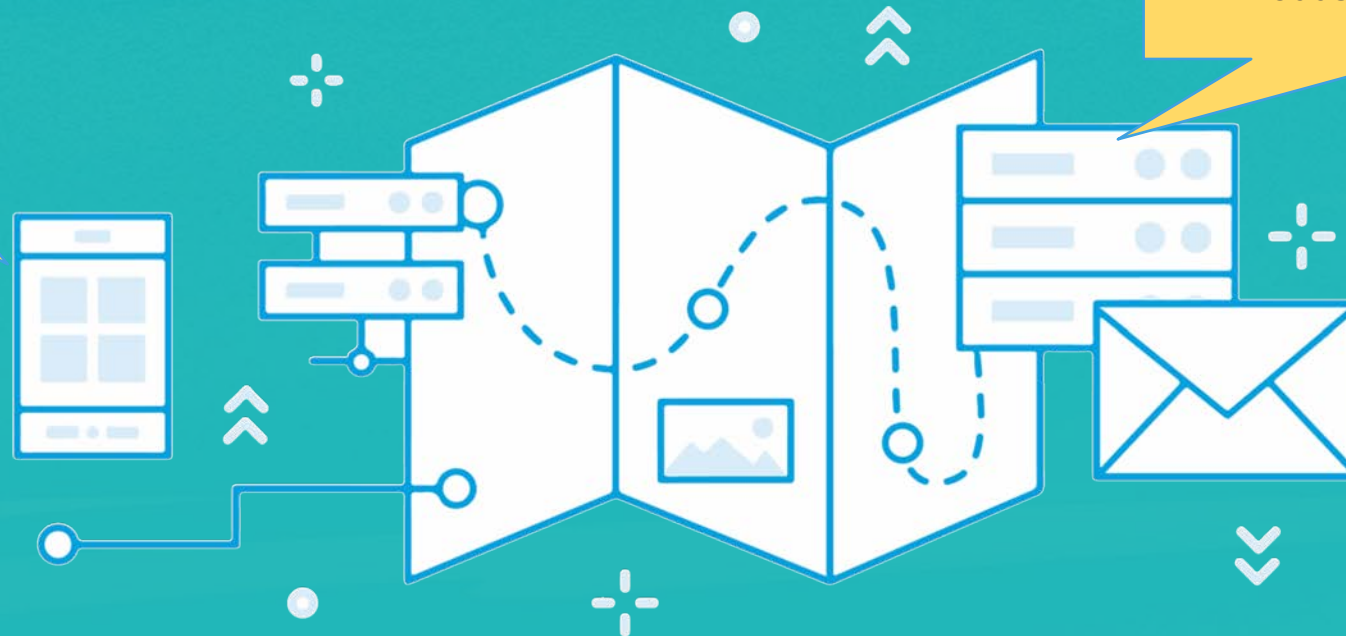


BOTS OPTIMIZE JOURNEYS FOR YOU

AI will show marketers where issues are with their journeys, and even how to fix them.



Journeys which start out with this content deliver 14% more leads.



If you add a conversation to the journey at this point you will increase odds of winning by 25%



This email has a broken link.

TREND SEVEN:

VOICE IS ONLY THE BEGINNING

The end is a new kind
of experience

The best price I can find
is \$250.25. Shall I order
it for you?



**38% of all shoppers have
used voice for** purchasing,
searching, or checking prices in
the past three months

**VOICE
BECOMES
DAILY HABIT**
THIS TREND WILL
ONLY INCREASE IN
THE FUTURE

Source: Google Think

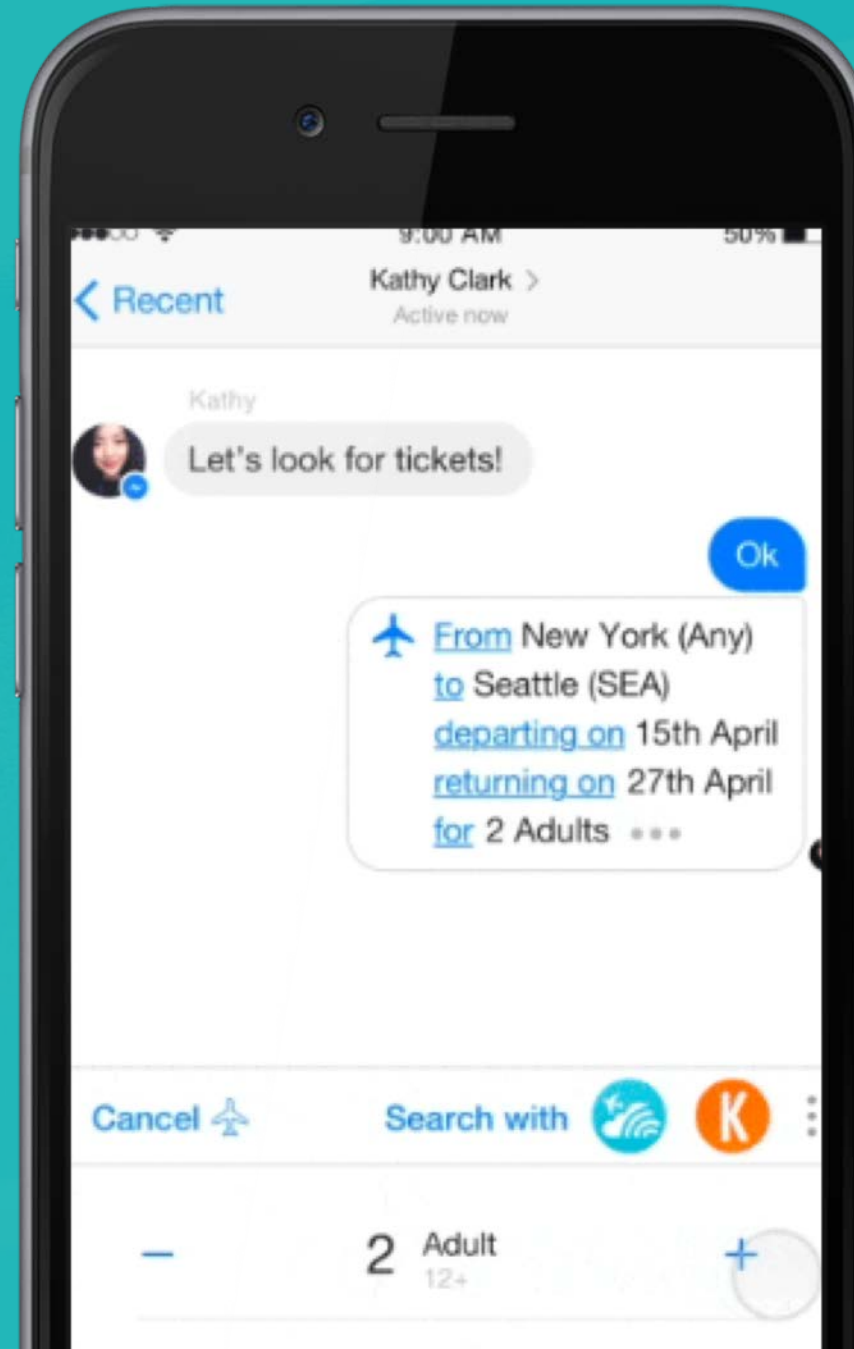


72%

OF CONSUMERS
USING VOICE
DO SO DAILY

With the rise of voice,
AI, and chatbots
**WEBSITES AS WE
KNOW THEM WILL
BE GONE IN FIVE
YEARS.**

They will be replaced with
conversational interfaces like this
one.



TREND SEVEN:

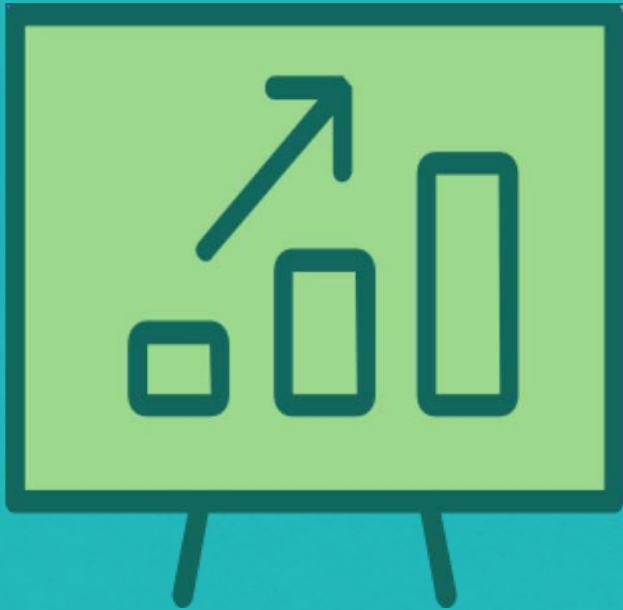
Reporting Value

New Marketing Roles create need for new marketing valuation models

**WHILE 72% of
MARKETERS SAY
THEY TRACK
REVENUE
GROWTH**

ONLY 25% OF
MARKETERS ARE
MORE THAN
***'SOMEWHAT
CONFIDENT'*** IN THEIR
REPORTING ABILITY.

SOURCE: Nielsen.



**THE NEED TO FIND BETTER
WAYS OF SHOWING VALUE IS
LEADING 79% OF MARKETERS
PLAN TO INCREASE SPENDING ON ANALYTICS IN
2019**

THE FUTURE *IS NOT* ROI

“ROI is an efficiency metric. It can only show how efficiently you spent your money, not how effective your marketing was.”

Dominique Hassans – Former CEO of The Marketing Science Institute, Professor at UCLA



Better Marketing Metrics



Weighted Pipeline

shows the total volume, velocity, and efficiency of your demand flow. It allows marketers to show their efforts on future revenue.



Customer Satisfaction High Performing Marketing organizations are 1.4X more likely to track customer satisfaction scores



Lifetime Customer Value High performing marketing organizations are 2X more likely to track LCV.

CONCLUSION

THE FUTURE

Isn't far away

THE FUTURE REQUIRES A NEW MARKETING ROLE:

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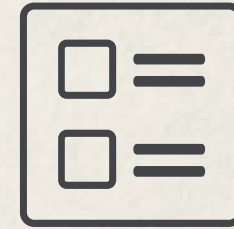
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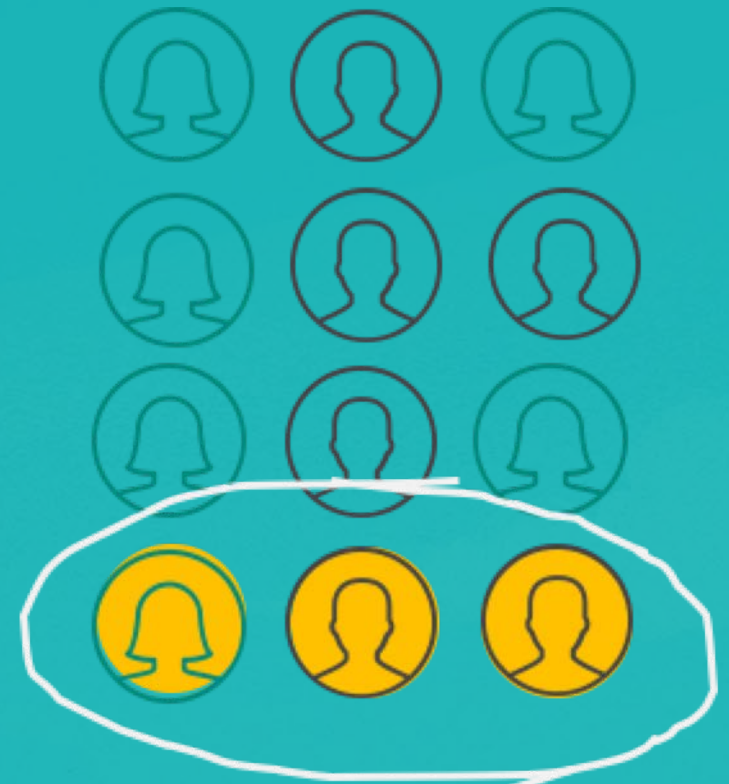
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FUTURE MARKETING METRICS

THE THREE FUTURE METRICS ALL MARKETERS MUST MASTER ARE

PIPELINE



SATISFACTION



LCV



THANK Y☁U

