

THE

5 KEY TRAITS

BAD ASS
RESEARCH

FROM
2016/17

OF HIGH PERFORMING
MARKETING ORGANIZATIONS



SLIDES CAN BE FOUND HERE

@MSWEEZEY

NEW DATA

7,500 MARKETERS FROM AROUND THE WORLD
OVER A PERIOD OF TWO YEARS
ACROSS ALL INDUSTRIES

- SALESFORCE STATE OF MARKETING -
2016 / 2017

HIGH PERFORMERS
OUTPERFORM THEIR COMPETITION BY

96.3X

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HIGH PERFORMERS

AND LOW PERFORMERS DO THE SAME
THINGS YET HIGH PERFORMERS SEE

2x-3x

THE VALUE FROM THE SAME TACTICS

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EXECUTIVE BUYING

NUMBER
ONE TRAIT



OF HIGH
PERFORMERS

“

EXECUTIVES MUST BUY INTO
A NEW IDEA OF MARKETING.

*NOT JUST THAT THEY NEED MORE
MARKETING.*

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#1 NEW IDEA OF MARKETING IS:

MARKETING CREATES
EXPERIENCES
NOT MESSAGES

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“

THE PRODUCT IS THE
EXPERIENCE

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The ad went viral, with 10 million views the first week and now standing at about 30 million clicks. It even won a Cannes Lion!

More results from [redacted]

www.kmart.com

3.0 ★★★★★ 10 Google reviews

3.6 ★★★★★ 8 Google reviews

2.5 ★★★★★ 12 Google reviews

See results for [redacted] on a map »

[Encyclopedia](#)

edia ▾

[redacted] is an American chain of discount department stores headquartered in the United States. The chain purchased Sears in ...

[Kmart - Chicago, IL - Yelp](#)

[Shopping > Department Stores ▾](#) [Yelp, Inc. ▾](#)

59 reviews - Price range: \$

Park here. Avoid cameras. Try not to interact with

Walk to Mott Street. Return to car. Leave. A OK. Still haven't been to a

A 1360 N Ashland Ave
Chicago, IL
(773) 292-9400

B 3443 W Addison St
Chicago, IL
(773) 478-1334

C 5033 N Elston Ave
Chicago, IL
(773) 685-1121

Pharmacy & Health

Shoes

Toys & Games

Clearance

Semi-Annual Home & Furniture Sale

Members get \$5 back in points on home purchases [see details](#)

Treat Your Pet
Sweepstakes

 [learn more >](#)
kmartlocalad.com

ADVERTISEMENT



\$89.99

LoJack For Laptops Std - 3YR

[SEE DETAILS](#)

Sale \$199.99 save up to \$10
Jackson faux marble or Emily



Sale \$18.99
Cannon reversible twin comforters

EVEN GREAT MARKETING
CAN'T MAKE UP FOR
BAD EXPERIENCES

@MSWEEZEY

****SOLUTION***

GET YOUR BOSS TO READ

1. **EXPERIENCE ECONOMY** (PINE
AND GILMORE)

2. **FLIP THE FUNNEL** (JAFFE)

@MSWEEZEY

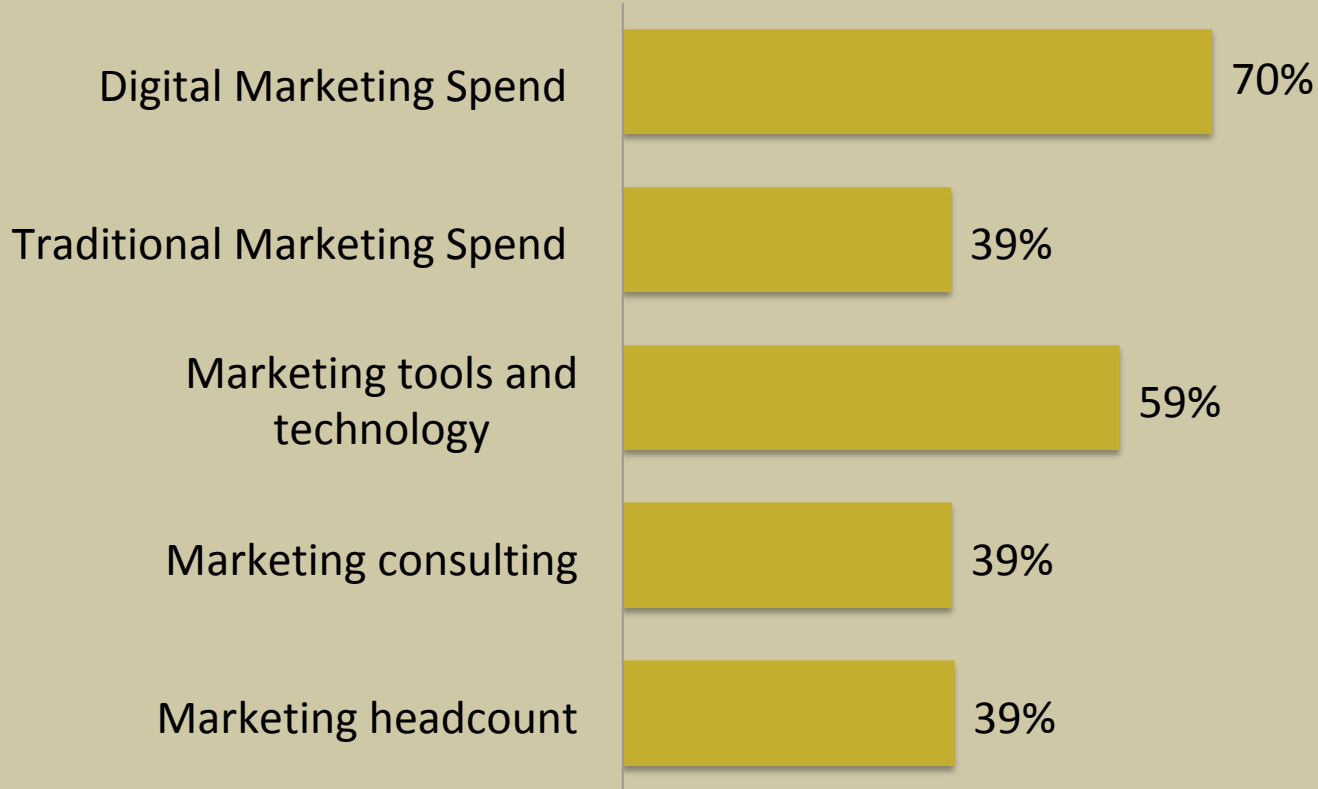
BIGGER BUDGETS



NUMBER
TWO TRAIT

OF HIGH
PERFORMERS

HIGH PERFORMERS PLAN TO INCREASE SPENDING



“

HIGH PERFORMING
MARKETING BUDGETS
WILL DOUBLE IN

1.8 YEARS

@MSWEEZEY

MAINTAIN BRANDING

2 - 6% GR

*Gross revenue

**15% HEADCOUNT
80% PROGRAMS
5 % TECH + OTHER**

AVERAGE BUDGET

7 - 12% GR

*Gross revenue

**25% HEADCOUNT
65% PROGRAMS
10% TECH + OTHER**

FAST GROWTH

13 - 30% PR

*Projected revenue

**30% HEADCOUNT
55% PROGRAMS
15% TECH + OTHER**

BETTER TECHNOLOGY



NUMBER
THREE TRAIT

OF HIGH
PERFORMERS

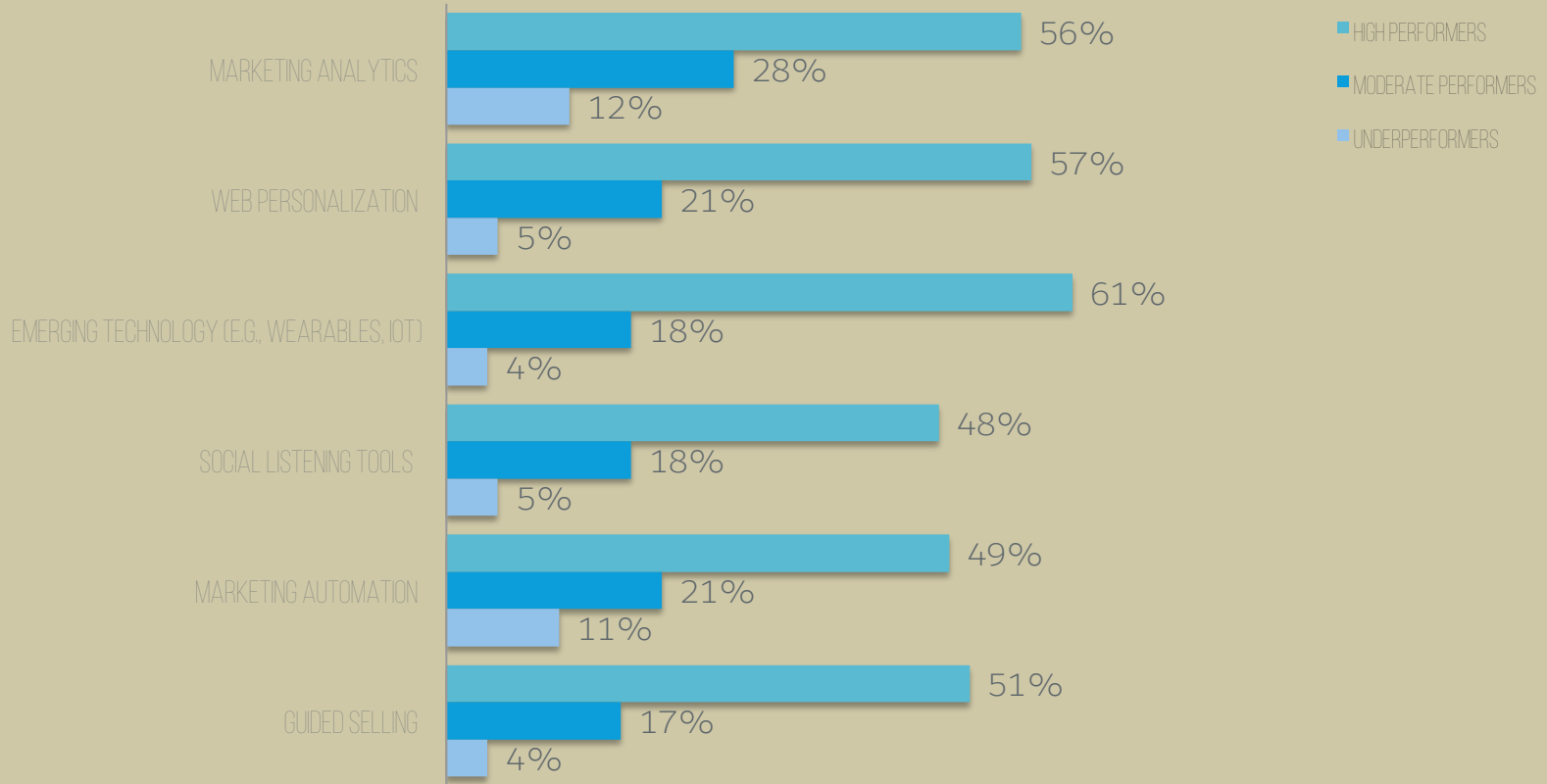


HIGH PERFORMERS

USE 14 TOOLS TO CREATE A
COHESIVE EXPERIENCE

@MSWEEZEY

PERCENTAGE WHO CURRENTLY USE EXTENSIVELY



PERSONAL EXPERIENCES

ARE WHAT YOUR
TOOLS SHOULD WORK
TO CREATE

****PROBLEM***

**‘EXPERIENCE’ IS A FLUFFY
WORD. WHAT TYPE OF
EXPERIENCE SHOULD WE BE
MAKING?**

@MSWEEZEY

- RESEARCH -

OVER 1 MILLION VISITOR
SESSIONS ACROSS VARIOUS
WEBSITES IN 2015...

- TAKE A GUESS -

**WHAT IS AVERAGE NUMBER OF
PAGE VIEWS A PERSON GOES TO
ON A WEBSITE?**

1.7

PAGES PER VISIT

@MSWEEZEY

- TAKE A GUESS -

**HOW MANY PEOPLE LOOKED AT THE
BLOG AND THEN WENT ANYWHERE
ELSE ON THE WEBSITE?**

2.5%

CROSSOVER FROM BLOG

@MSWEEZEY

- TAKE A GUESS -

**HOW MANY PEOPLE LOOKED AT THE
RESOURCE (CONTENT) SECTION?**

3.7%

***ACCESSED THE RESOURCE
SECTION***

@MSWEEZEY

****SOLUTION***

**“ZERO CLICK”
EXPERIENCE**

- B2B -

EXAMPLE



CardinalHealth™

🔍 How can we help you?

Sign In

Services ▼

Professional Products ▼

Consumer Products ▼

Thought Leadership ▼

About Us ▼

Careers ▼

HEAD, SHOULDERS KNEES & TOES.

We've got you covered in the OR. Learn more about our broad offering of surgical apparel products to help keep you and your patients safe.

See the products



They use **ABM** to change the copy on the site to match the industry of the visitor

They use **Marketing Automation** to change content offers based on behavior

Essential Insights

- CARDINAL HEALTH -

(A FORTUNE 500 COMPANY)

USING DYNAMIC CONTENT
CREATED A \$47M PIPE FOR A
BRAND NEW PRODUCT LINE IN
5 MONTHS

@MSWEEZEY

“

PERSONAL EXPERIENCES

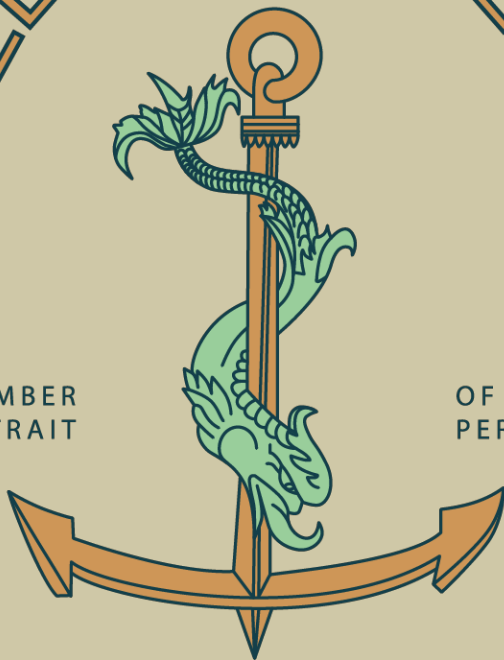
CAN ONLY BE CREATED VIA THE
CORRECT TECHNOLOGY UTILIZING
DYNAMIC CONTENT

@MSWEEZEY

AGILE WORKFLOWS

NUMBER
FOUR TRAIT

OF HIGH
PERFORMERS



52% OF HIGH
PERFORMERS USE
AGILE METHODS



***AGILE IS THE MODERN
PRODUCTION METHOD***

42%

Of marketers say it takes 2-5 weeks to create a piece of content.

1 <http://www.techvalidate.com/blog/2013-content-marketing-research-time-spent-creating-content-2892>

1/3

Of marketers say it takes more than 7 weeks to create a piece of content.

3 PRODUCTS

3 BUYER PERSONAS

3 STAGES IN THE CYCLE

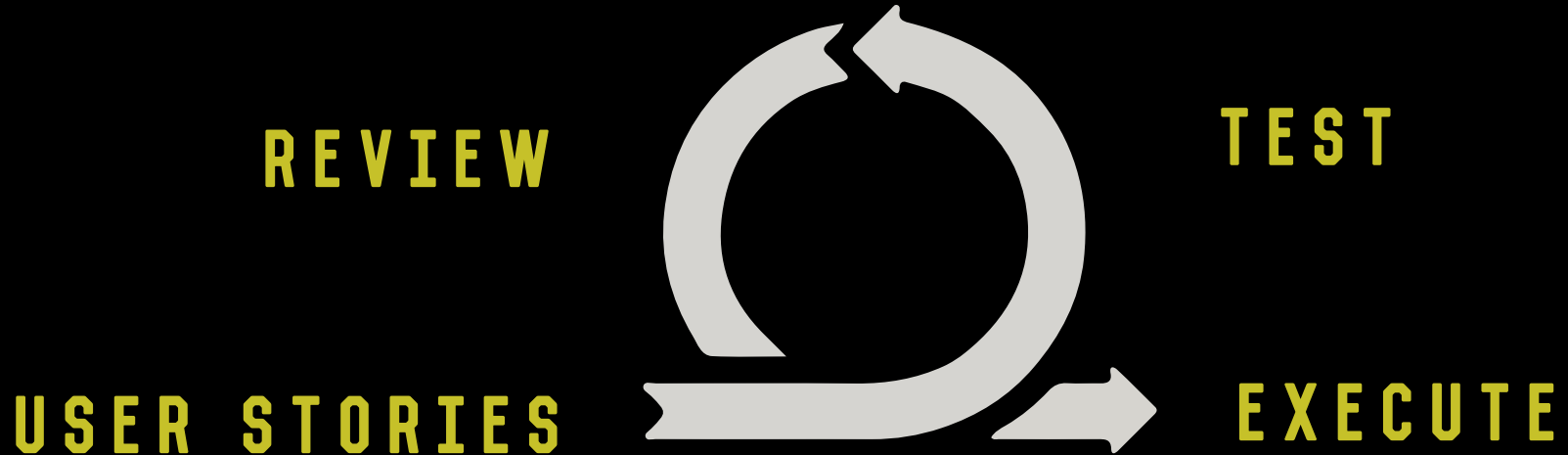
27 PIECES OF CONTENT

27 PIECES
OF CONTENT
AT 2 WEEKS
PER PIECE

54
WEEKS

27 PIECES
OF CONTENT
AT 5 WEEKS
PER PIECE | 2.5
YEARS

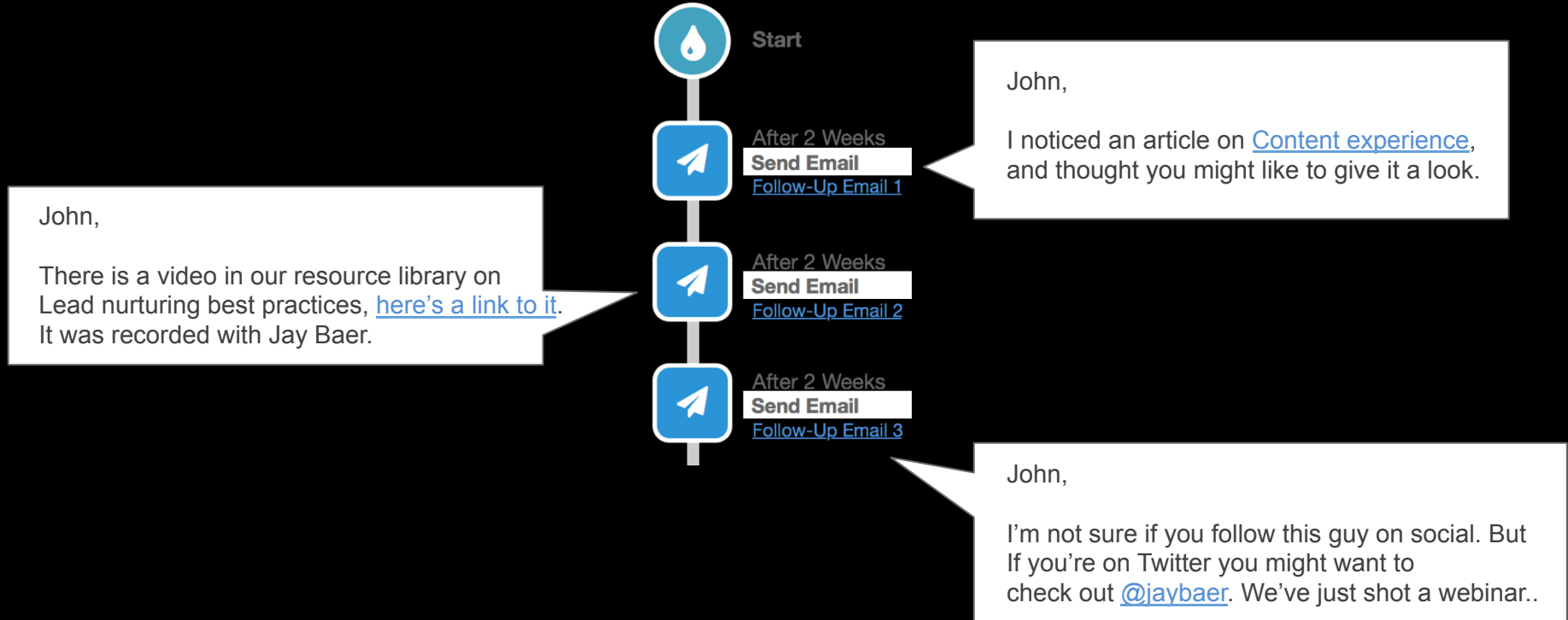
AGILE PROCESS



USER STORIES

1. WHAT QUESTIONS ARE THEY ASKING
2. WHEN / WHERE ARE THEY ASKING
THOSE QUESTIONS
3. WHAT EXPERIENCES ARE YOURS
COMPETING WITH

AGILE TEST



- PAUSE -

ASK THE AUDIENCE
“THE EMBARRASSING QUESTION”

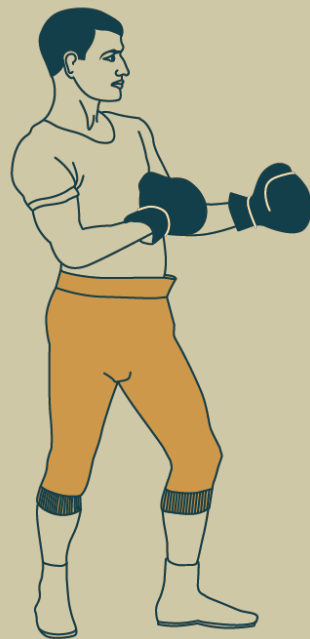
AGILE REVIEW

ASK THESE THREE QUESTIONS VIA THE
PHONE (TOTAL TIME 1.5 HRS IF YOU ASK 9)

1. WHAT WERE YOU LOOKING FOR ?
2. DID IT MEET YOUR EXPECTATIONS ?
3. HAVE YOU SEEN BETTER ?

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COLLABORATION



NUMBER
FIVE TRAIT

OF HIGH
PERFORMERS

HIGH PERFORMERS ARE
17X BETTER

AT COLLABORATION ACROSS
THE CUSTOMER LIFECYCLE

@MSWEEZEY

EXPERIENCE

IS ACROSS ALL DEPARTMENTS

MARKETING

SALES

SERVICE

PRODUCT

CXO

CHIEF EXPERIENCE OFFICER

THE NEW EXECUTIVE POSITION WHO WILL
HAVE TO OWN EXPERIENCE AND BE
RESPONSIBLE FOR REVENUE AND GROWTH.

CXO REPLACE CRO



*COLLABORATION IS THE
KEY TO **HOLISTIC**
EXPERIENCES*

- CONCLUSIONS -



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EXECUTIVE BUY-IN

NUMBER
ONE TRAIT



OF HIGH
PERFORMERS

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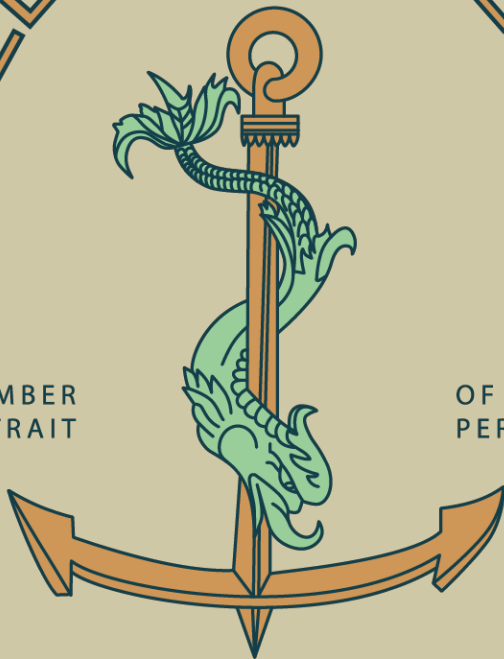
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IS WHAT YOUR TOOLS
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CREATE

AGILE WORKFLOWS

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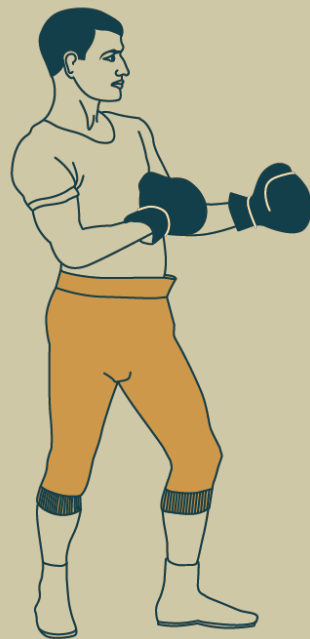


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***AGILE IS THE MODERN
PRODUCTION METHOD***

COLLABORATION



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*COLLABORATION IS THE
KEY TO **HOLISTIC**
EXPERIENCES*

- THANK YOU -

FOR ACCESS TO RESEARCH

[HTTPS://WWW.SALESFORCE.COM/RESEARCH/](https://www.salesforce.com/research/)

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