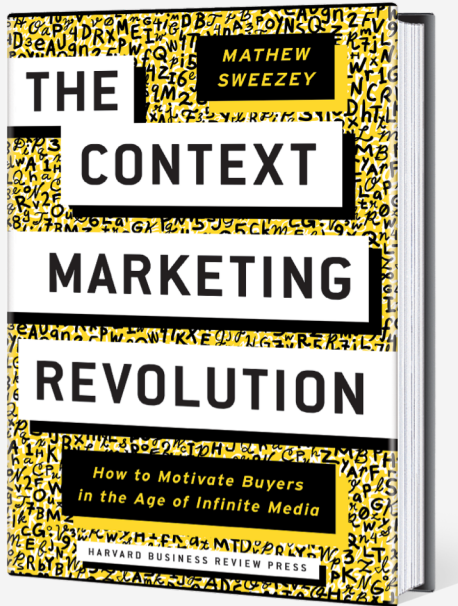


The Age of Context

How to break through and build
brand during uncertain times



Mathew Sweezy

Director of Market Strategy
Salesforce

Author:

Marketing Automation for Dummies (Wiley 2013)

Context Marketing Revolution (HBR 2020)

salesforce



THE NEW LANDSCAPE

#1 Key Trait of High Performing
Marketing Organizations

“

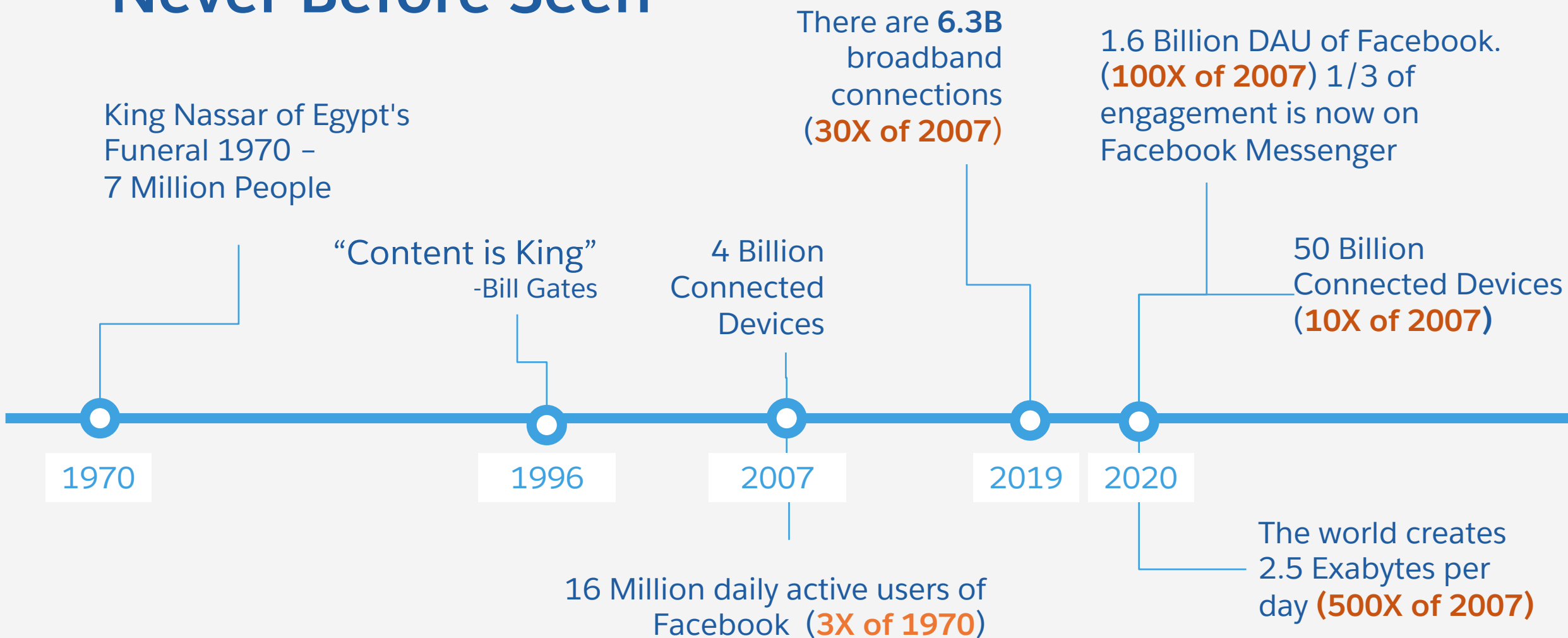
Marketing is a game, and
the rules change based
on the environment.

”

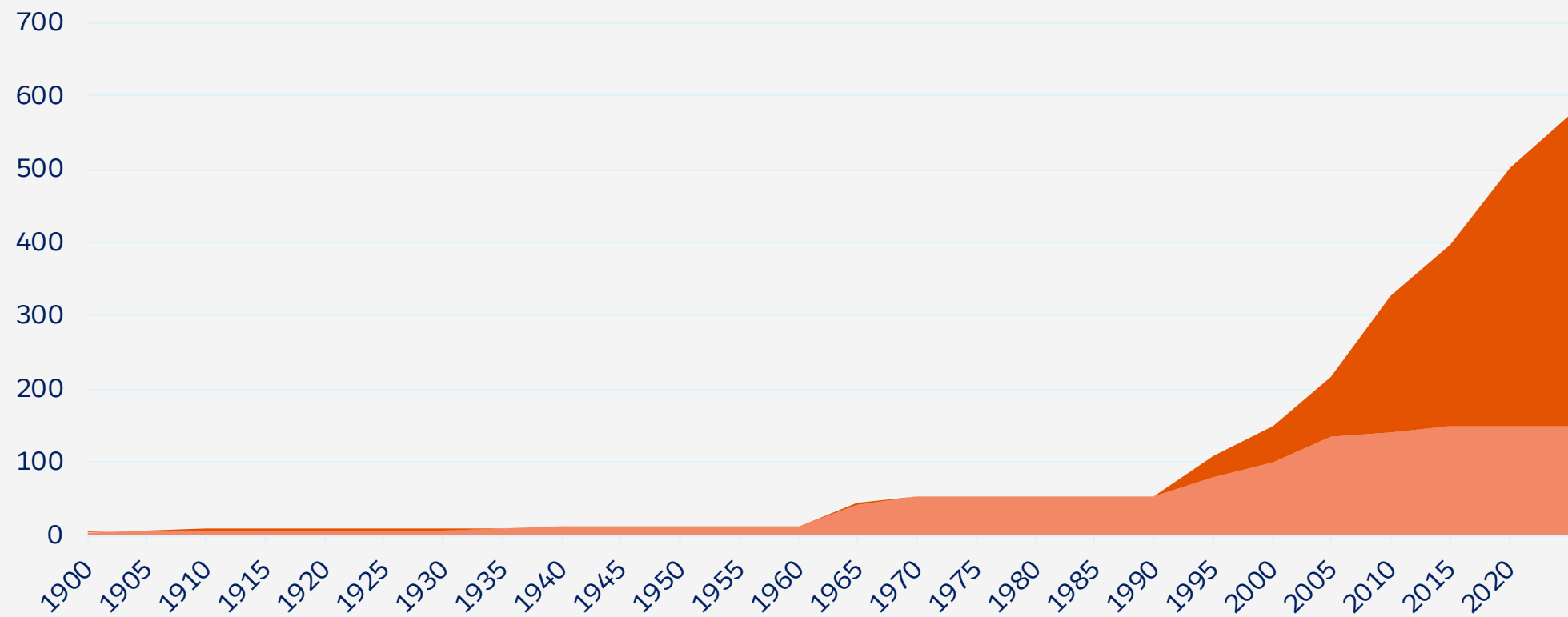
- Mathew Sweezey



Current RAC Is At Scales Never Before Seen



The New World of Infinite Noise



This isn't more, it's a New Era



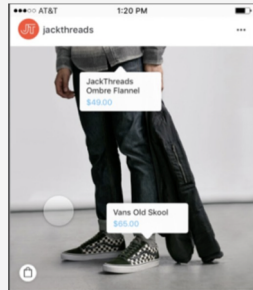
	Analog Era (1970)	Digital Era (2007)	Infinite Era (Present)
Speed	Hours	Seconds	Real Time
Connected Devices	0	4B	50B (12x)
Mobile Connections	0	268M	6380M (30X)
Largest Human Gathering	5 Million	16 Million DAU Facebook	1.6 Billion DAU Facebook (100x)
Data Created Per day	Megabytes	.005 Exabytes <i>per day</i>	2.5 Exabytes <i>per day</i> (500x)
Largest Creator of Noise	Brands	Brands	Consumers/Devices
Media Foundation	Mass	Mass Customization	Personal Context

New Media New Rules

This isn't about more media, it is about a totally new world of media. We are just now exploring what is possible in a world of infinite connection, content, and speed.



Fortnite is creating the FOMO TV used to among Gen Z.



Social commerce opens up the doors for media to become retailers.



TikTok has not time stamp on posts. This allows them to use them in a contextual order.



New subscription video service designed only for mobile, with all videos under 10 min in length.



A video messaging app which bills itself as the "video walkie-talkie"

“The context marketing revolution isn’t about content, social media, ad blocking, or mobility. *It’s about what people derive from instant access, connectivity, and openness.*”

- Mathew Sweezey

salesforce



The Post-AI Consumer

A new world has create a new consumer, complete
with new demands

We Are Now Marketing To The Post-AI Consumer

84% of consumers agree the experience is just as important as your product/service.



Search

Google search is the largest application of AI in the consumers life. It only shows contextual answers.



Email

All inboxes now use AI to only show you the conversations which matter.



Web

AI already powers the worlds biggest sites. Soon all sites will be headless.



Bots

There are expected to be 8 billion digital voice assistants by 2023. That is more than one per person.



Social

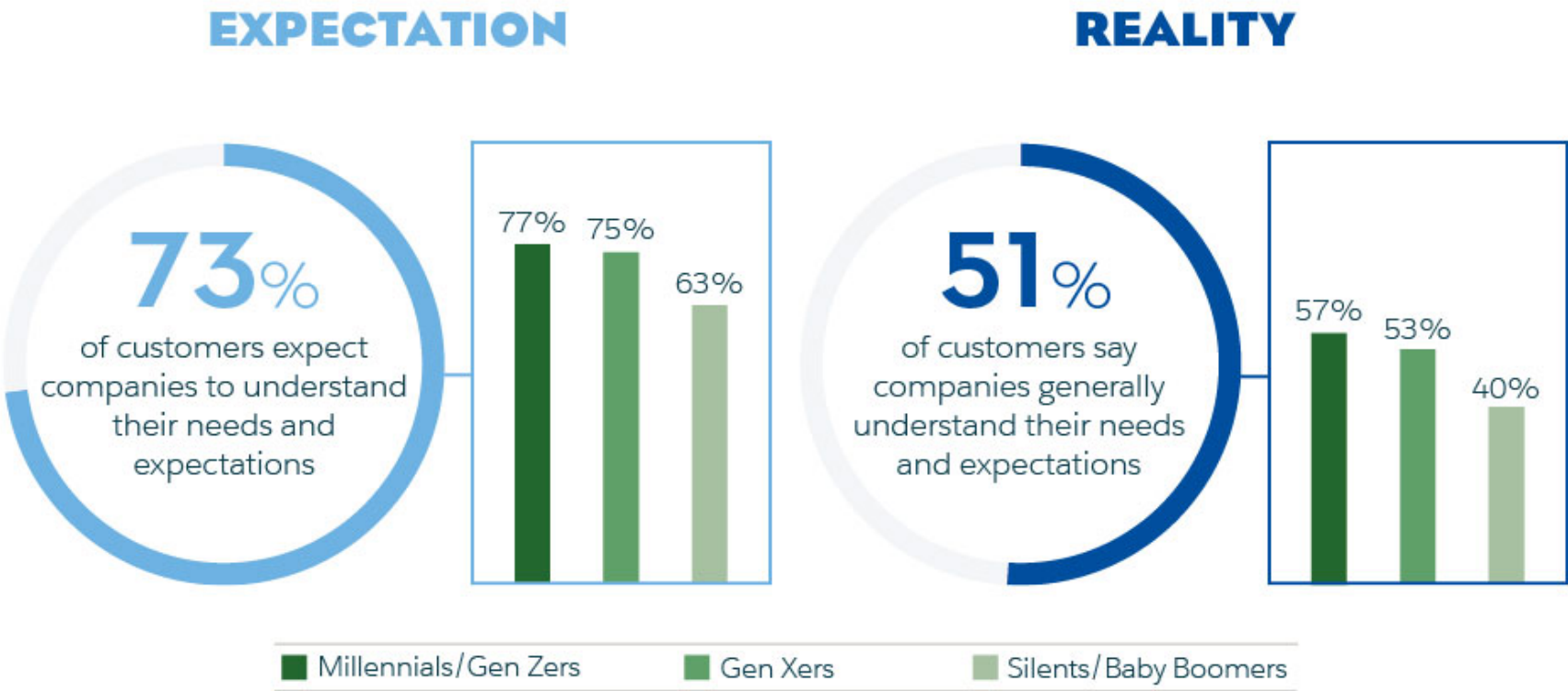
All social feeds are contextual feeds only showing you a tiny fraction of the content created by your network.



All Ages of Consumers Demand Experiences

The difference between boomers and millennials expectation of experience is only 14%. When we expand that to include specific aspects across 100 questions the delta drops to 12%.

They are also equally disappointed in how businesses are performing.





Business buyers are more affected

	B2B	B2C
The Experience is just as important as the product or service	89%	79%
Technology has made it easier than ever to take my business elsewhere	82%	70%
Technology is redefining my behavior as a consumer	76%	61%
Technology has significantly changed my expectations of how companies should interact with me	77%	58%
Expect the brands they purchase from to respond and interact with them in real time	80%	64%
Will pay more for a great experience	82%	59%



Searches for:
“Best Toothbrush”
are up 100% YoY

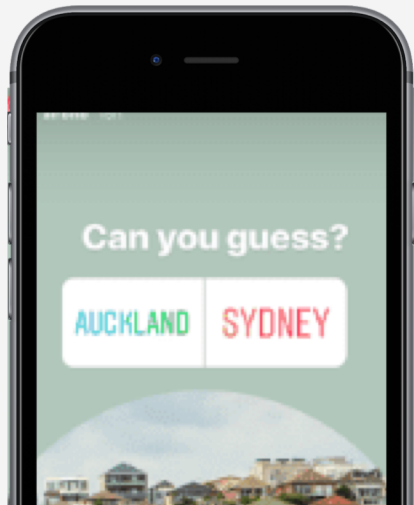
- Google Think



This is Only The Beginning

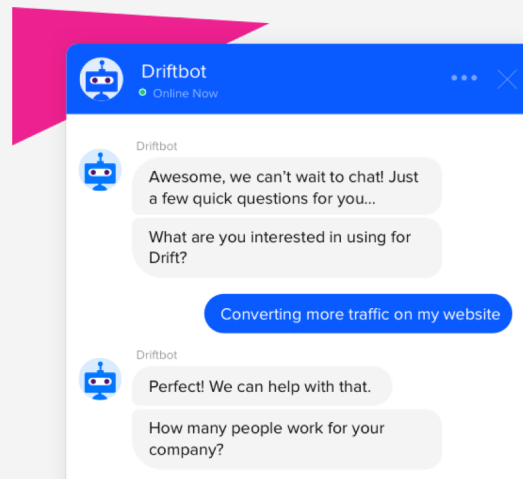
Ephemeral Content

“The Stories format is on a path to surpass feeds as the primary way people share things with their friends sometime next year (2020).”



Voice, Bots, & Messaging

20 billion monthly messages were sent between people and businesses as of 2019, which is **2.5 times more** YoY (as compared to Q2 2018)



Mixed Reality

32 % of consumers use augmented reality, and 73% of mobile AR users reported either high or very high satisfaction with mobile AR experiences

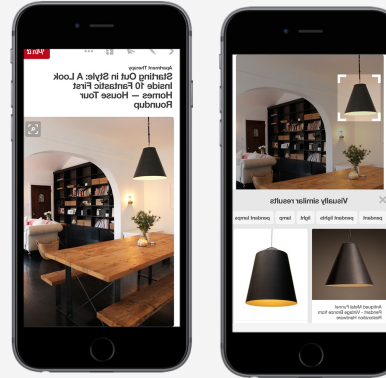


The Post AI Buyers Journey

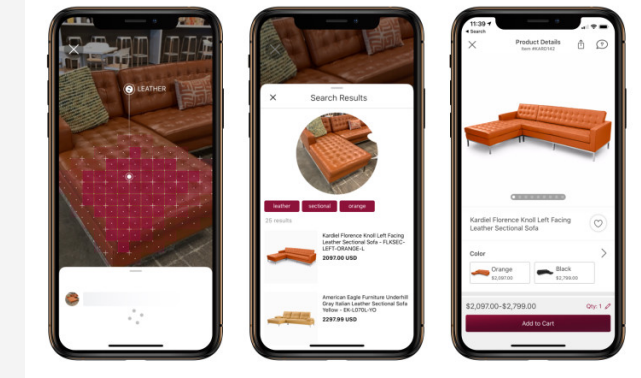
AI alters the buyers journey by providing new ways of discovery, searching, and purchasing. Compressing journey and helping consumers make more informed decisions faster. **Brand marketing and buyers journey merge into one.**

- All things are considered purchases
- 1 in 10 purchases now happen on the edge
- 30% of retail will be ecommerce by 2025
- 50% of app development will shift to bot development by 2025

Discovery



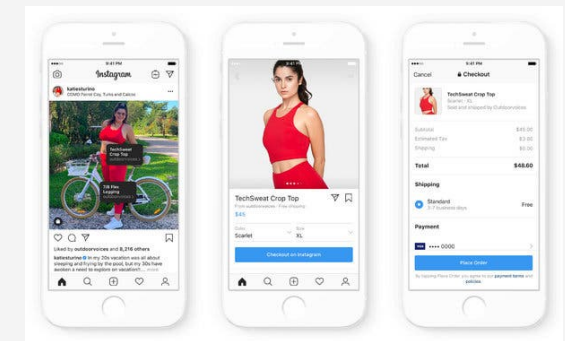
Comparison



Evaluation



Purchasing



A New Baseline of Experience Has Been Set For All Consumers

This change has accelerated the adoption of the latest technology by the entire society over night. Moving forward consumers will have a greater education on the possibilities, and greater experiences to be had from connecting in new ways. **Moreover, people are habitual, this will shock us into new habits.**

WHF Revolution

*Slack sees
12.5M new
customers due
to work from
home surge*

Zoom's for Everything



Fortnite Weddings





A NEW IDEA OF MARKETING

High Performing Marketing Organizations are Following A
New Idea of Marketing To Break Through

“The context marketing revolution isn’t about content, social media, ad blocking, or mobility. *It’s about what people derive from instant access, connectivity, and openness.*”

- Mathew Sweezey



10X

High performers are ten times more likely to be significantly beating their direct competition.

#1 Key trait of High Performing Marketing Organizations:

A New Idea of Marketing

- Marketing creates experiences not messages
- Experiences are connected across the entire customer life cycle
- Growth is driven by more than just net new business
- Holds true for both both B2B and B2C brands
- Only 16% of all brands are High Performers.

High Performers Operate from A Transcended Idea of Marketing



RENOVAE

Adopt new **marketing tactics**



EVOLVE

A shifted focused to **connected experiences**



TRANSCEND

A new **role/scope/function** of marketing

Product-centricity	Role	Customer-centricity
Greater Reach	Creative Focus	Contextual journey
Silo Department	Operation	Decentralized Marketing
Disjointed Tech/Data	Technology	Streamlined Platform
CMO	Leadership	CXO/CGO

Tesla’s Transcended Marketing Model

A transcended idea of marketing means a new role, scope, and function not just new ways of doing the same old thing.



Age	94	17
Market Cap	\$49.9B	\$144.20B
Ad Cost Per Car	\$926	\$6
Total Cars Sold	86,000	276,000
Business Model	Build > Market > Sell	Market > Sell > Build > Market

Tesla spent 1/150th on advertising as Merced's, sold **3X as many cars, had never made an economy car before, and ***the car didn’t’ even exist when it was sold!*** Tesla is now the number one luxury car manufacturer.

Context Marketing

Context marketing, is a new method of marketing where brands break through by crafting experiences to meet a person in that specific moment of need, and help them accomplish the task at hand. The trust built from that interaction guides the individual to the next stop on their journey, creating motivation and driving demand.

Context Becomes The Creative Lens of Experiences

When brands are able to understand the goal of the moment, and execute in real time they can then meet the individual in context. Not only breaking through but motivating action. **Give up attention, embrace context.**

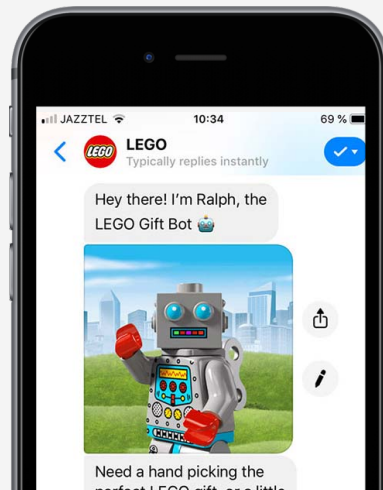
Awareness

99.5% of the posts featuring DW Watches are created by their market.



Consideration

Ralph helped shoppers find the best gift.
Average order size 2X of website.



Purchase

IKEA buys Task Rabbit to ease set-up and delivery.
Created Place to make it easier to see what fits.



Advocacy

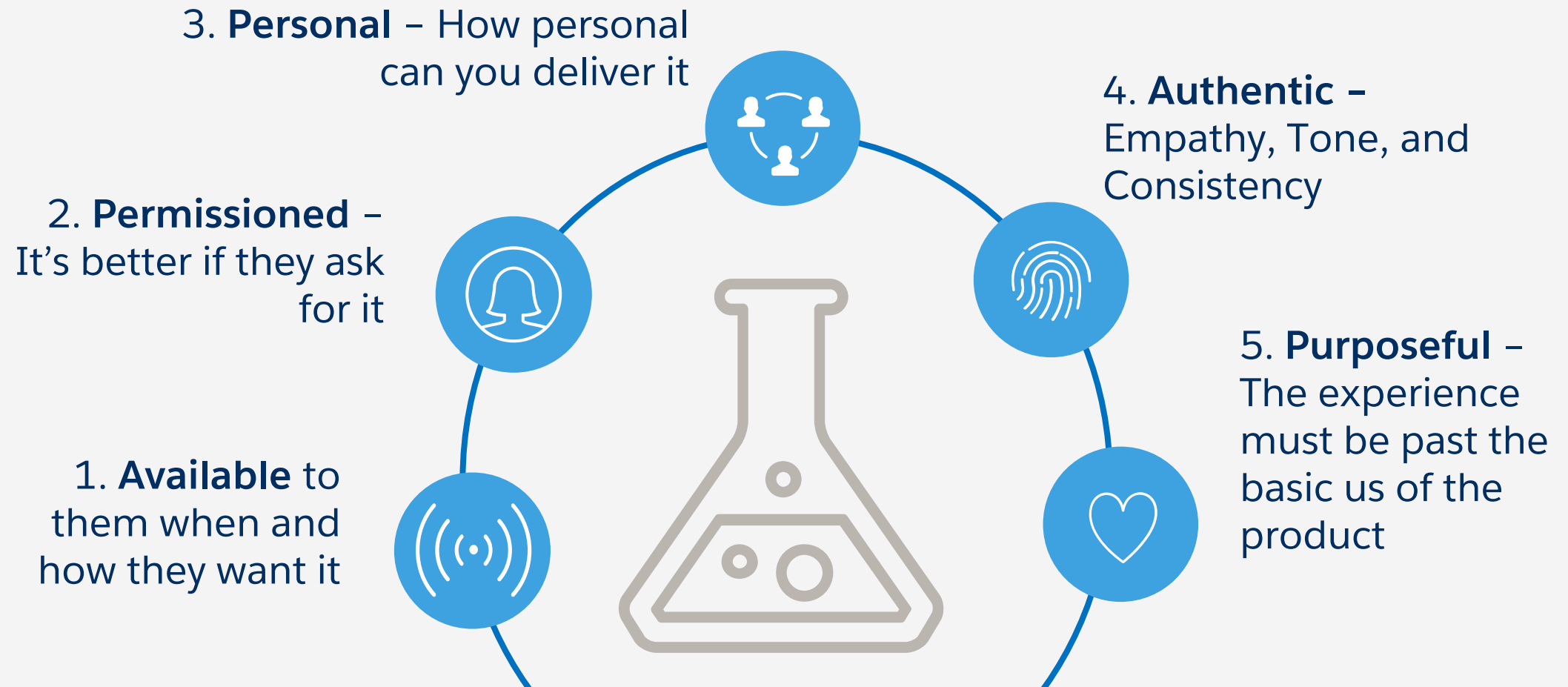
A community of 1.8 Million learners, 1/4 of those using Trailhead have found a new job



TRAILHEAD

The Five Elements of Context

By embracing the elements of context you can ensure your focused on their needs at the moment.





Communicating In Context

Look to find ways to work *with* our
audience not *on* them

Listen Before You Speak

You must create a processes for keeping communications high with all stakeholders. The connection and insights are critical to current and future operations.

Partners/Vendors

You need the entire ecosystem during, and post recession. Have a central portal and hub of information for each vendor type, have daily/weekly calls to check in, and ensure there is a single point of contact for each.

Customers

You should have a central hub of information, but also create working groups to learn how customers are reassessing priorities, reallocating budgets, switching among brands and product categories, and redefining value. This information must be shared company wide, and even with other stakeholders. This is value you can bring to others too.

3 Strategies for Stakeholder Continuity

This is a large effort of both internal information, external information and a detailed processes of sharing it with relevant stakeholders.

Daily Stand Ups

Stand-ups create a daily flow of real time issues from the ground up. Stand-ups must answer three things

1. What did you do yesterday
2. What are you doing today
3. Any roadblocks in your way

Each stand up manager attends 2 stand ups. Gathering info from their reports, and passing it to their managers.

Daily/Weekly Calls

Identify key information sources and ensure you have daily calls with the. This could be analysts, key customers, government officials, key groups of customers, etc.

Weekly call with your full team and have each team report on progress. Fast paced, full call should take 30 min.

Internal Data Feed(s)

There should be real time data feeds of information for various teams, projects, and information. Real time and collaborative are key.

Ex Format:

Slack Channels, Chatter Group, Google Doc, MS Team, Quip

Ex Content:

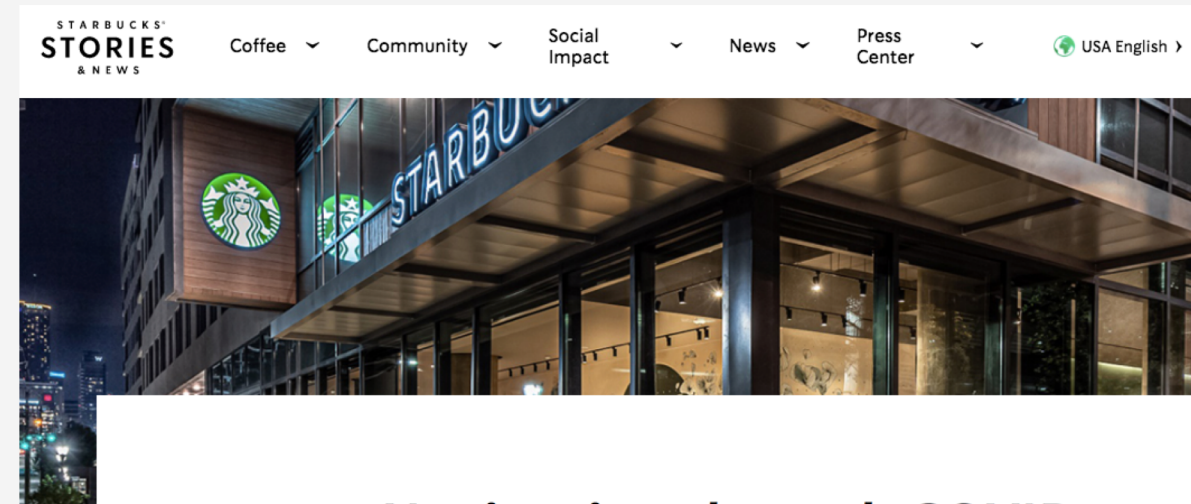
Daily analyst reports, customer stories, project collaboration, success stories

Create a Public Central Source of Information

You should make it easy for people to find out how the situation is going to affect your operations, and the delivery of your products. This could be a blog post, a banner on your website, or a micosite. However it needs to be shared, constantly updated and address the following items.

- The impact on customers, and partners
- How employees are being protected through social distancing
- How customer service will be affected
- The location of changes to service
- A minimum time the action will be taken for
- When the information was last updated
- Chatbot or Live 24/7 chat

Starbucks does a great job at this and has set up running timeline of changes with separate pages of information for customers, and partners.



**Navigating through COVID-
19**

New Efforts Must Be Grounded In Empathy

The majority (63%) of advertisers have already changed the messages they are touting in-market, increasing:

Mission-based marketing (+42%)
Cause-related marketing (+41%)

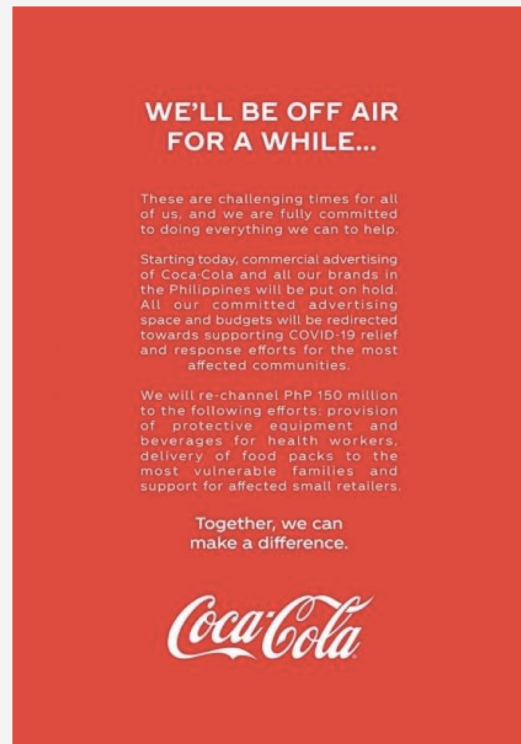
We are leaders in more than business software, our customers look to us for guidance. So we created a new content series called “Leading Through Change” where we teach businesses leaders what we are doing and what steps we are taking.



Global Brand Unity Executed Through Localized Efforts

Not all of your marketing should be the same. The context of the market matters. Which is why Coke has different efforts running in different parts of the world. Test ideas in new markets and sharing learnings in an agile format.

Coke
Singapore Ad

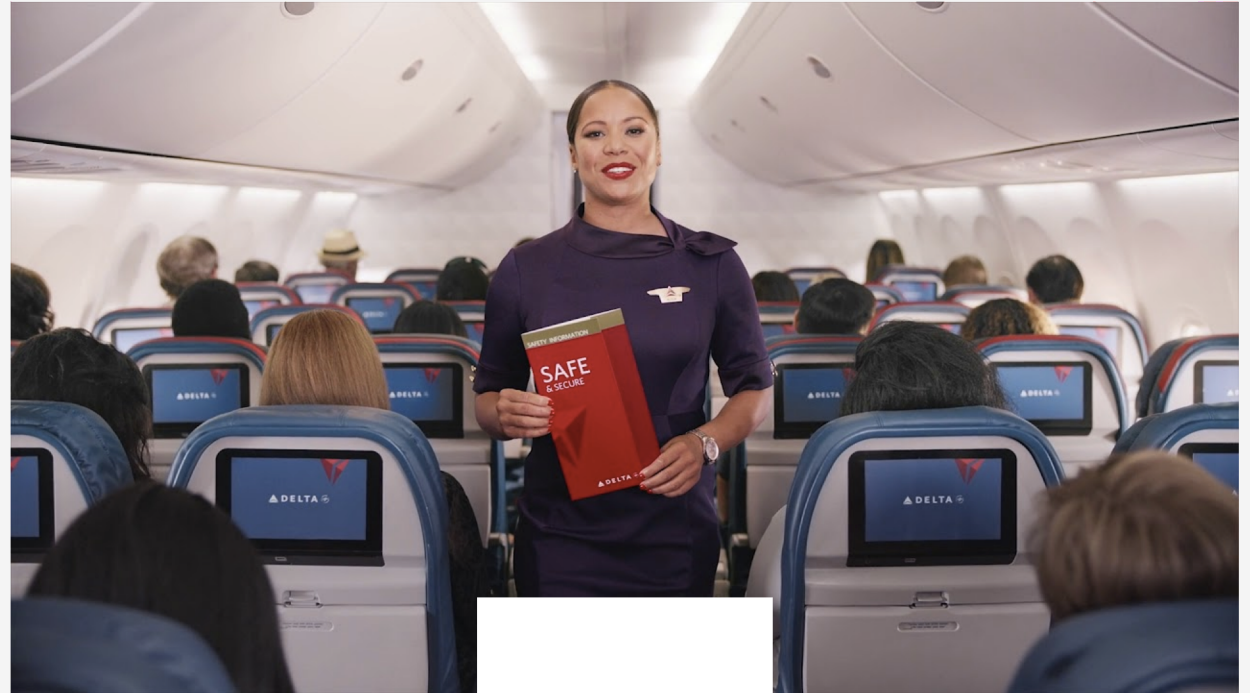


Coke
NYC Ad

A New Way To Think About Empathy Moving Forward

Consumers see more content than ever before, and expect brands to keep pace. We must move to a world of fast content/fast advertising.

Delta releases a new safety video each month so their passengers feel valued.





Engaging In Context

Look to find ways to work *with* our
audience not *on* them

6 Ways Of Engaging in Context of Today



- **Connect** - Can my business bring people together? Does it help connect family, friends & social communities?
- **Inform** - Can we help share true information, dispel fake news and keep people in the know?
- **Support** - Can we provide support for individuals, organizations or professions? i.e. mental health advice or support of essential workers
- **Teach** - Can we help people become better versions of themselves, teach them a new skill, impart some knowledge or lead the way?
- **Entertain** - Solve the issue of 'being bored'
- **Provide** - Do our products and services ease the strain on the everyday consumer? Can our product be delivered? Is our service relevant to self-isolating households?



Divert Advertising Budget To Take Care of Stakeholders

70% of buyers have already adjusted or paused their planned ad spend, while 16% is still determining what actions to take. **In the near term, digital ad spend is down 33% and traditional media is down 39%**

Molson Coors did a 50/50 buy back of all untapped kegs in the market. The total cost is estimated at \$40M. That is 1/8th of their 2019 ad spend. Coke diverted \$4.2M of ad spend in COVID response.



Find Ways Your Product/Service Can Be Put To Beneficial Use



TRAILHEAD

We created a publicly-available Trailmix on Trailhead with tips on how to work from home and maintain personal well-being during this time. This effort is focused on our customers, and our employees to provide training for those who need some soft-skills on how to cope with the current situation.

Our Health Cloud is offering free access for qualified emergency response teams, call centers and care management teams for health systems affected by coronavirus. We are getting our tools into the hands of people who can use them to combat the situation free of charge.



Now Is The Time To Focus On Human to Human Efforts



Human to human is the highest form of direct marketing. It's about people.

1. Leverage your network of advocates, employees, and influencers to help spread your message for you.
2. Have your employees reach out to their accounts and check in with them. Empower them with a budget so they can send something personal to them. Go past swag to get creative.



Bring Experiences To Them:

We created viewing parties. Gave our sales reps budget to cater parties at our customers offices to watch the world tour.



Direct Mail: Lessonly created "Survival" kits for their prospects and customers. These are sent to their homes.

New Efforts Need To Be Authentic & Purpose Driven

NUUM creates care packages for medical workers

When your stakeholders are in need, take care of them. They create a product which hydrates people and are now sending care packages to those who need hydration.



Lessonly creates a coloring book for parents with kids at home

“We hope it brightens your day and helps you Do Better Work and, more importantly, live a better life!”

nuun
hydration

HOME


SHOP

BLOG


THANK YOU

To the doctors, nurses, and paramedics working hard each day to keep us healthy, thank you.

You're working long, hectic shifts taking care of us, and we want to help you take care of you. We can't offer you a magical cure-all, but we can offer you a care package to help you stay on top of your hydration and relax at the end of a long day.



When your shift is go-go-go, it can be hard to remember to drink enough water. Nuun Sport's blend of electrolytes and minerals will help you make your water count.



Nuun Rest will help calm your mind without making you drowsy. Add one tablet to water after a long day and begin to relax your overworked mind and body, one sip at a time.

We're sending out 500 [care packages](#) to medical professionals across the United States. If that's you, please let us know. We appreciate your hard work, dedication, and sacrifice.

[REQUEST A FREE CARE PACKAGE](#)

New Focus: With not On

Look for ways you can connect your market together to solve common goals. This is how brands can work with their market to build brand equity in new ways.

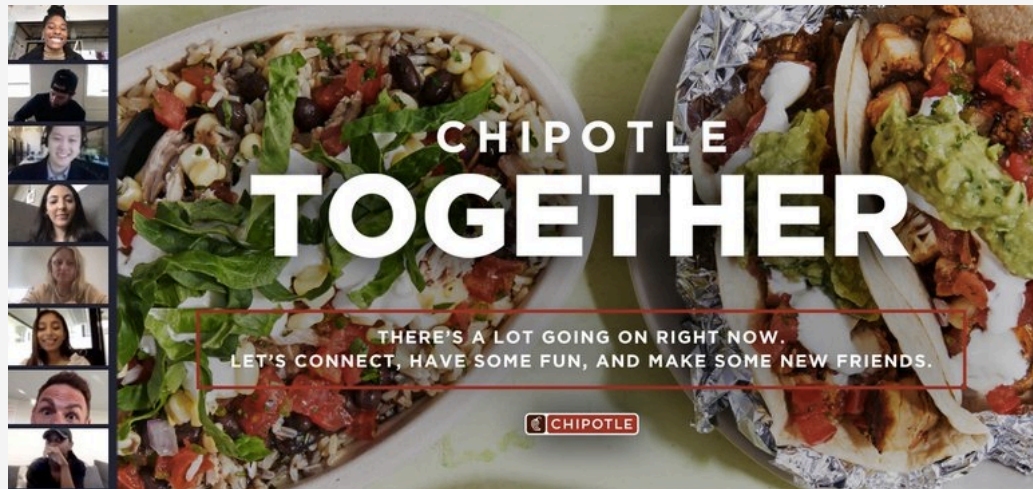
Communities Have:
Parents trying to keep
their kids entertained.



Hospitals Have: Sick
Patients, and Over Worked
Staff who need support.

Context Marketing Connects These two together:

- The hospital can sponsor a daily activity for kids to do. This could be to teach them about health, or more contextual to today have them make get well cards, or thank you cards. They can take pictures and send via social. Hospital can print and post up, reply with picture and patient smile.
- Allow Kids to Zoom into patients to talk with them and tell a joke.
- Get a local choir to put on a show via Zoom to air to patients.



Double Down On Experience

Chipotle doubled down on delivery features and added more.

- Increased their delivery tracking capability and highlight that with messaging
- Created tamper proof packaging
- They even provided ways for their social audience to engage while social distancing.

More than a third (35%) of advertisers are adjusting their in-market tactics and are increasing:

Audience targeting (+38%)
OTT / CTV device targeting (+35%)

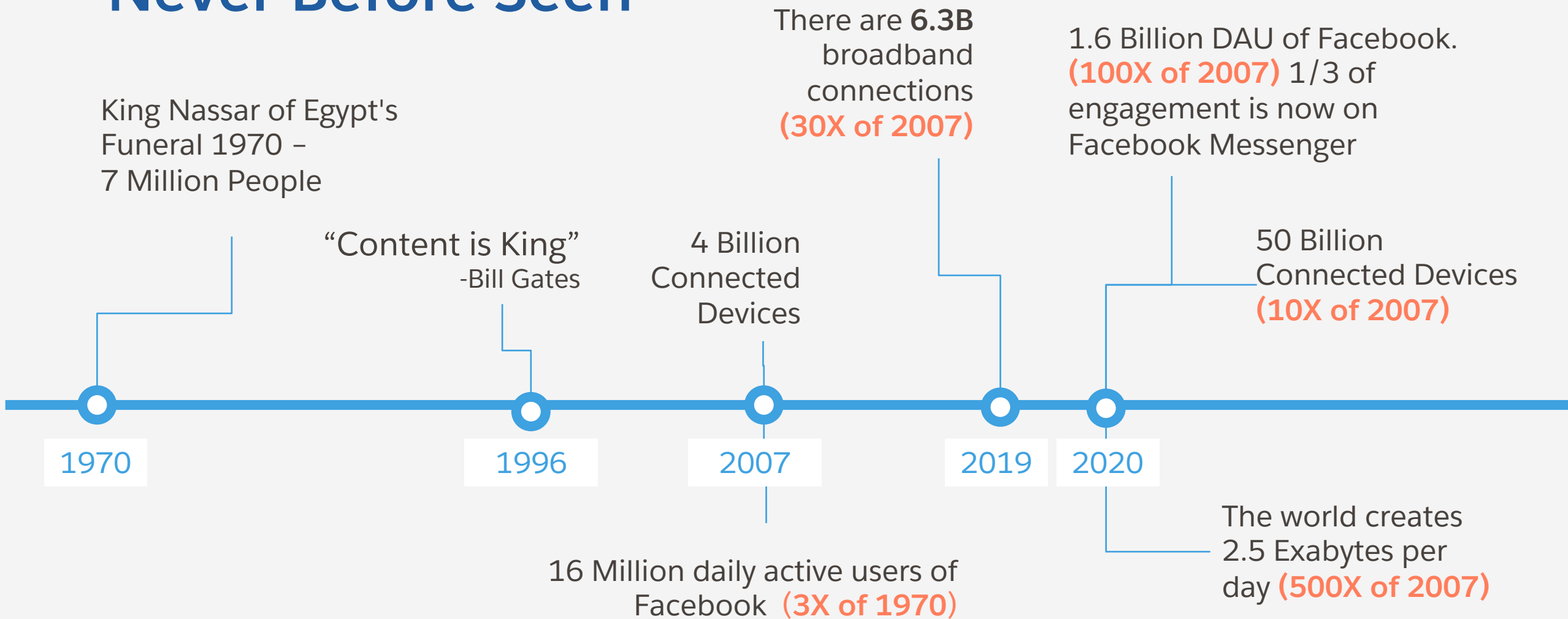


Conclusions

The Revolution Has Changed Everything



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High Performers Operate from A Transcended Idea of Marketing



RENOVAE

Adopt new marketing tactics



EVOLVE

A shifted focus to connected experiences



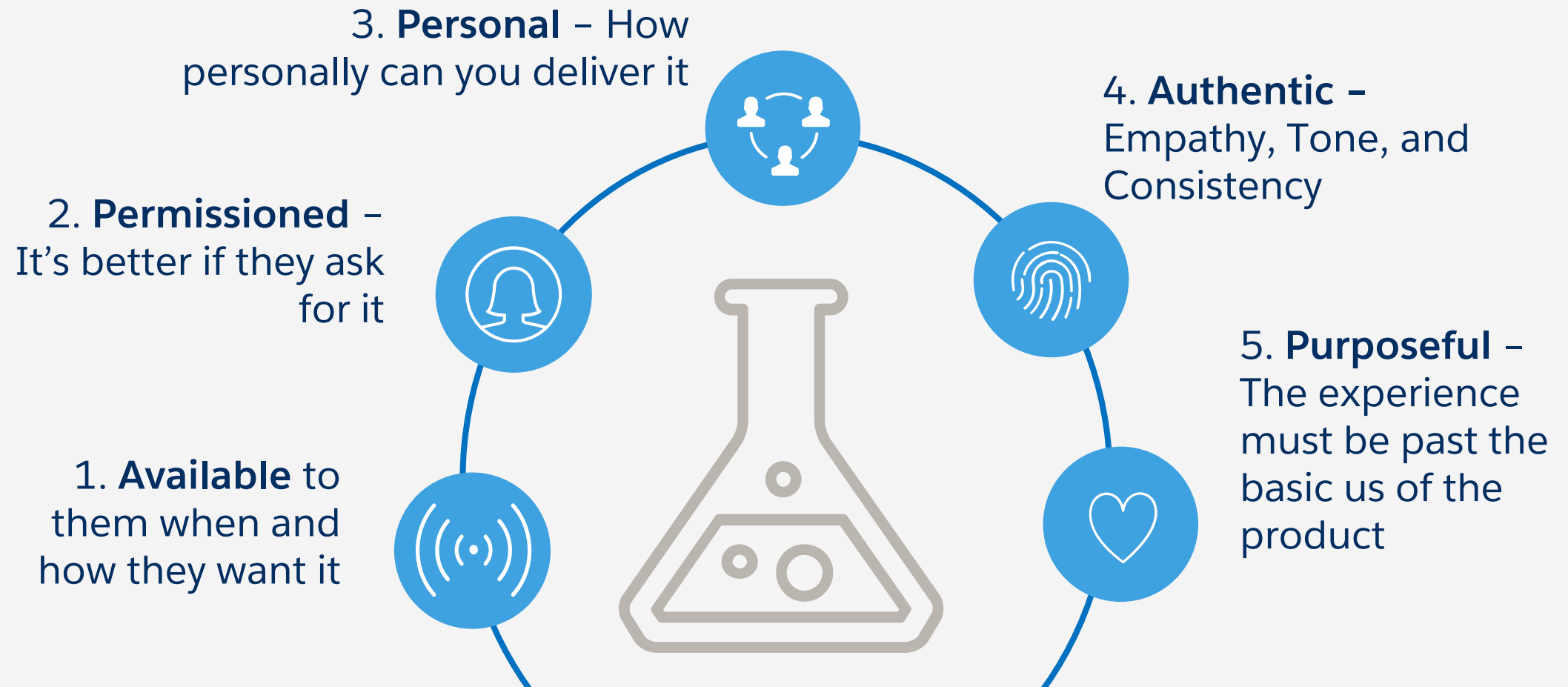
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salesforce



Thank You