

THE FUTURE OF

# *Marketing*

ROLES - TRENDS

2016

Q

In 2015 we asked 5000 B2B and B2C marketers a big question:

“What is the biggest problem marketers face?”

Business

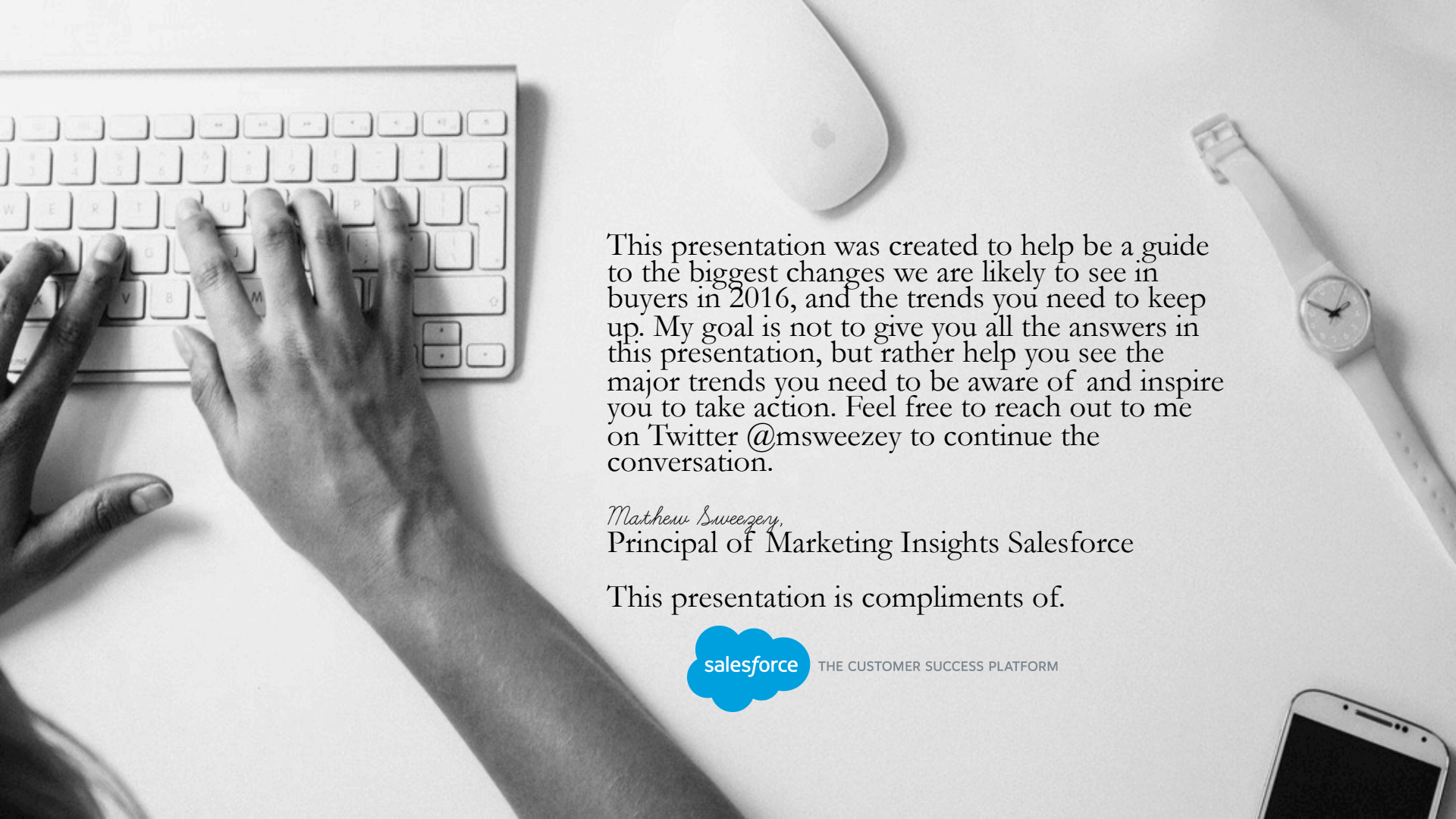


# A

They said:

“How to keep up with trends to drive more higher quality leads”



A black and white photograph of a desk. On the left, a person's hands are typing on a white keyboard. To the right of the keyboard is a white mouse. Further right is a white wristwatch with a dark face. In the bottom right corner, a smartphone is visible. The background is a plain, light-colored surface.

This presentation was created to help be a guide to the biggest changes we are likely to see in buyers in 2016, and the trends you need to keep up. My goal is not to give you all the answers in this presentation, but rather help you see the major trends you need to be aware of and inspire you to take action. Feel free to reach out to me on Twitter @msweezey to continue the conversation.

*Matthew Sweezey,*  
Principal of Marketing Insights Salesforce

This presentation is compliments of.



THE CUSTOMER SUCCESS PLATFORM

SELF DISCOVERY &

*Trust*

THE HIGHEST FORM OF VALUE

2016



**1960:**

There were only  
5 forms of media  
in our “Golden  
Age”



# Radio, Direct Mail, Billboard, Print, Television

These are the only five marketing channels available in 1960 to marketers. This limited set dictates the type of campaigns which can be run, and how they were run.

# BRANDING

Display the values of the brand through the interactions we controlled. This created the "Golden Era" of marketing from 1959-1972.





A close-up, low-angle shot of a person's hand holding a silver smartphone. The hand is positioned on the left side of the frame, with the thumb resting on the screen. The phone is held horizontally, and the background is a solid, dark color, making the hand and the metallic edges of the phone stand out.


# Powerful Moments

There is more computing power used to do a single Google search than all existing NASA computers combined in 1969. Which they used to land a man on the moon.

*-Michio Kaku's: Physics of the Future*

Consumers are in front of a screen over 12 hours each and every day.

*- National Institute of Health: Study from 2014*



Yankelovich, a market research firm, estimates a consumer sees 5000 ads per day. This doesn't even count social media content.

# Infinite Noise

By 2020 there will be 7 connected devices for every person on earth. Each device can create, and filter the noise. We can not reach consumers with mass media if it is filtered by algorithms on devices.

- Gartner Research 2015

# Heuristic Behaviors

**heuristic:** *Enabling a person to discover or learn something for themselves.*

A consumer can determine if there is value in a web experience within 1/20 of a second. If it is not valuable then they leave. On average a person only stays on 1.7 pages of a website Nobody taught consumers how to search, how to use email, or use Facebook. They learned on their own.

- Cliff Seal 2015



# Ad Blocking

18% of US consumers use ad blocking software. It is also estimated this number will double in 2016.

There are 185 million global users of ad blocking technology.

- Pagefair and Adobe, 2015



# Path To Purpose

There is no longer a path to purchase, but a *Path to Purpose*. Buyers paths are constant strings of moments intertwined together equaling an experience, fulfilling a buyers purpose. What are your buyers purpose for engaging with you?

- *Google Think, Path to Purpose*





# *Self Discovery*

Is the highest form of value  
the internet provides. Mass  
publication is the lowest  
form of value it provides.

- David Weinberger



HARVARD  
UNIVERSITY

# Active Discovery

Discovery is extremely powerful for marketers to understand because it allows us to fulfill a desired purpose of the consumer.

Consider how much we like to discover. The top 7 websites in the world are all places for consumers to actively discovery things.

Top 7 Site are:

1. Google
2. Facebook
3. Youtube
4. Baidu
5. Yahoo
6. Amazon
7. Wikipedia

*-Alexa research 2015*





# *Passive Discovery*

Passive discovery is the secondary action of search. It is the reason we “Surf” in the first place. We are passively seeking an experience, and trust the things we find on our own. Discovering something new is our purpose.



# *Self Discovery = Trust*

The modern consumers build trust in a new way. They have found the value of the instant access of the internet and placed a high value on self discovery. They even block your ads! Learn how to help aid in their discovery and you will gain their trust.



THE FUTURE OF

*cmo*

ROLES AND RESPONSIBILITIES

2016



“ We need to step back to our roots and become digital anthropologist, and digital psychologist. ”

-Matt Lawson, Director of Performance Marketing Google

# *Customer Advocacy*

The switching economy is estimated at **\$1.7 Trillion** dollars. Making it the **10<sup>th</sup> largest economy in the world**, and making churn a major issue we must face.

Marketers need to show objective value on holistic marketing efforts and their impact to the happiness of the consumer. This is not best represented by “Share of Wallet” because this puts the impatience on increasing customer spend. CSAT scores rather place the focus on customer happiness.

- **B2C: CSAT score**
- **B2B: NPS metric**



# Privacy Is Our Role

The Economist (Intelligence Unit) found 1/3 of current customers stop doing business with a company after a data breach. Retargeting ads shown after the product has been purchased are 4x more likely to discourage further purchase.

- *INSKIN MEDIA, 2014*



# *Corporate Mindset*

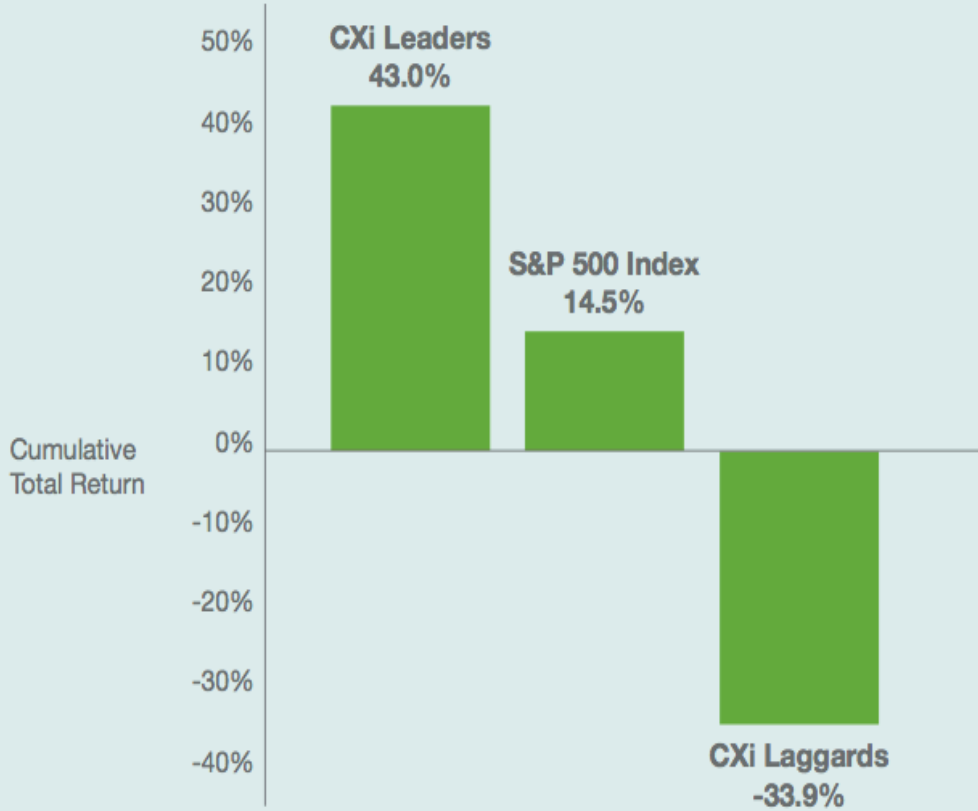
We must be able to build bridges between all departments to ensure a holistic corporate mindset. Mindset is the only proactive way to protect your brand, and provide customers with the best experience. In companies like AT&T this role also is being given a new name: Customer Experience Executive.





# ***Lifecycle Management***

The lifecycle begins with the very first touch, and never stops. However, with in each lifecycle there are many sub cycles. It is the CMO's role to ensure they all fit together seamlessly to optimize the relationship. The sub cycles may be managed by different tools, people, or organizations, but should be orchestrated by the CMO.



# Leaders Vs Laggards

Companies who excel at customer experience out performance the S&P index by 30%, and customer experience laggards by 65%. It must be looked at as a product you produce.

*-Watermark Consulting*



THE NEW MODEL

# *Branding*

ACTION BRANDING

2016

An elderly couple is shown in a blurred background, likely a store or market. The woman on the left is wearing glasses and a blue patterned shirt under a dark jacket. The man on the right is wearing a dark cardigan over a plaid shirt. The text 'Mass Branding' is overlaid on the right side of the image in a large, white, serif font.

# *Mass Branding*

We used to dream about creating amazing commercials, and beautiful brand imaging, however this is what happens now if that's what we focus on, and forget mindset.

More results from [redacted] com »

[redacted]  
www.[redacted]  
3.0 ★★★★★ 10 Google reviews

[redacted]  
www.[redacted]  
3.6 ★★★★★ 8 Google reviews

[redacted]  
www.[redacted]  
2.5 ★★★★★ 12 Google reviews

[See results for \[redacted\] on a map »](#)

[\[redacted\] - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/\[redacted\]](http://en.wikipedia.org/wiki/[redacted]) Wikipedia ▾

[redacted] (sometimes stylized as [redacted]), is an American chain of clothing stores headquartered in the United States. The chain pur...

[\[redacted\] - Wicker Park - Chicago, IL - Yelp](#)

[www.yelp.com](http://www.yelp.com) > Shopping > Department Stores ▾

★★★★★ Rating: 2 - 59 reviews - Price range: \$

59 Reviews of [redacted] "Park here. Avoid cameras. Try not to interact with shoppers.

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

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

# Consumer Reviews

Upon seeing the "Ship my pants" commercial I did a Google search to find the local store. What I found was an average review of 2.9 out of 5. This created a negative impression directly following the commercial.

(773) 878-1334

Chicago, IL  
(773) 685-1121

Try not to interact with shoppers.

Still haven't been to a [redacted] in ...

emi-Annual Home Furniture  
Members get \$5 back in points on home purchases. See details.

**Treat Your Pet Sweepstakes**  
learn more >  
[kmartlocalad.com](http://kmartlocalad.com)



ADVERTISEMENT



**\$89.99**

LoJack For Laptops Std - 3YR

[SEE DETAILS](#)

ale **\$199.99** save up to \$10  
ackson faux marble or Emily



# Net Positive Experience

I then decided to go to the brand website, and it was broken. This created a “NET NEGATIVE” effect and the only way to win me back is to spend more money on another fancy advertising campaign.

**Sale \$18.99**  
Cannon reversible twin comforters



**IT TAKES**

~~||||~~ ~~||||~~ ||

**POSITIVE EXPERIENCES  
TO MAKE UP FOR ONE  
UNRESOLVED BAD  
EXPERIENCE.**

- *“Understanding Customers” by Ruby Newell-Legner*



# Action Branding

First proposed by Cindy Gallop  
and put into action by Levi,  
*Action Branding* proposes a new  
idea of how brands build  
connections with consumers.

*Shared Action + Shared Values = Shared Profit*

*-Cindy Gallop in her NYC apartment*



HANNA HALABURDA  
RADKA DOHNALOVA  
ALDO SESIA

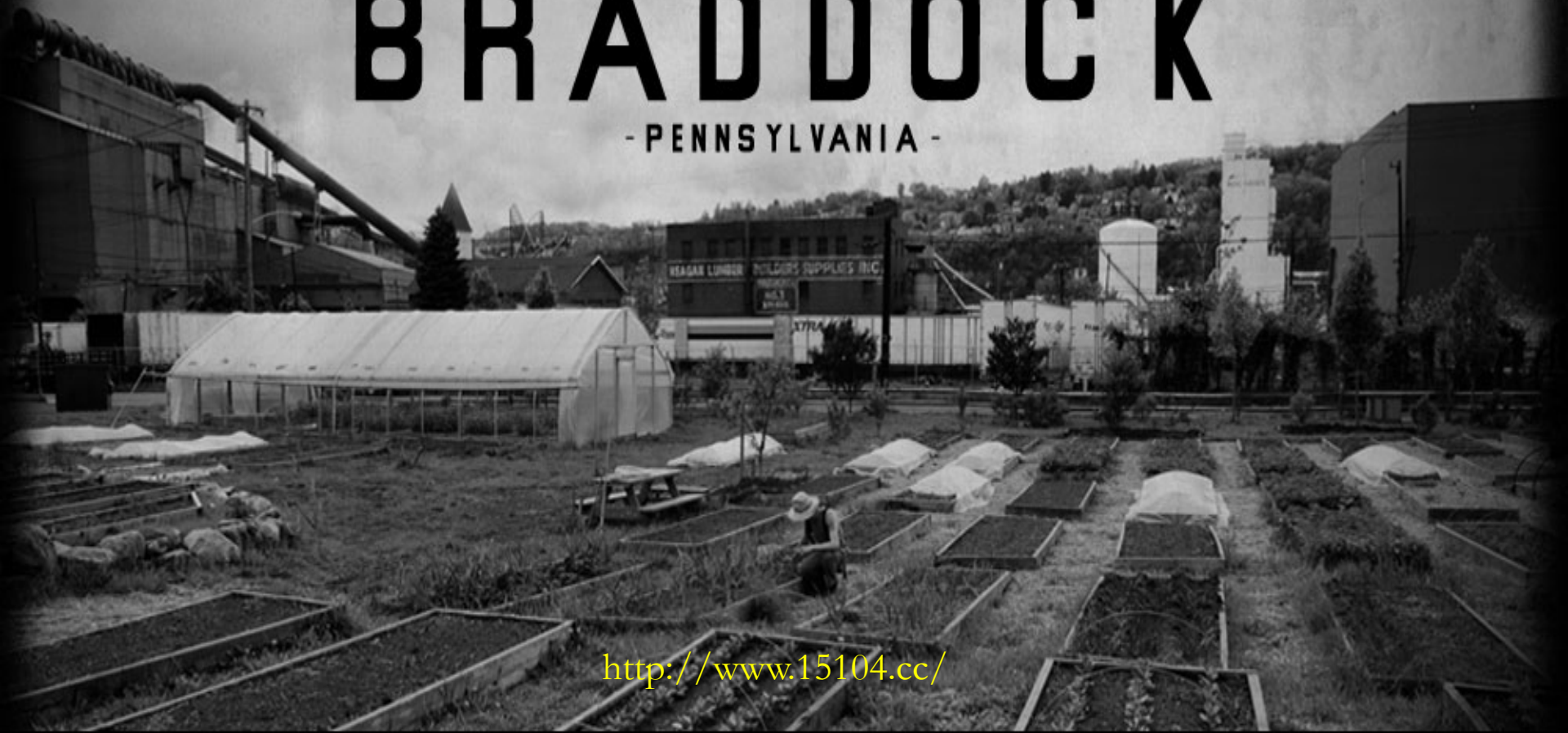
## If We Ran The World

Cindy Gallop was sitting in her all-black Manhattan apartment sipping her favorite cocktail—a Grey Goose martini, straight up with a twist (see **Exhibit 1** for photos of Gallop and her apartment). It had been 11 months since she launched IfWeRanTheWorld (IWRTW), with a demo at TED University at TED Long Beach in February 2010. She and her tiny, boot-strapping startup team launched ifwerantheworld.com as what the tech world called minimum viable product, in order to real-world test Gallop’s “business of the future” concept while development was ongoing. IWRTW was conceived to bring together human good intentions with corporate good intentions, to activate both into shared action, against shared goals, to deliver shared and mutually accountable results. She wanted to make “doing good as sexy as hell” for both individuals and businesses, to make it quicker, easier and simpler to turn intention into action, one “microaction” at a time.

- 15104 -

# BRADDOCK

- PENNSYLVANIA -



<http://www.15104.cc/>



# TRUCKER

FLANNEL LINED  
CORDUROY  
CANVAS  
DENIM



Head  
& Body



#AngeSpfirt



#1907



LEVI.COM



# OPPORTUNITIES IN BRADDOCK

SEEKING NEW PIONEERS. OPPORTUNITIES ABOUND FOR  
PEOPLE OF GOOD WILL AND STRONG CHARACTER.

## FOSSIL FREE VEGETABLE OIL FUEL SYSTEMS

Want your fuel from a deep fryer instead of deep in the Earth? Get converted at Fossil Free Fuels. We've been making and fueling biodiesels since 2005. (We'll also make you a loft-bunk bike hanger customized to your space, if you want that too.)

## BRADDOCK COMMUNITY CENTER

In 2010, restoration began to convert the abandoned First Presbyterian Church into the Braddock Community Center. Home to the Braddock Youth Project but open to all, the Center still needs your help to reach completion. Find out what you can do at [www.15104.cc](http://www.15104.cc)

## UNSMOKE SYSTEMS

## AMERICA'S FIRST CARNEGIE LIBRARY

Serving the community since 1889 (except for when we were almost demolished in 1979). Learn more about our library and its programs (and help us not close again) @ [www.braddocklibrary.org](http://www.braddocklibrary.org)



The r  
have  
donm  
Bradd  
the n  
the ic  
the fr  
This t  
intent  
suited  
indus



*Shared  
Value*

+

*Shared  
Action*

=

*Shared  
Profit*

Get back to work.  
Both Levi and  
Braddock had the  
same goal.

Levi hired the towns  
people to be in their ads,  
and gave \$1 million to  
rebuild the city, and  
created an ad campaign for  
the city.

They both shared in  
the profit. Braddock  
got back to work, and  
Levi showed their  
honest brand.

THE FUTURE OF  
*Demand*

THE NEW MIDDLE

2016



Forrester Research estimates for every 100 leads a B2B company generates, best in class only convert 1.5 into revenue. Average companies only convert .7 into revenue.



eMarketer estimates digital ad spend will increase by 62% over the next three years reaching over \$80 billion dollars in spend per year.

62%



# *B2B Salespeople*

Forester Research  
estimates the role of  
the B2B sales person is  
completely extinct by  
they year 2020.

# Mediated Persons

On average a person has 7.4 social channels, and will be very hard to reach on those channels due to increased competition from their friends, digital ad budgets, and ad blocking software. Mediated relationships require “Frequent and phatic gestures” to build and maintain mediated relationships and so our marketing must evolve as well.

*Larry D. Rosen (editor), The Wiley Handbook of Psychology, Technology and Society*





# *The Rise of the New Middle*

Creating, building, and managing relationships across social media will require *frequent small and phatic gestures*. These actions can not be created by advertisements, or automations. They must be managed and executed by humans creating a new role for marketers, “The New Middle”.

*Traditional  
Marketing*

20%

*Digital Rapport building,  
lead generation*

60%

*Sales  
Acquisition*

20%

# Micro Actions

Small phatic gestures called “Micro Actions” will be used by the new middle. These are likes, comments, shares, re-shares, etc. They are able to reliably break through the infinite noise because they are warranted, wanted, and valued by consumers and can not be blocked by ad-blockers.



Himalaya

THE FUTURE OF

# *Content*

MOBILE MOMENTS

2016

# *Micro Moments*

Micro-moments are critical touch points within today's consumer journey, and when added together, they ultimately determine how that journey ends. There are 3 critical aspects of micro-moments for mobile shoppers.

– Google Think, Micro Moments



# *(1) Be There*

90% of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online.

– Google Think, Micro Moments



A sunset landscape with mountains in the background and a field of tall grass in the foreground. The sun is low on the horizon, creating a warm, golden glow. The mountains are silhouetted against the bright sky. The grass in the foreground is also silhouetted, with some catching the light.

## *(2) Be Useful*

73% of consumers say that regularly getting useful information from an advertiser is the most important attribute when selecting a brand.

– Google Think, Micro Moments

# (3) *Be Quick*

70% of consumers switch apps, or sites during micro moments because “it is too slow”.

– Google Think, Micro Moments



# DIESEL®

FOR SUCCESSFUL LIVING

## *Predictive Content*

With the amount of experiences we must create it is impossible to be contextual to the moment with out predictive content. DIESEL increased revenue by 15% with predictive content.

# +15%





THE NEW STACK

# *Technology*

SYSTEM OF RELEVANCE

2016



“

The CMO will have the largest IT budget in organizations by 2017.

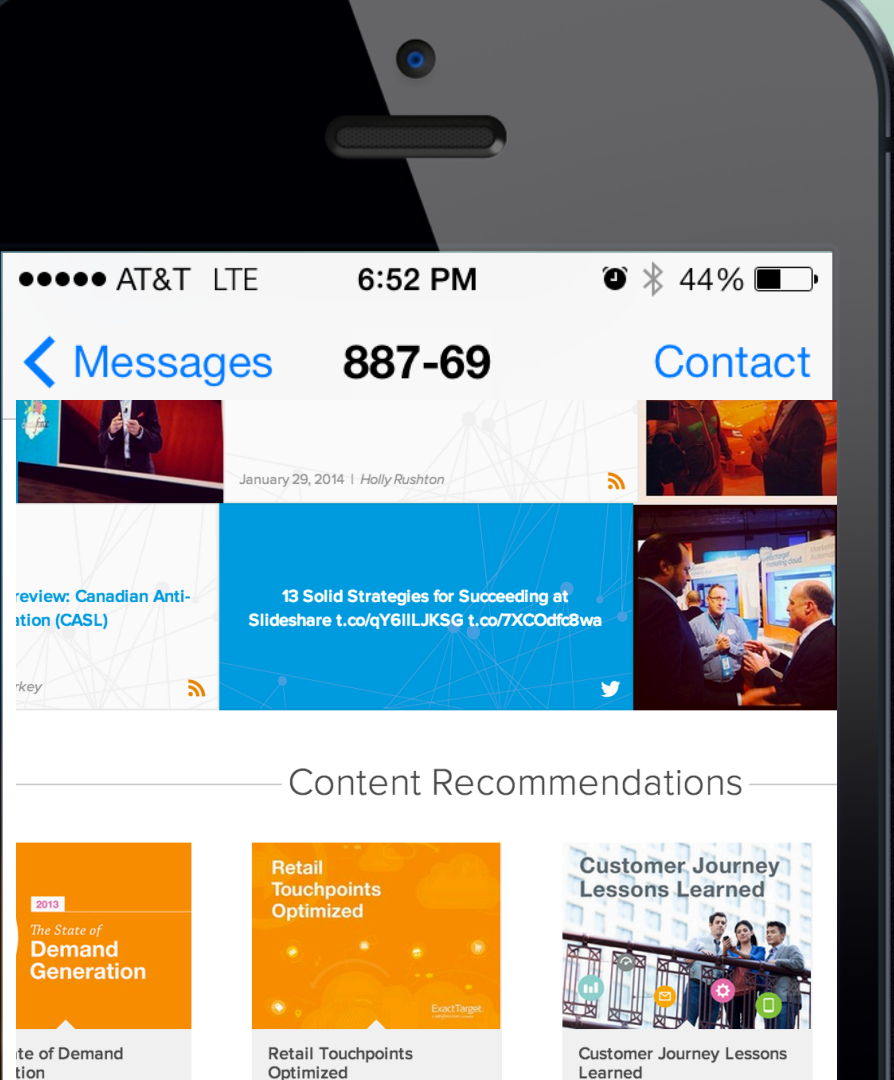
*-Gartner Research 2014*

”

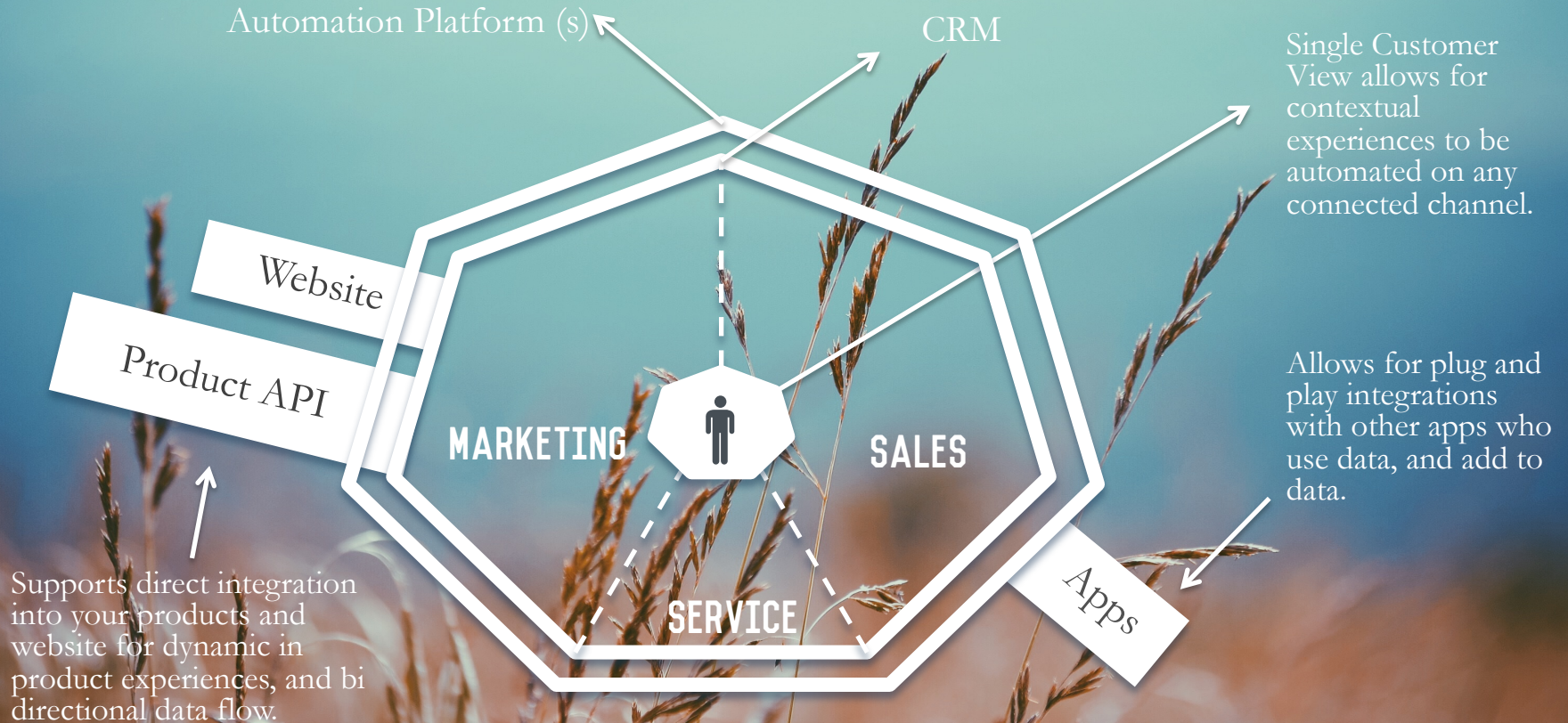
# Connected Journeys

Journey must be personalized across all channels, and contextual to the moment. This means a minimum of the following connected systems:

- CRM (system of record)
- Marketing Automation (system of engagement)
- Website (owned engagements)
- Product (increased value)



# SYSTEM OF RELEVANCE



# *Behavioral Data*

You must have full behavioral data on each interaction across your owned channels. This data will tell you which content to show, and which moment the person is looking for.

# *Psychographic Data*

Psychographic data must be leveraged when placing advertising across any media channel. This is the new way of targeting your advertisements, and it is possible to target in real time.

# *Internal CRM Data*

Your internal CRM data will need to be combined with your Behavioral data for content suggestions, and your psychographic data for better segmentation and content targeting.





## Location – Living In

Canada, United States

## Age

23 and older

## Interests

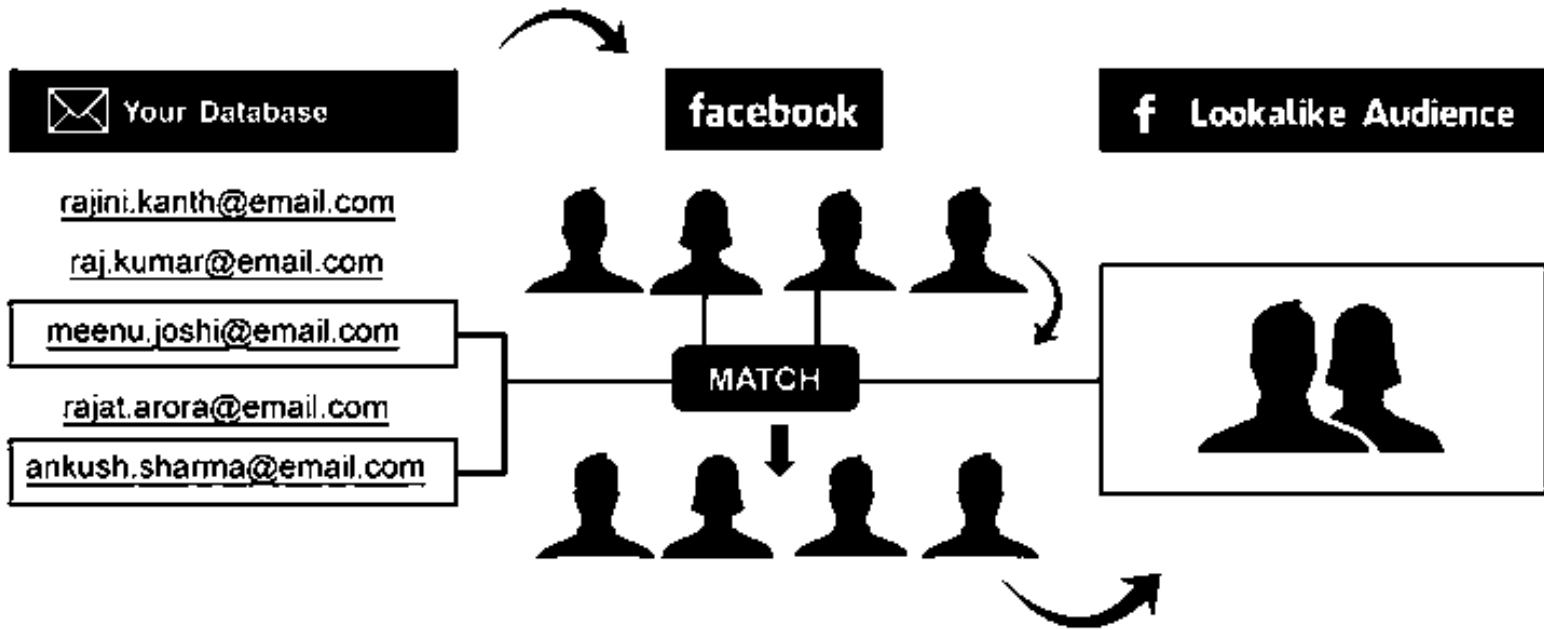
Construction equipment brands  
competitive to Volvo Construction  
Equipment

## Results

- 279,746+ Impressions
- **9,485 Clicks**
- **27 Direct Sales Qualified Leads**
- \$2,065.71 Cost (\$76.50 / SQL)


# VOLVO Case Study

You no longer compete with those in your own industry, but rather the best of those fields. Consumer are now comparing all experiences against each other rather than against their vertical.



# VOLVO Case Study

You no longer compete with those in your own industry, but rather the best of those fields. Consumer are now comparing all experiences against each other rather than against their vertical.


A large Volvo haul truck is shown in a quarry setting, heavily loaded with dark, jagged rocks. The truck is positioned in the center-right of the frame, with its front facing left. The background consists of a steep, rocky hillside. The overall scene is in black and white, with the text overlaid in white and orange.

*Volvo Construction Equipment's digital marketing solution helps dealers to sell **\$100 million dollars** worth of new and used equipment **each year**.*

# **VOLVO** **Case Study**

You no longer compete with those in your own industry, but rather the best of those fields. Consumer are now comparing all experiences against each other rather than against their vertical.



The background of the image is a technical drawing or architectural plan, rendered in a sepia or light brown tone. It features various lines, curves, and hatched areas, suggesting a complex design. In the foreground, a large, dark, semi-circular object, likely a compass or divider, is positioned over the drawing. A pencil is also visible, resting on the drawing near the compass. The overall aesthetic is that of a professional or academic workspace.

Due to the increase in technology marketing will be responsible for connecting the systems to create seamless experiences. This will create the need for a new in marketing departments. Systems architect's will be familiar with all systems, and know how to connect, and collect data to execute contextual cross channel experiences.

# ***Systems Architect***

# **Conclusion** ( & prediction )

*The future of marketing is vastly different because buyers are different, and the ways we reach them are different. We must make strides to create scalable, sustainable, and valuable marketing systems. The future belongs to those who understand what is possible, why, and use modern media to build trusted relationships and valued experiences. Advertising alone will not get us there!*



THE CUSTOMER SUCCESS PLATFORM

# *Thank You*

Mathew Sweezey  
Principal of Marketing Insights, Salesforce  
[msweezey@salesforce.com](mailto:msweezey@salesforce.com)  
[@msweezey](#)