

salesforce

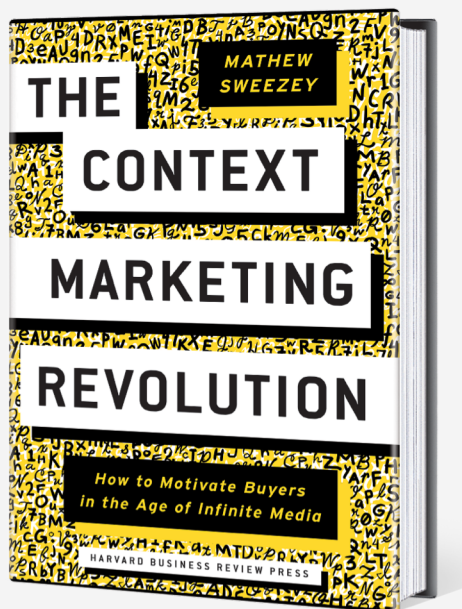


After The Fall

Marketing In The Post- Attention Era



@msweezy



Mathew Sweezy

Director of Market Strategy
Salesforce

Author:

Marketing Automation for Dummies (Wiley 2013)

Context Marketing Revolution (HBR 2020)

salesforce



The Post Attention Era

This isn't just more noise, it is a new world



@msweezey

“

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

”

- Mathew Sweezey



This isn't just more noise, It is a new world

King Nassar of Egypt's
Funeral 1970 -
7 Million People /
Physical Space.

“Content is
King”
-Bill Gates

4 Billion
Connected
Devices

There are **6.3B**
broadband
connections
(30X of 2007)

1.6 Billion DAU of Facebook.
(100X of 2007) 1/3 of
engagement is now on
Facebook Messenger

50 Billion
Connected Devices
(12X of 2007)

1970

1996

2007

2019

2020

16 Million daily active users of Facebook
(3X of 1970)

The world
creates 2.5
Exabytes per
day **(500X of
2007)**

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



@msweezy



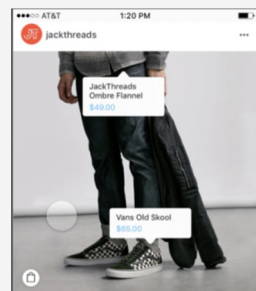
	Analog Era (1970)	Digital Era (2007)	Infinite Era (Present)
Speed	Hours	Seconds	Real Time
Connected Devices	0	4B	50B (12x)
Mobile Connections	0	268M	6380M (30X)
Largest Human Gathering	5 Million	16 Million DAU Facebook	1.6 Billion DAU Facebook (100x)
Data Created Per day	Megabytes	.005 Exabytes per day	2.5 Exabytes per day (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”



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.



@msweezy

Search

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



Bots

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



Email

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



Social

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



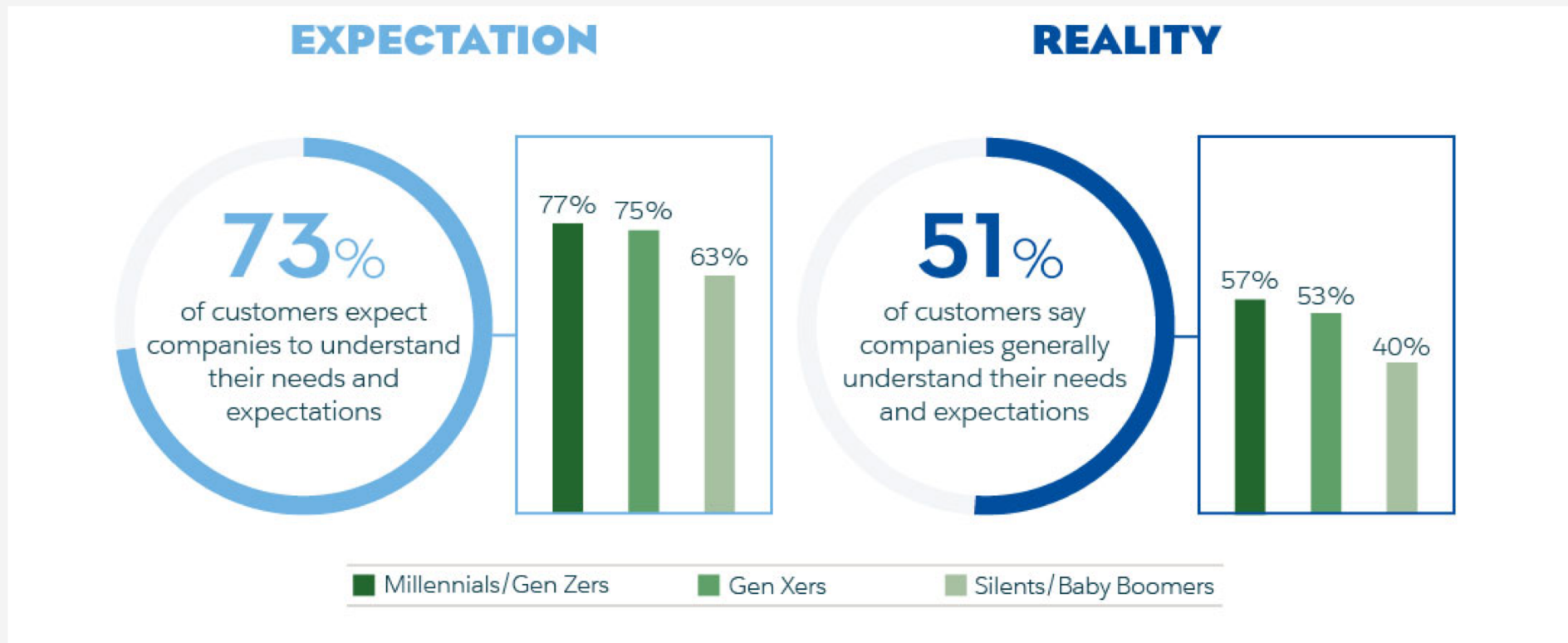
Web

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



Boomer v Millennials

Same Expectations Different Channels





@msweezy

Business buyers are more affected

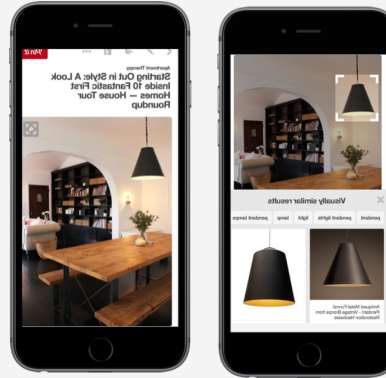
	B2B	B2C
The Experience is just as important as the product or service	89%	79%
Technology has made it easier than ever to take my business elsewhere	82%	70%
Technology is redefining my behavior as a consumer	76%	61%
Technology has significantly changed my expectations of how companies should interact 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%

The Post AI Buyers Journey

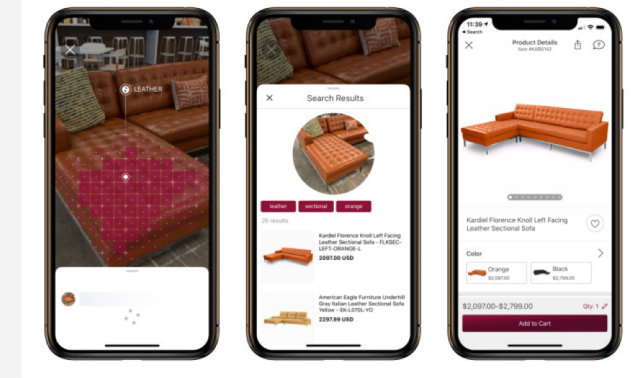
AI alters the buyers journey by providing new ways of discovery, searching, and purchasing. Compressing journey and helping consumers make more informed decisions faster. **Brand marketing and buyers journey merge into one.**

- 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

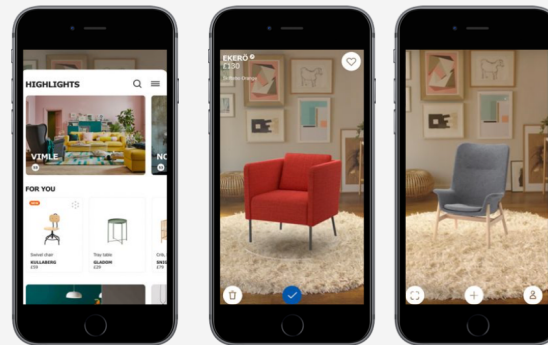
Discovery



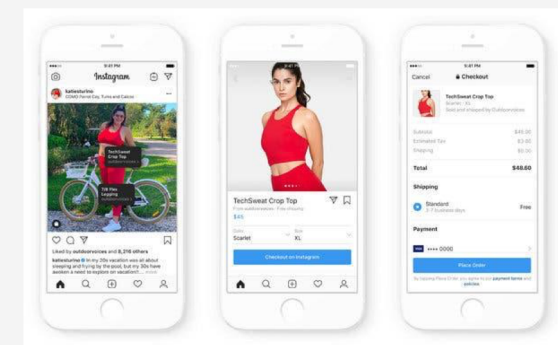
Comparison



Evaluation



Purchasing





@msweezy

A New Baseline of Experience Has Been Set For All Consumers

We are creatures of habits, and these are the days where new habits are formed.



Online Grocery Ordering:

20% more groceries were bought online, than in store for the first time in history.



Ecommerce

eCommerce doubled from 13 percent to 30 percent. It wasn't projected to be that high until 2025.



Online Food Delivery:

Tripled from 6 percent to 20 percent in March 2020.



Video Calls:

MS Team is 2.7 billion meeting minutes per day. That is up from 900 million only two weeks before.



A NEW IDEA OF MARKETING

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



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



@msweezey



RENOVATE

Adopt new marketing tactics



EVOLVE

A shifted focus 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



@msweezey

Tesla Transcends The Idea of Marketing

It is easy for new businesses to transcend as they can start on new ground. However, most businesses will not be able to fully transcend in a single step. They must evolve first.



Mercedes-Benz



TESLA

	Mercedes-Benz	Tesla
Age	94	17
Market Cap	\$49.9B	\$144.20B
Ad Cost Per Car	\$926	\$6
Total Cars Sold	86,000	276,000
Transformation	Renovate	Transend
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.**



salesforce

Context Marketing

How we break through the infinite
noise is altered by the new media
environment



@msweezey

3 Marketing Myths From The Attention Era We Must Give Up

Attention seeking marketing are the games we played in a Limited Media era. Now we are in a new era and these games no longer work.

1

The need to be top of mind.

Now it is more important to focus on share of journey.

2

No such things as bad press.

Now all reviews and ratings are contextual and served up.

3

Sex Sells

There is no connection made with the brand



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

- Google Think





@msweezey

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.**

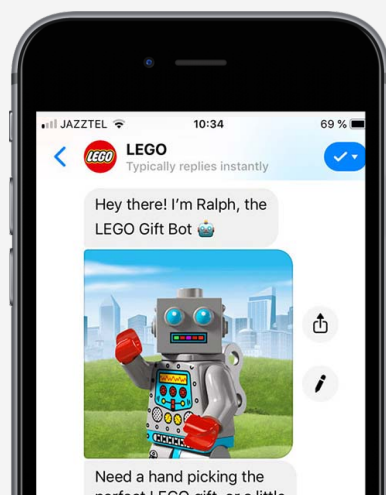
Awareness

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



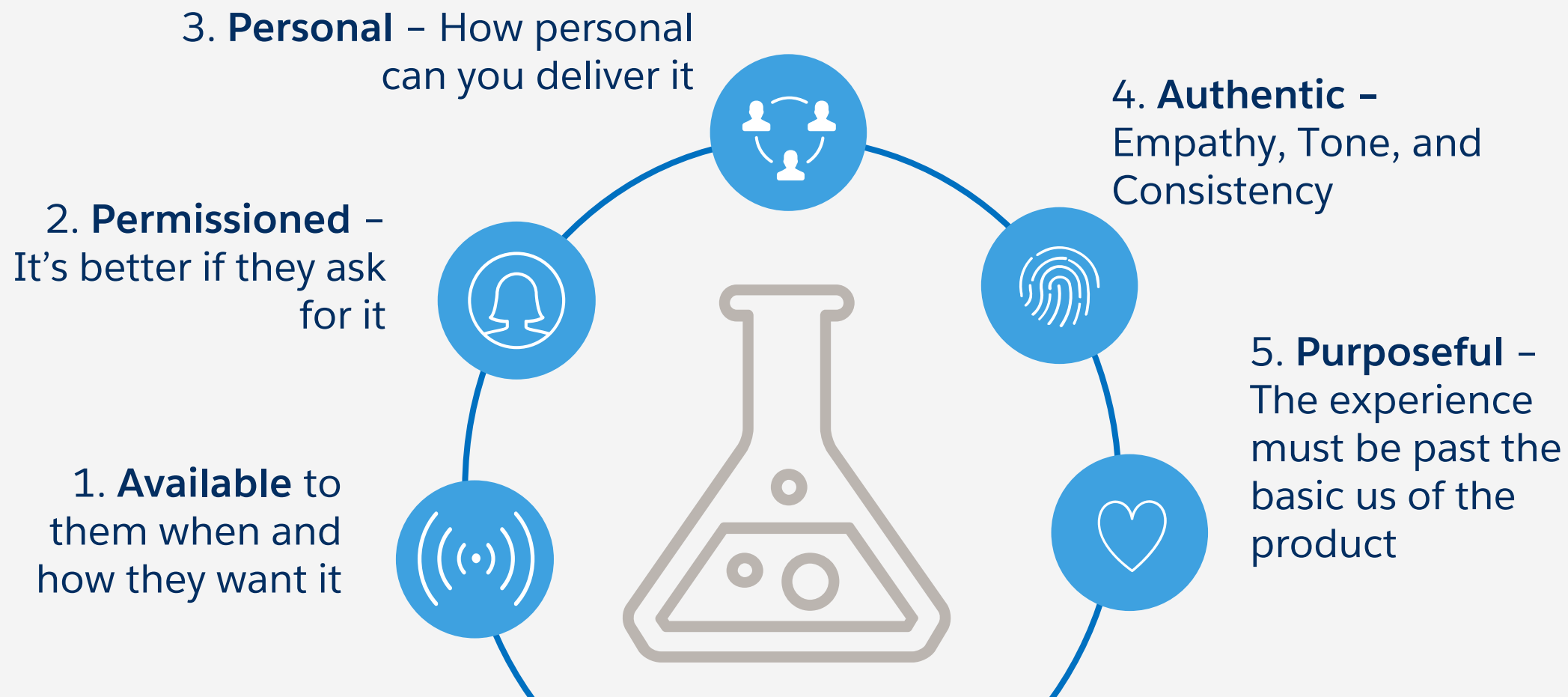
TRAILHEAD



@msweezy

The Five Elements of Context

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



salesforce



My Oreo Creation

How Oreo Used Context To Sell
Onion Flavored Cookies

SUBMIT YOUR IDEA



FOR THE NEXT OREO CREATION

#MYOREOCREATION #CONTEST



salesforce

salesforce

@msweezy

Oreo: Selling out of New Flavors

The 100 year old cookie brand was trying to stay relevant in the new time so they decided to add some new flavors to the mix. Rather than creating them on their own, and pushing ads to tell the world about them, they worked with their market to create the new flavors, creating build in demand for them.

- Created #myoreocreation contest
- Received hundreds of thousands of *OREO* flavor ideas
- Created three new flavors – Pina Colada, Kettle Corn, Cherry Cola
- There was built in demand for the products the moment they hit the shelves



#MYOREO
CREATION
IS GLAZED
DONUT

DEAR, SETH MOFFITT
THANKS FOR SENDING US YOUR IDEA. WE
THOUGHT IT WAS SO DELICIOUS. WE
TURNED IT INTO THIS ONE-OF-A-KIND
CREATION JUST FOR YOU. STRAIGHT FROM
THE WONDER VAULT. ENJOY!

GLAZED DONUT
OREO COOKIES
ARTIFICIALLY FLAVORED

#MYOREO
CREATION
CONTEST

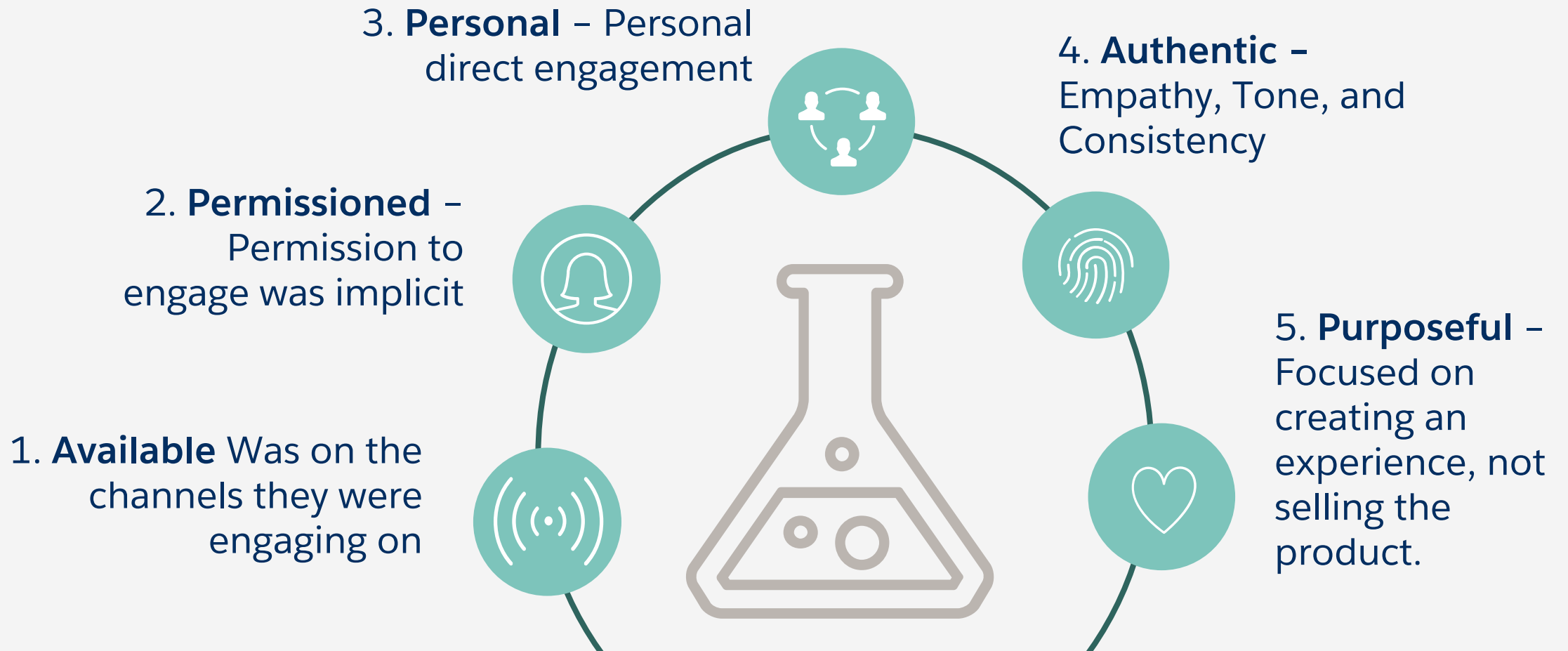
In no way is receiving a sample indicative of receiving a Finalist Prize, nor does it indicate that you will not be considered a Finalist Prize. The distributed samples are for fun and have no outcome on the Finalist decisions/recommendations.

GP# - KM3651-01 - M3651-18

The #myoreocreation was highly contextual as it hits all 5 elements



@msweezey



salesforce



Permission

To gain the data we must ask, and
prove we can be trusted with it

Trust Maturity Model



@msweezey

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.



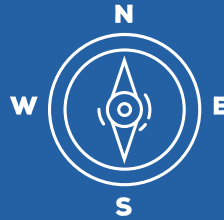
Low Trust Level With Personal Data

Provide Instant Value

Continue Transparent Use

Consumer Control

salesforce



Personal > Personalized

The infinite era brings along new possibilities and a
new apex of direct marketing

Apex of Direct Marketing Over Time



@msweezy

Analog Era

One-to-Many:

One brand message to all.

EX – Print, Radio, TV

Digital Era

One-to-One:

One message to one person.

EX - Personalized email, Programmatic ads.

Infinite Era

Human-to-Human:

One person to another on the brands behalf.

EX – Influencer, Personal Brand, Advocate marketing.



@msweezy

Selling 3X More Beer Through Peer to Peer networks

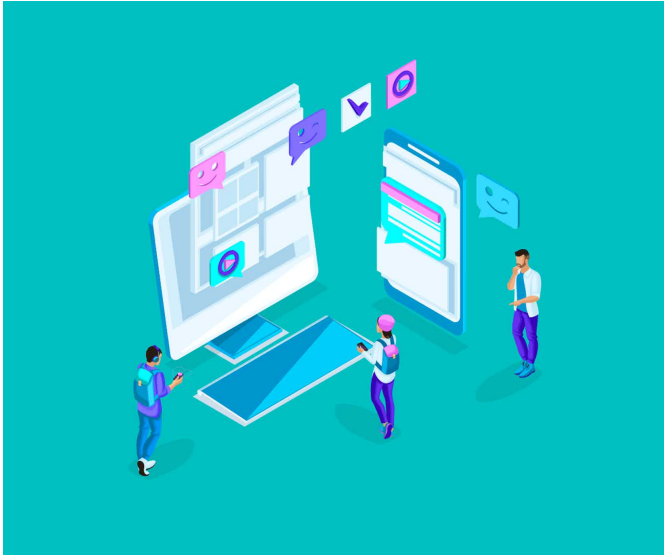
Tsingtao recruited more than 40,000 employees and consumers as “Tsingtao social distributors,” who promote products on their own social networks. The goal is to ask people to buy a case of beer, and the seller is given commission on the sale. Tsingtao’s WeChat store sales subsequently surged by a factor of three.



RELIABLE SOCIAL REACH

Organic reach on social media is now less than 1%. Meaning that only 1% of your audience will ever see your social posts, and you can't control which ones.

- Now 135 employees have the same social power as a brand with 1,000,000 social followers.
- The average B2B brand has an audience of 50k, which would be surpassed with 5 people sharing content.



@msweezy

Social Selling: B2B Use Case

AT&T is number 11 on the Fortune 500 list, and the world's largest telecommunications company. Their sales team began engaging in Human To Human ways to engage their target customers via the comment sections on blogs.

- Used their corporate blog to bring customers into the conversation
- **Drove \$47 million in sales in under 18 months from the effort**
- Were told the approach was “refreshing” because they were building relationships without bombarding them with phone calls, emails and meetings (like the competition).



Creating Enough Content

The demand for content will never decrease, and it will only rise as time moves forward. Brands are unable to create enough content on their own. Additionally content created by others carries a higher context.

- Only 15% of brands have more than 5 people in their content marketing department.
- Only 5% have more than 10.



Daniel Wellington: How a Start Up Sold \$100 Million of Watches



@msweezey

Daniel Wellington was a start up watch manufacturer who had to break through. They began by leveraging Instagram to meet their buyer directly. Rather than create all of the content, they went contextual. Working with their market to create the content, and spread the word about their products.

- They use Nano-Influencers (<5,000 total audience)
- Trade them a watch for a post
- Create weekly contest for their fans to promote their images on social media
- 99.9% of the millions of posts featuring the #danielwellington were created by their audience and influencers.

DW

Daniel Wellington



@msweezy

Backcountry: Gearhead Program

Gearheads are Backcountry's outdoor experts, gear enthusiasts, and customer service team. Whether it's narrowing down the right ski jacket for your local mountain, recommending the gear you need to start climbing, or just making changes to an existing order.

- Expect to drive \$100 million in sales via this program
- One gearhead can manage 10,000 relationship with customers with the correct technology
- Increased the lifetime value of those customers 40% over those not engaged with the program, and it has increased ordering behavior by 105%.
- My gearhead is Welsey!



backcountry

salesforce



AUTHENTICITY

It is not enough to be there, we
must be there with an authentic
experience



@msweezey

How do you check your email?





Personal emails have the highest engagement of all. Why? They are written from one human to another.

Authentic communication has a human tone

Have you ever sat down and formatted CSS and HTML to send an email to a single person? No, you simply open up Gmail and type away. That is RICH text.

- RICH Text emails see 3.5X the engagement of fully formatted HTML emails.
- People write personal subject lines. Marketers write copy designed to convert.
- Your best email marketer isn't on your marketing team.

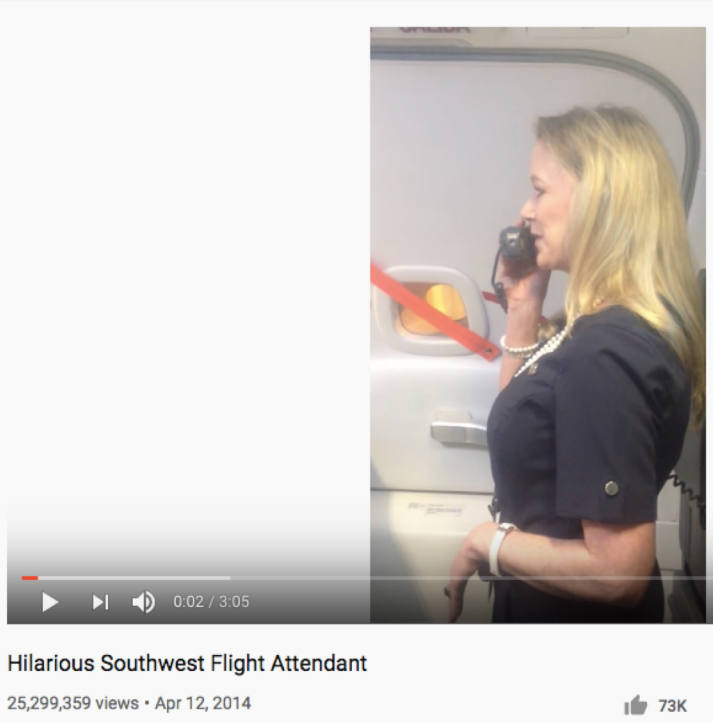


@msweezy

Southwest Flight Safety Briefing's are Empathetic

The FAA regulates that every flight must have a safety briefing before take off. This however is not a pleasant experience for the end customer.

- Southwest used *empathy* to realize their customers hated hearing the same thing every time.
- They allow each flight attendant to add their own personal expression as long as the information is delivered.
- Just this one video clip was shared over 25 million times.





VS.



@msweezy

Kronos sees 48X Greater Engagement With Consistency

Kronos is an enterprise software vendor selling HR tools. They have created the Time Well Spent comic series and promote it on Facebook. It is an authentic experience for social efforts, as people go to Facebook to escape work.

- The cartoons are focused on businesses humor, and are branded. They break through because they are in line with the expectations people have of the time on the channel.
- People use social media to project who they are, receive validation, belong, and reciprocity.

salesforce



Purposeful

To gain the data we must prove we
can be trusted with it

Why Brands Don't Embrace Purpose



@msweezy

We asked 4,500 Business Leaders

What was keeping their business from being purpose driven, and here is what they said.

- 1 Fear of polarizing their audience.
- 2 Unable to connect product to a social issue.
- 3 Lack of executive support.



Purpose Marketing is Best When Done WITH The Market

Most brands do some type of good, then create campaigns to tell their audience about the good deed. Even though CSR is a good business practice it has little effect on motivation.

- It is not done with the market and must be forced on them
- It is not a part of the customer's journey
- It has very little impact on motivating a consumer to take action
- It creates a better culture.



@msweezy



TRAILHEAD

B2B Case: Salesforce Trailhead

We created Trailhead, a hub for anyone to up skill, join a community, and improve both their business and their career.

- 1.8 Million learners
- 125,000 MAU
- 14,000,000 badges earned
- Customers spend 2X as much
- Customers stay 3X as long
- 1/4 of those using Trailhead have found a new job



@msweezy

Find Ways To Connect People Together

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.

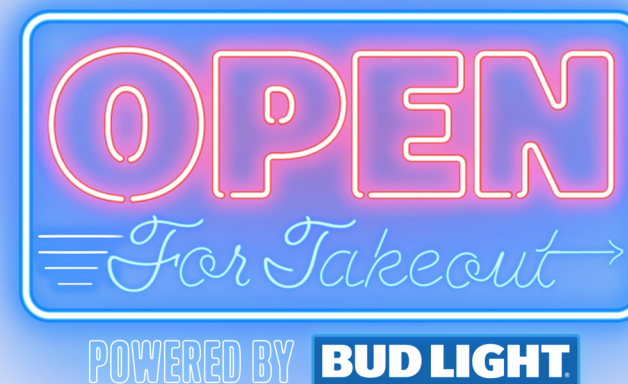


CORONAVIRUS: 28,000 VIRTUAL

VOLUNTEERS 'ADOPT A

GRANDPARENT' TO HELP CAREHOME

RESIDENTS DURING LOCKDOWN



Bud Light looked to create a site to connect local people to their establishments who were open for take out. They created a micro site called “Open for Takeout” and asked the community to list businesses in support.



Conclusions

The Revolution Has Changed Everything

Current RAC Is At Scales Never Before Seen



@msweezey

King Nasser of Egypt's Funeral 1970 - 7 Million People

"Content is King" - Bill Gates

4 Billion Connected Devices

There are 6.3B broadband connections (30X of 2007)

1.6 Billion DAU of Facebook. (100X of 2007) 1/3 of engagement is now on Facebook Messenger

50 Billion Connected Devices (10X of 2007)

16 Million daily active users of Facebook (3X of 1970)

The world creates 2.5 Exabytes per day (500X of 2007)

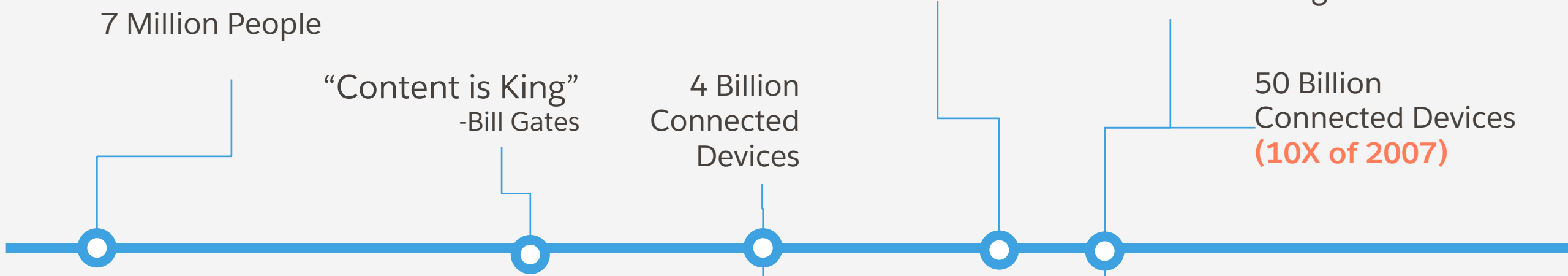
1970

1996

2007

2019

2020



High Performers Operate from A Transcended Idea of Marketing



@msweezey



RENOVATE

Adopt new marketing tactics



EVOLVE

A shifted focus to **connected experiences**



TRANSCEND

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

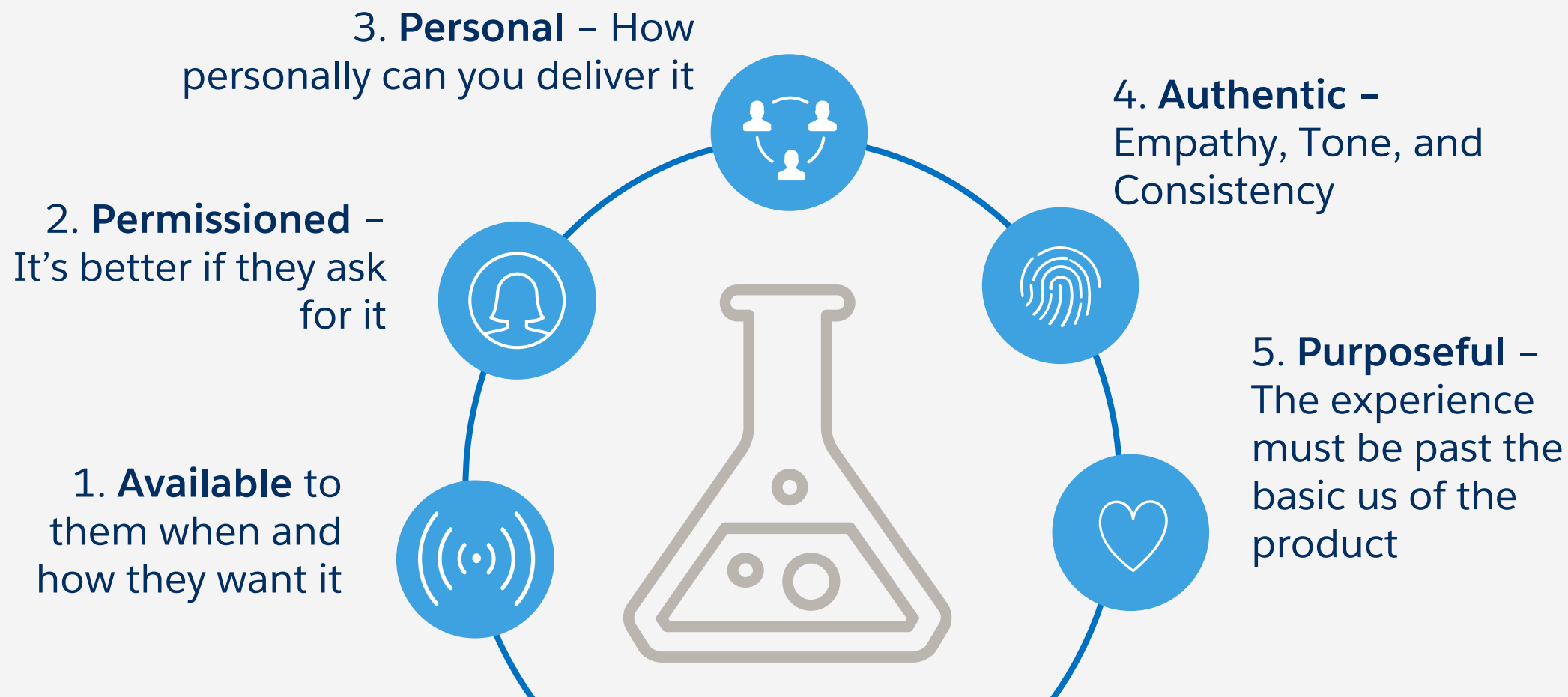
Product-centricity	Role	Customer-centricity
Greater Reach	Creative Focus	Contextual journey
Silo Department	Operation	Decentralized Marketing
Disjointed Tech/Data	Technology	Streamlined Platform
CMO	Leadership	CXO/CGO



@msweezey

The Five Elements of Context

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



salesforce



Thank You