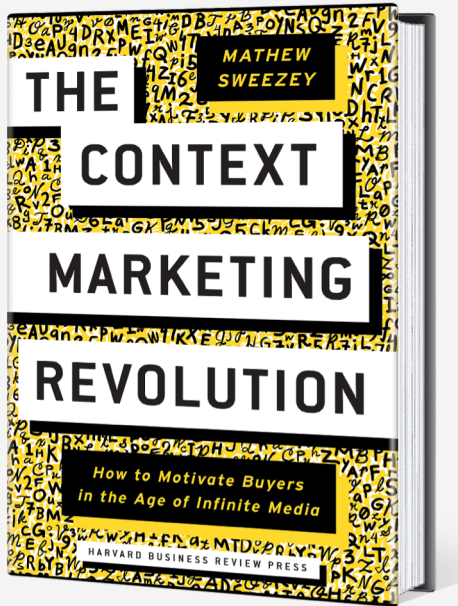


# Today is the Future Tomorrow is the Past

Mathew Sweezey  
Salesforce, Director of Market Strategy  
[@msweezey](#)





# Mathew Sweezy

Director of Market Strategy  
Salesforce

## Author:

*Marketing Automation for Dummies* (Wiley 2013)

*Context Marketing Revolution* (HBR 2020)







“  
If you want to get a look at  
the future, take a look  
around. We are living it now.

”  
- Marc Benioff



# How We Buy

We are currently living the life of a  
person in the year 2030



Marry Meeker is known as one of the top minds on the future of technology, and the internet.

## In 2019 eCommerce was only 15% of total retail sales

eCommerce was not expected to reach 30% of total retail sales until 2025 at the earliest.

This prediction was from Marry Meeker, American venture capitalist and former Wall Street securities analyst.



## In 2020 eCommerce hits 40% of total retail sales

That's the key finding from a new report from Deloitte, whose data is actually lacking the May sales spike of 17 percent. It found that eCommerce growth as of **May 1** was up 68 percent, surpassing 40% of total retail sales.



## In 2021 eCommerce will fall back to 20-25%

As consumers are allowed to transiting back to their pre COVID routines more shopping will shift back to brick and mortar.

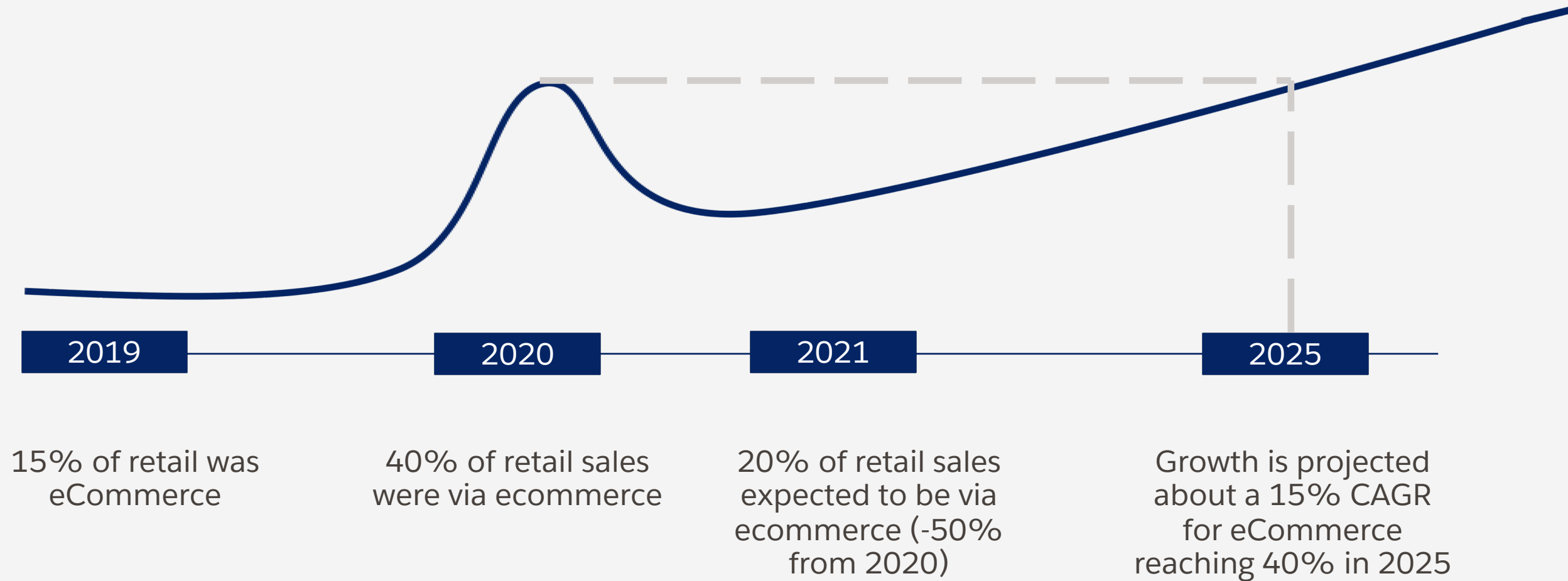
It's expected they will be about a 6% permanent shift as a result, bring total eCommerce numbers to around 20-25%.





# Past, Present, & Future of Shopping

Consumers are currently living the 2025 version of themselves





# How We Connect

How today wasn't supposed to  
happen for another few years

“

If Zoom was a nation, it would be the 7<sup>th</sup> largest nation on the planet by population.

”

- Mathew Sweezey





## As consumers see time savings from video call new use cases arise

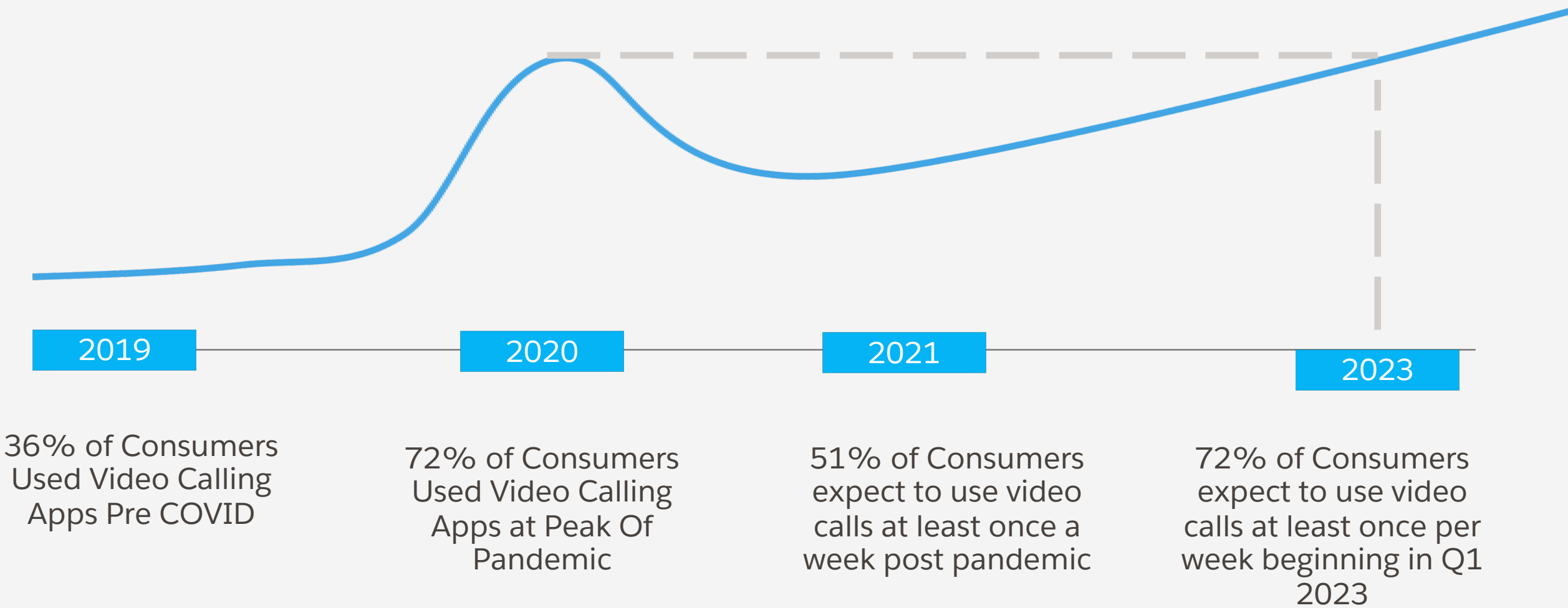
Consumers are already being offered new experiences from companies like Lowe's, which now allows you to "Zoom your plumber"

*76% of those who used Telemedicine plan to continuing using it.*



# Past, Present, & Future of Video Calls

Consumers are currently living the 2023 version of themselves





# How We Work

How today wasn't supposed to  
happen for another few years

## Work from Home is a glimpse into the distant future

*People have long wanted to, the issue was employers didn't feel they could trust employees to be productive at home.*

*27% of B2B Sales organizations are more effective in a fully remote environment. 27% are equally productive.*

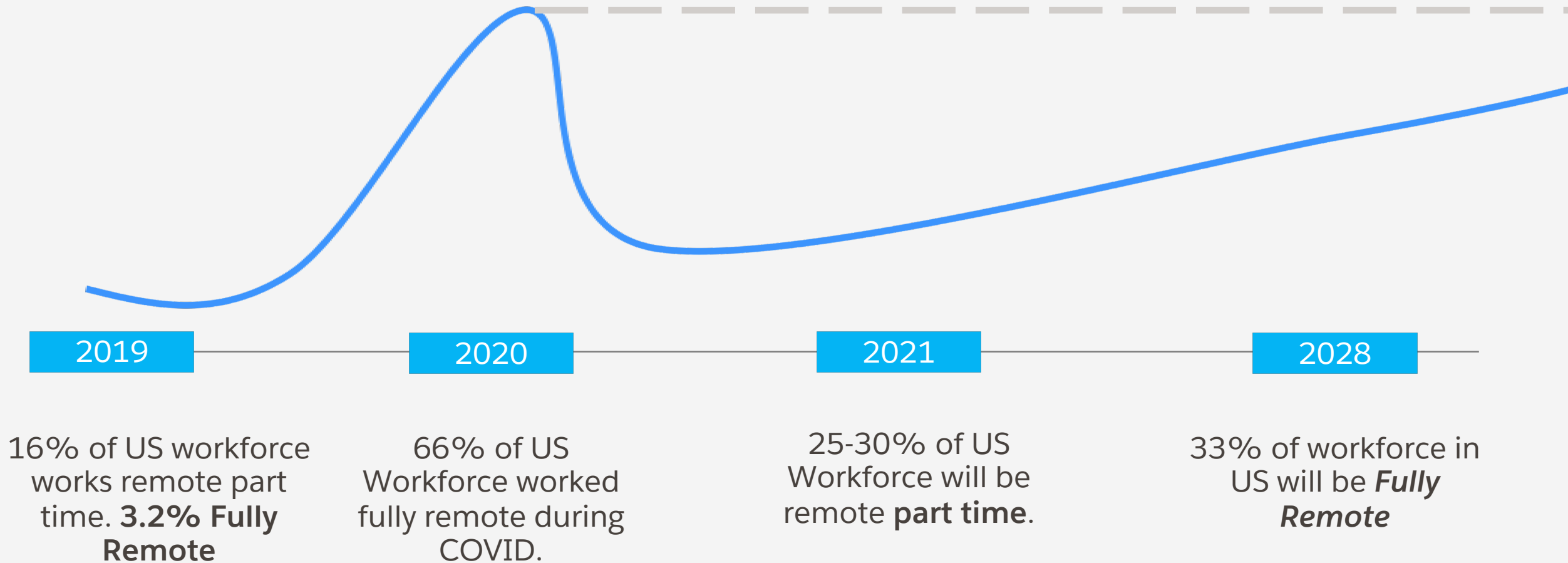




# Past, Present, & Future of WFH / Remote



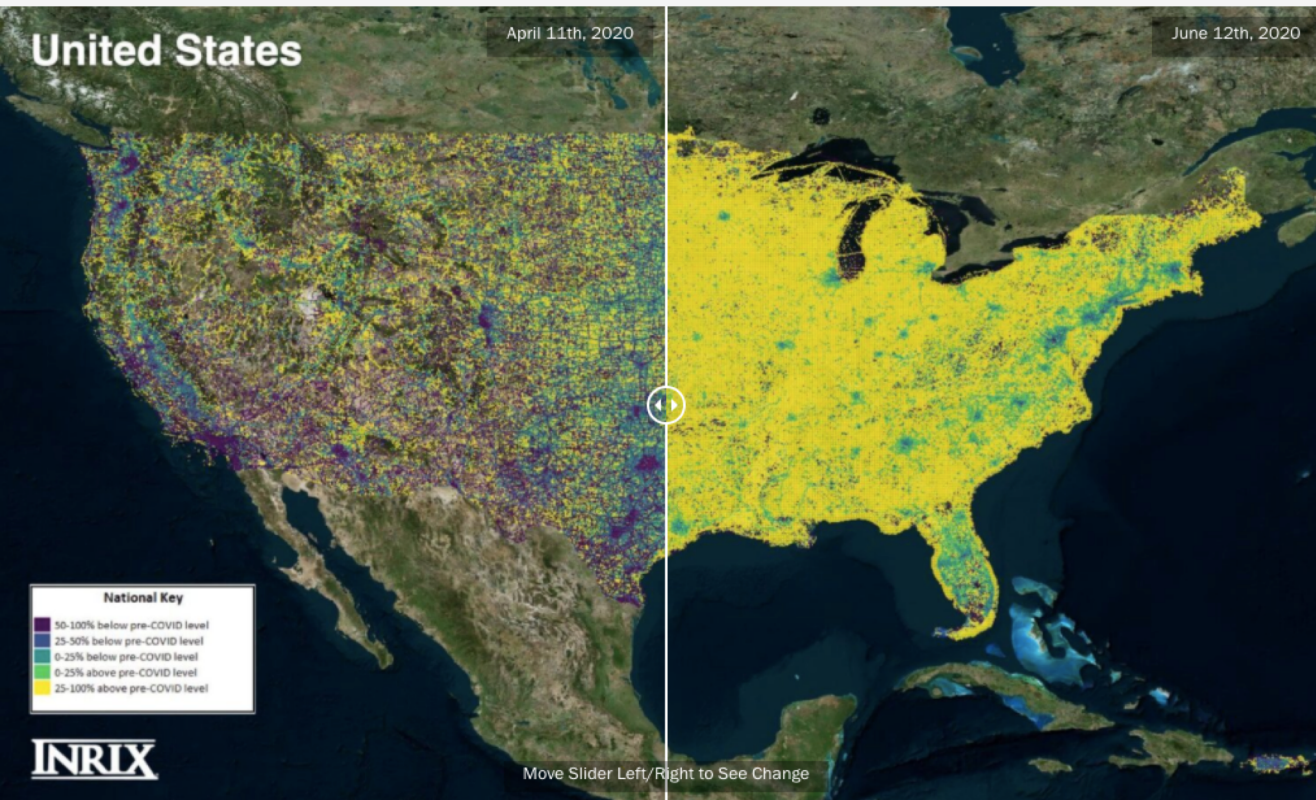
It is unlikely that we will return to see 66% of US workforce fully remote until the 2030's or later





# New Ways of Being

How today wasn't supposed to  
happen for another few years



Consumers stopped driving during COVID. We will not likely get close to these numbers again until 2040 for a variety of reasons.

## No Gas Powered Vehicles On The Road

Self driving cars have long been discussed, and the future of mobility is autonomous. The big idea is that you are no longer driving, and able to free up that time for other endeavors.

As little as we were driving, this is what the future will be like. You won't be driving.

- Increase in Ride sharing
- Autonomous cars
- Micro mobility options increase

## eSports Took Over All Sports

- Pre Covid – eSports was growing at 14% CAGR
- **COVID** – Growth rate jumps to 80% on Twitch.
- League of Legends tourney has 58M global views which is **5X** the NHL, and **52% higher** than the NBA and MLB.



Traditional sports will return in 2021 but A very real possibility of the future is that all sports create a virtual twin opening up the doors for more engagement with audiences, and more sponsorship opportunities. More surprising is the average age of sports fans, and the steady decline in their numbers. Younger generations are trending towards eSports.





Masks have become a normal part of life for many countries, and it is likely in a distance future we will all be wearing them for a variety of reasons.

## A New Fashion Item Was Born

Masks are currently being worn by just about everyone. However that is likely to trend back down post-pandemic, but many will still retain the habit.

- Declining air quality
- Resurgence of another virus
- Increased concern for safety
- Accepted social norm



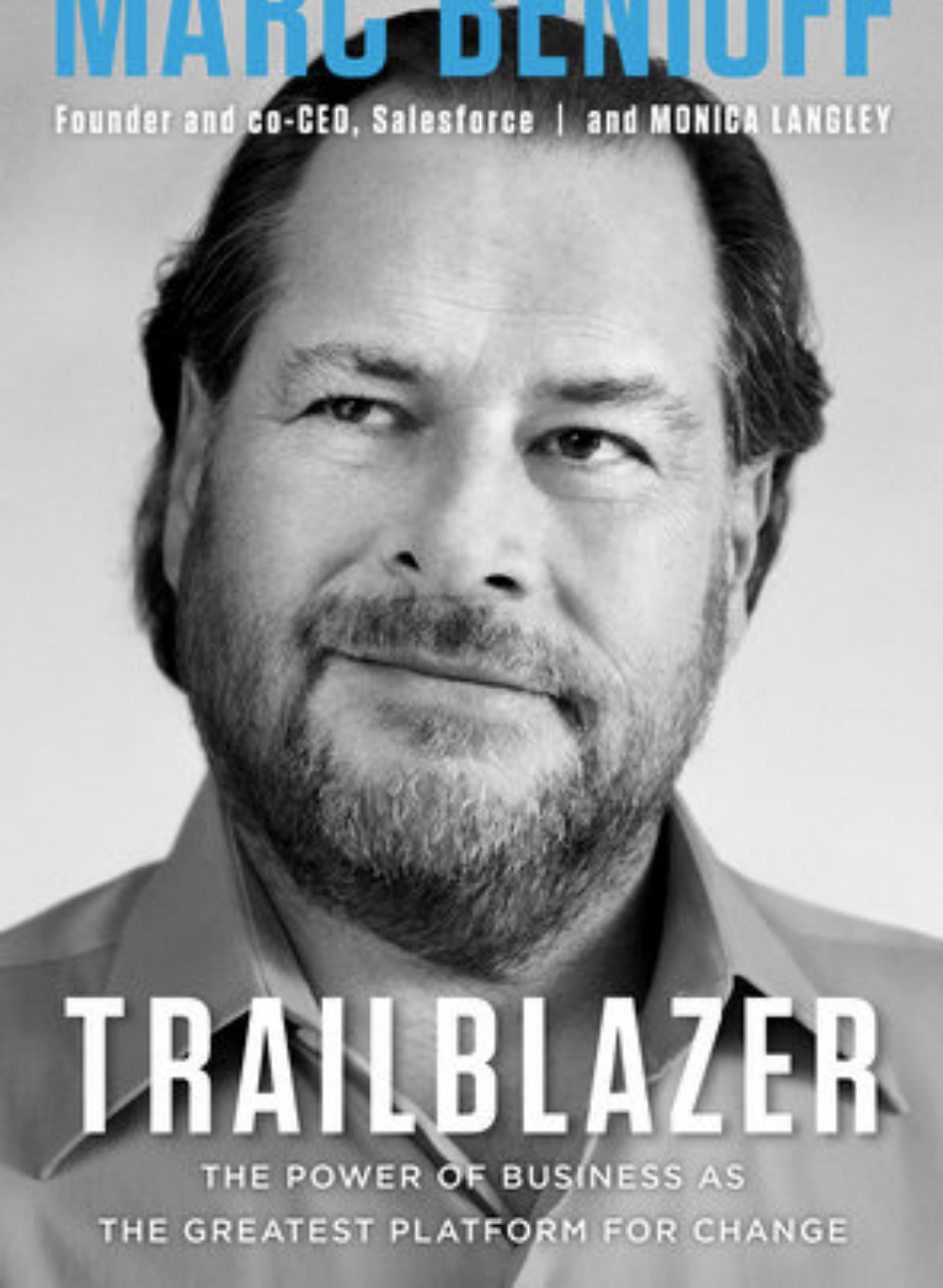
# CONCLUSION

New media environment has  
created a new consumer and a new  
decision making process

NEW YORK TIMES BESTSELLER

# MARC BENIOFF

Founder and co-CEO, Salesforce | and MONICA LANGLEY



## TRAILBLAZER

THE POWER OF BUSINESS AS  
THE GREATEST PLATFORM FOR CHANGE

salesforce

“

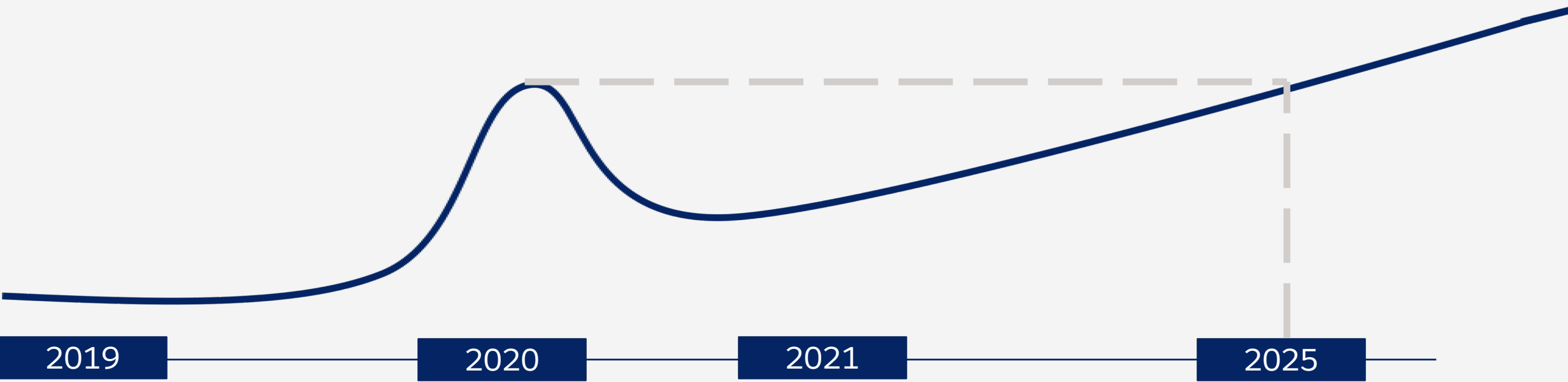
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- Marc Benioff  
CEO, Salesforce

# Past, Present, & Future of Most Things

Current conditions have forced us into a future state



- eCommerce
- BOPIS
- Video Calling

- eSports
- Increased Connectivity
- Future fashion

- Virtual Education
- Work from Home



thank  
you

BLAZE  
YOUR  
TRAIL

salesforce

