

THE FUTURE OF MARKETING

In The Post AI World

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Principal of Marketing Insights
Salesforce

@msweezey



Get the slides by Googling **@MSWEEZEY**



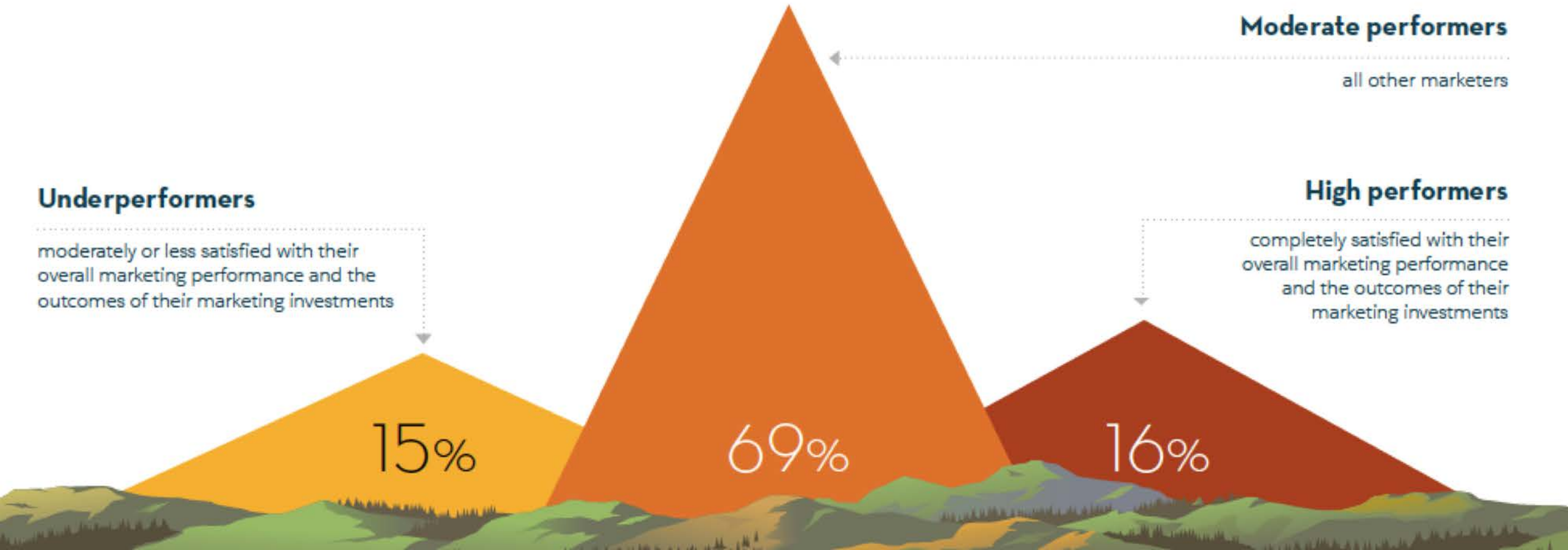
The future is already here it
just isn't equally distributed.

William Gibson, Author & Futurist



Breakdown of Marketing Performance Levels

High-performing marketing teams represent 16% of the overall survey population. Marketers surveyed include B2B, B2C, and B2B2C teams.*



MARKETING TO A NEW CONSUMER

& THE NEW CONSUMER MANDATE

THE POST AI CONSUMER



Search

90%+ of customer journeys begin with a Google Search.

It only serves up contextual results.

Web

Brands plan to increase their use of AI on websites by 257% in 2019

Email

Email inboxes use AI to filter communications.

Brands also leverage AI to create bespoke emails now.

Social

Every social media feed is AI driven only showing contextual experiences.

Messaging bots are now functioning as websites for many brands.

80%

Of customers say the experience a company provides is as important as its products and services.

Source: State of the Connected Customer 2018





NEW ITEM!

NEW ITEM!

NEW ITEM!

SAVE

SAVE

SAVE 1.00

SAVE 1.00

Got A Cold?

PLUS

PLUS

Got A Cold?

PLUS

PLUS

Got A Cold?

Got A Cold?

Got A Cold?

SAVE

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

- Google Think



**1 Million Monthly
Subscribers to
this Toothbrush.**





B2B Buyers Are More Affected

Technology has made it easier than ever to take my business elsewhere

Technology is redefining my behavior as a consumer

Technology has significantly changed my expectations of how companies should interact with me

Expect the brands they purchase from to respond and interact with them in real time

B2B	B2C
82%	70%
76%	61%
77%	58%
80%	64%

Source: State of the Connected Customer 2018

“

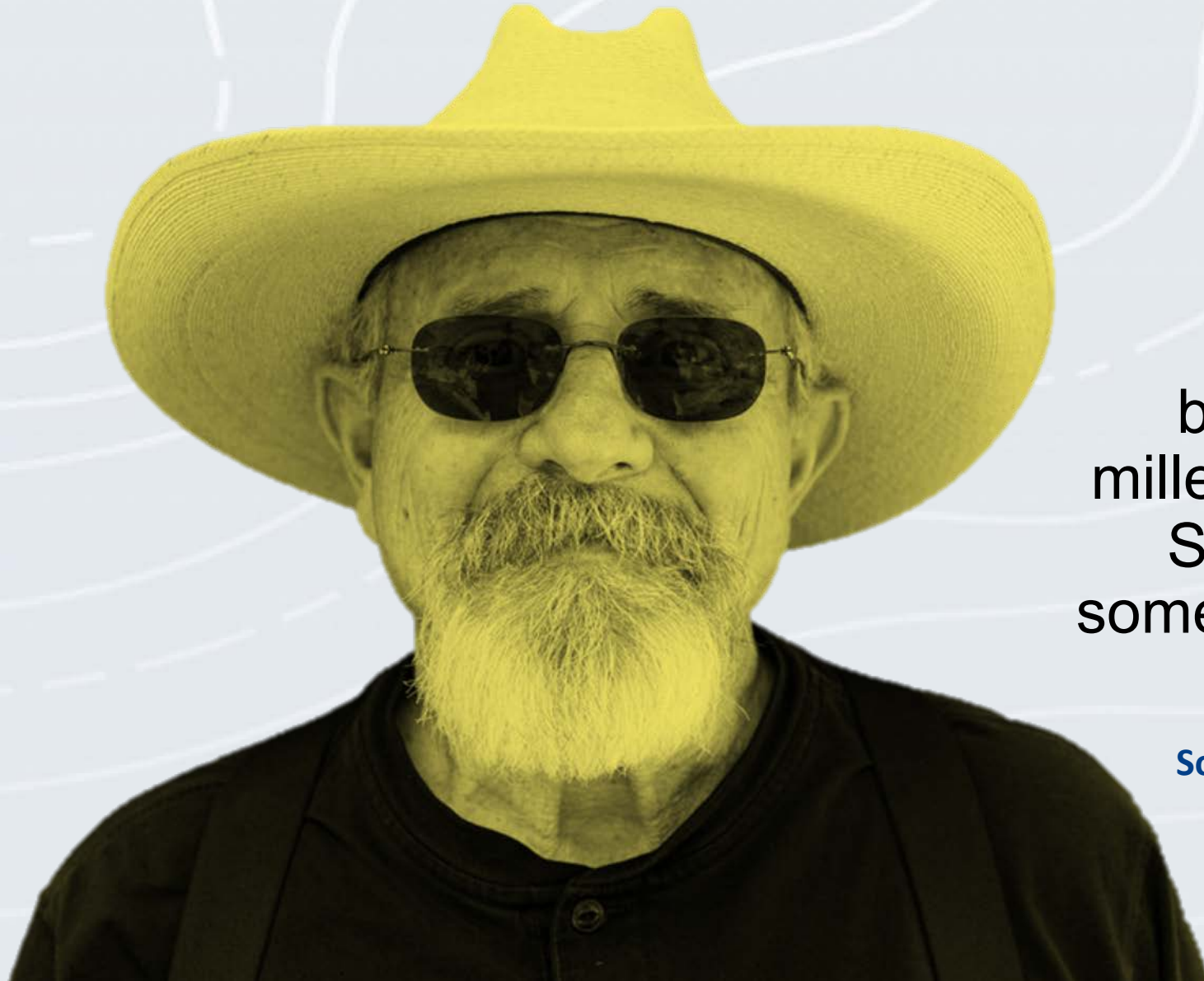
All decisions are now considered.
The riskier the decision the longer
the journey.

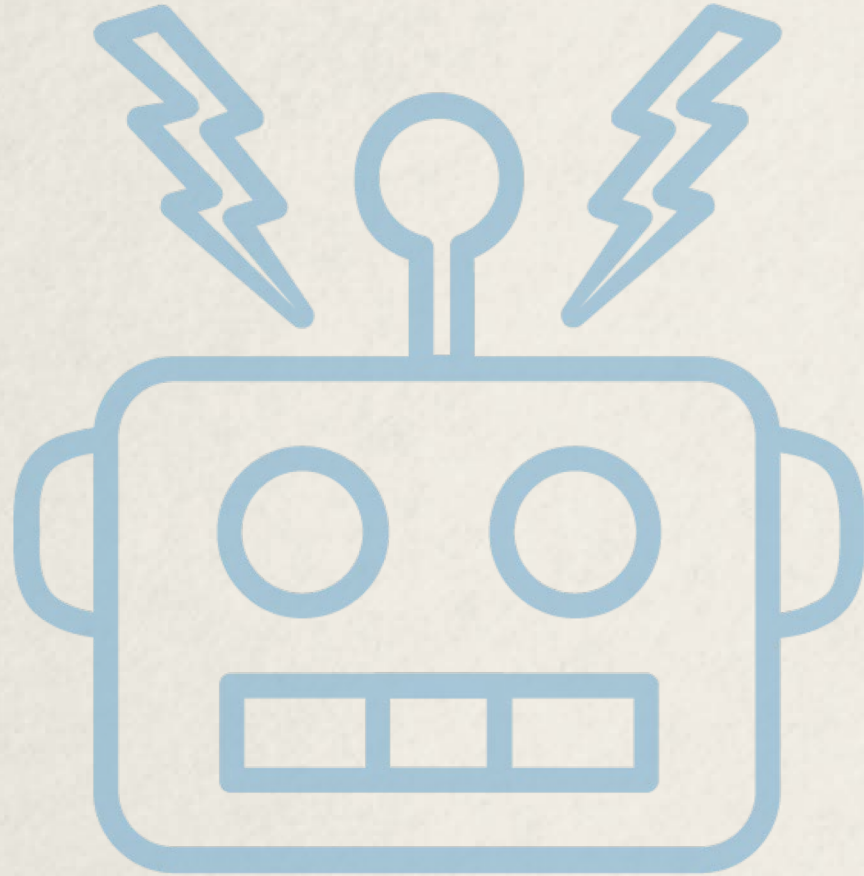
”

12%

There is only a 12% delta between the preferences of millennials and baby boomers. So if 100% of millennials do something, it's safe to say 88% of boomers do too.

Source: State of the Connected Customer 2018





BY 2025 95% OF ALL CONSUMER INTERACTIONS WITH A BRAND WILL BE VIA AI

The AI is attuned to the context of the moment, and creating the best experience for the consumer.

Source: FORBES 10 Customer Experience Implementations Of Artificial Intelligence

THE NEW CONSUMER MANDATE

Speed

Google has trained consumers to demand real time experiences. Real time!

Context

The experience must be the one the consumer is looking for at that moment.

Authenticity

It must be as human as possible and match with the tone of the experience.

CONTEXTUAL EXPERIENCES ACROSS THE JOURNEY

A NEW SYSTEM FOR GROWING BRANDS



17X

BETTER AT
COLLABORATING
ACROSS THE BUSINESS

HIGH PERFORMERS COLLABORATE ACROSS THE BUSINESS

High performers were **17X more likely to be considered excellent at collaboration** across the entire customer lifecycle

Source: Salesforce State of Marketing 2017

Marketing + Sales

High-performing marketers are **1.5x more likely** than underperformers to collaborate with sales teams on ABM programs.

Source: Salesforce State of Marketing 2018

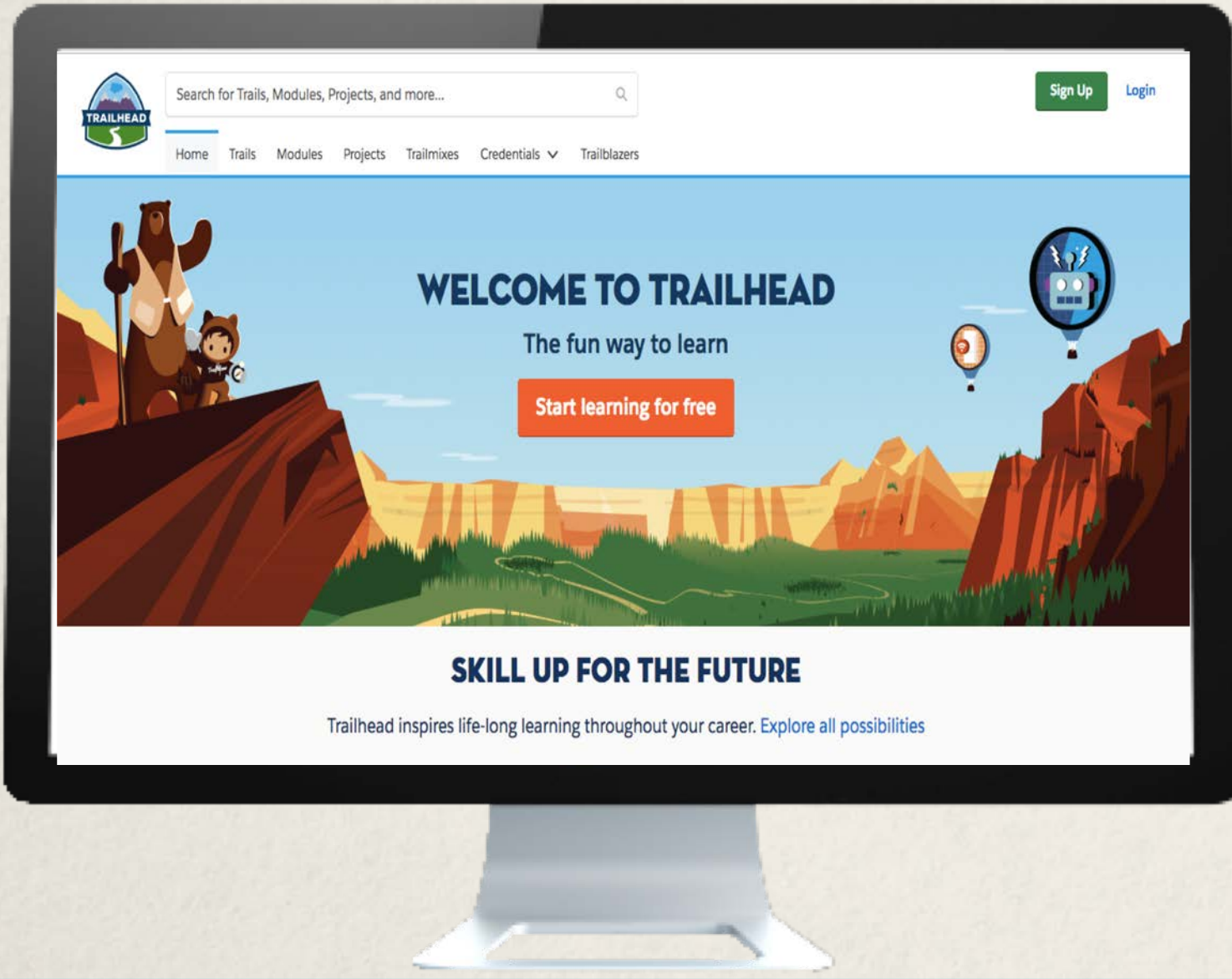
Marketing + Service

Currently only 1/3 of marketing teams suppress messages to customers with open service issues

By 2025 it is estimated that **2/3 of brands will have a fully integrated marketing and service team** with common metrics, goals, and programs.



Source: Salesforce State of Marketing 2018



Marketing + Support
opens the doors to
new ideas like
Trailhead.

Customers who join the
educational platform spend
2X as much and stay a
customer **4X** as long.

@msweezy 

“

Brand isn't what you say. It is
the sum of all experiences
you create.

”

A NEW ROLE AND SCOPE NEEDS A NEW LEADER

THE CMO ISN'T THE HEAD OF MARKETING ANYMORE

Leading The New Marketing Team

“The **CXO** position can be imagined by rolling up a **Chief Revenue Officer and Chief Customer Officer into one position**. This executive should have total responsibility for developing all revenue- and profit-generating experiences offered to paying customers.”

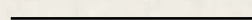
-Joe Pine & Steve Gilmore – Experience Economy (HBR 2015)

CXO's HAVE ALREADY TAKEN OVER AT LEADING BRANDS

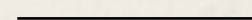
MEDIA



B2B



RETAIL



OTHER



JCPenney

J.CREW



“

Marketing must become the bridge builder between departments ensuring a cohesive customer experience.

”

Diane Magers, CEO at Customer Experience Professionals Association

DATA GETS BIGGER AND MORE COMPLEX

MORE DATA NOT BIG DATA IS YOUR FUTURE



45

DATA SOURCES
BY 2025

THE FUTURE IS MORE DATA

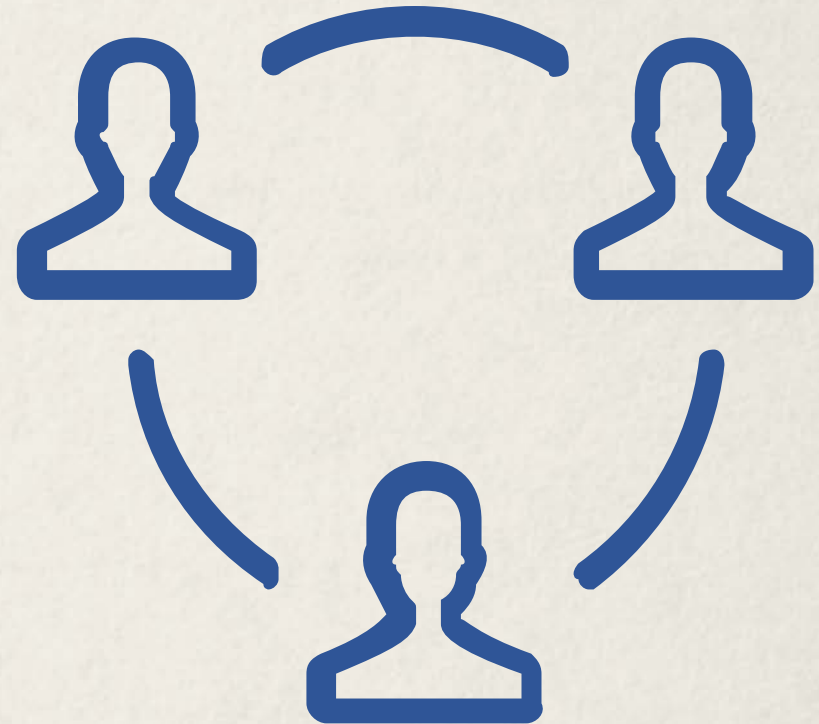
Brands plan to be using 15 data sources on average in 2019.

At current growth rates it is easy to see the average brand using close to **45 data sources by 2025.**

Source: Salesforce State of Marketing 2018

With 45 data sources, and dozens of tools marketers will be facing an **IDENTITY CRISIS**

Not their own, rather keeping up with a single individual across the tools, channels, and data sets.





Benchmarking Data

Which tools are being used by high performers to connect their data, and at what rate is the industry adopting these technologies?

Technology	Current Use	Planned Use	Increase YoY	UP	AP	HP
CRM	62%	32%	+52%	59%	61%	71%
CDP	49%	39%	+79%	34%	49%	62%
MAP	44%	42%	+95%	29%	44%	57%
DMP	55%	35%	+64%	46%	54%	66%

Source: Salesforce State of Marketing 2018

ARTIFICIAL INTELEGENCE COMES STANDARD

AI HAS A MATURITY CURVE AND WE
ARE AT THE BEGINNING

“

If Data is the Oil, then
AI is the refinery.

”



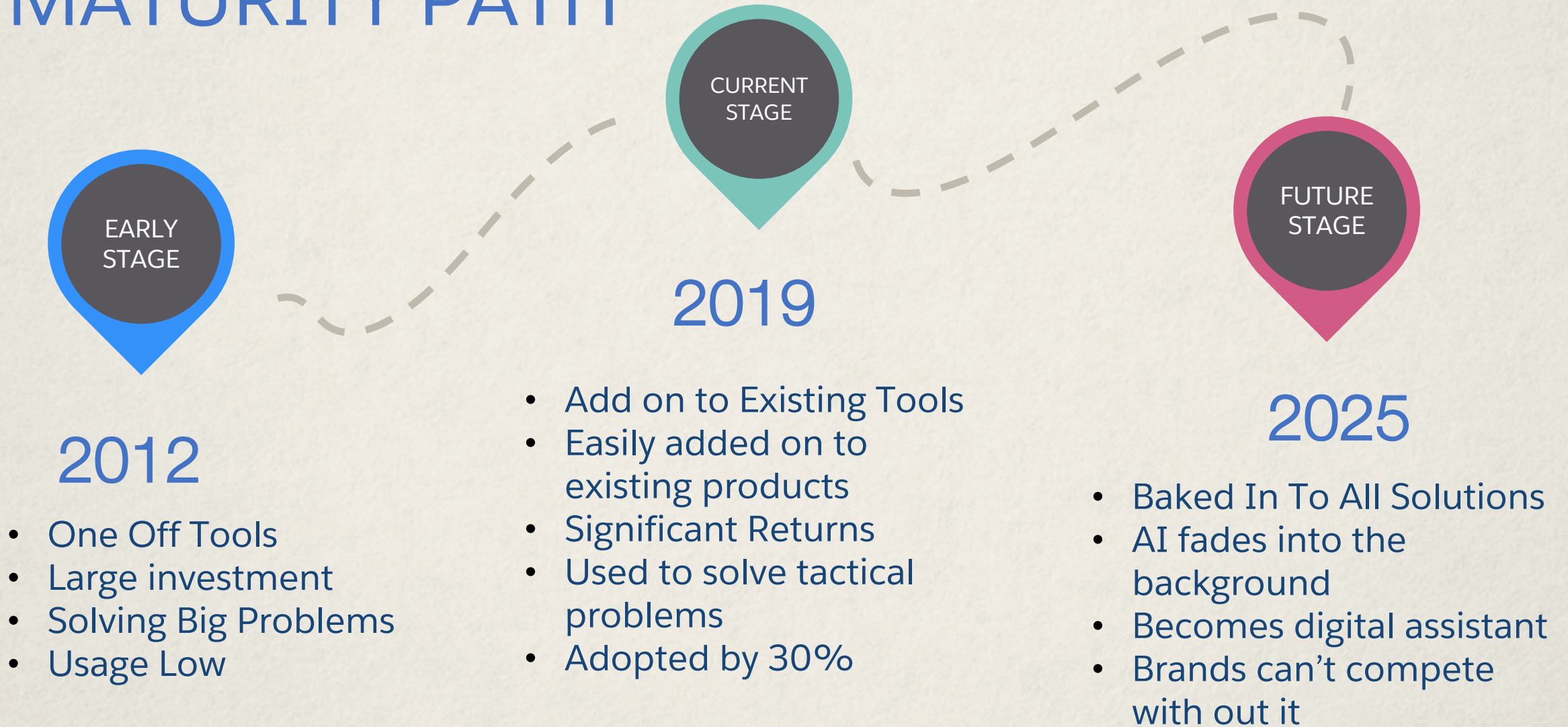
40%

YOY Growth in use of
AI by all marketers

HIGH PERFORMERS LEVERAGE AI MORE

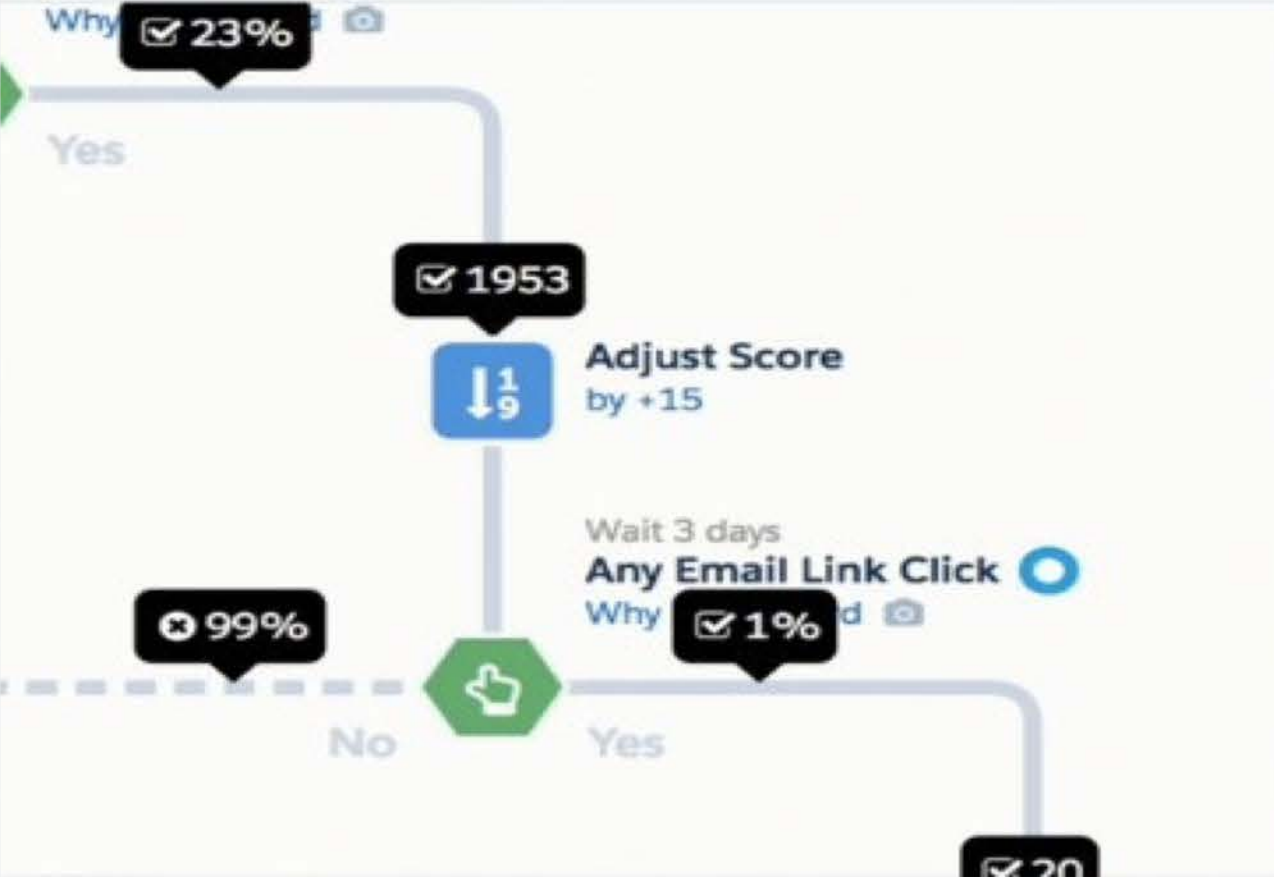
Total use of AI reached 29%, a 40% increase from 2017. Still that is not evenly distributed as **High Performers are 2.7X more likely to use AI.**

ARTIFICIAL INTELLIGENCE MATURITY PATH



AI Improved Journey Management

Pause Tools



Insights (1)

Low Click Rate

Unusually low click-thru rate

Try changing the CTA to a demo video. Demo videos increase click-thru by 12%.

Optimize My Content

Comments (2)

In The Future Bots Will Empower Marketers

Elevating Issues You Didn't Know Existed!!!

Click YES to shift ad spend to new audience segment, expected increase 15%



Email #4 is performing low today, it appears there is a broken link.



AUTOMATIONS GET THEIR OWN AUTOMATIONS

DECENTRALIZED AUTOMATION TAKES HOLD

Centralized Automation

Takes place within the walls of the tool. It ingests the data, hosts the automation, and executes the action.



“

The average brands uses 14 tools. Many High performers use upwards of 30.

”

De-Centralized Automation

The de-centralized automation tool does not host the data, or the final execution. Rather is only used to make connections between dispersant applications and data sets.

The Zapier logo features a stylized orange asterisk icon above the word "zapier" in a lowercase, orange, sans-serif font.The Tray.io logo consists of a colorful, multi-colored geometric icon on the left, followed by the text "tray.io" in a lowercase, grey, sans-serif font.

tray.io | Edit - Segment Events

Secure https://tray.io/dashboard/workflow/44cc41c7-c9aa-4dfb-80b3-ff15a9602de4/edit

Segment Events Proces

BUILD DEBUG

HELP CHAT CLOSE

Search Connectors...

CORE

BOOLEAN CONDITION BRANCH

CSV CALL WORKFLOW

DATA MAPPER DATA STORAGE

DELAY FTP CLIENT

Segment trigger

Event Type branch-1

UPDATE PAYMENT FAILED

Get Account salesforce-1

Send In App Messa... intercom-1

Loop Subscriptions loop-1

Get Subscriptions stripe-1

Send Reminder marketo-2

Notify Account Man... slack-1

Get Account Properties

Authentication

Ali's Salesforce Account

Add Authentication

Operation

Count records

INPUT

Record type * Accepted Event Relation

Conditions

Add Condition

Conditions matching *



Host

Saved

Trips

Messages

Credit

Help



Book unique homes and experiences all over the world.

 Try "Homes in Oregon"



Over 300
unique homes in Oregon

@msweezy 

FIRST THEY HAD TO FIND LISTINGS

apts/housing for rent

- search titles only
- has image
- posted today
- bundle duplicates
- include nearby areas

MILES FROM ZIP

miles from zip

PRICE

min max

BEDROOMS

min - max

BATHROOMS

min - max

FT²

min max

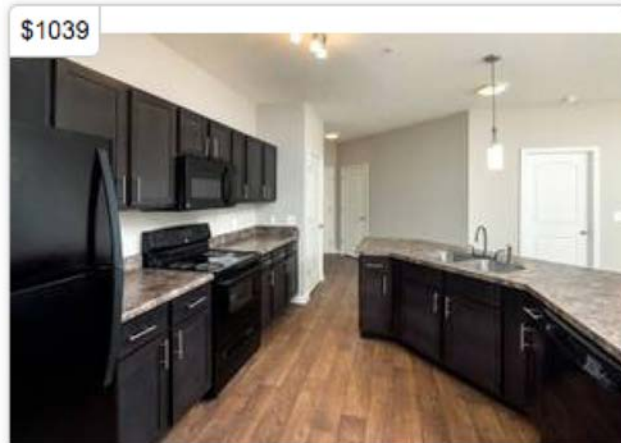
AVAILABILITY

all dates

- cats ok
- dogs ok
- furnished
- no smoking

« search apts/housing for rent

gallery



\$1039

★ Aug 3 [Brand NEW Apartments available, Media Center, Waterway Walk](#) \$1039 596ft² -



\$1020



SO THEY BUILT A BOT

TO SEARCH ALL OF
CRAIGSLIST TO FIND
THOSE PEOPLE
LISTING PLACES FOR
RENT

NOW THEY HAVE
DATA!

THEN THEY BUILT OUT THEIR 1ST AUTOMATION

TO SEND THE FOLLOWING EMAIL

I'm emailing you because you have one of the nicest listings on Craigslist in the Tahoe area, and I wanted to recommend you feature it on one of the largest vacation rental marketplaces on the web, AirBnB. The site already has 3,000,000 page views per month. Check it out here (URL to AirBnB).

Jill D

Plus

ENTIRE APARTMENT IN CAPE TOWN

★★★★★ 274

Unwind in a
Bright, Airy
Space with
Rustic Accents



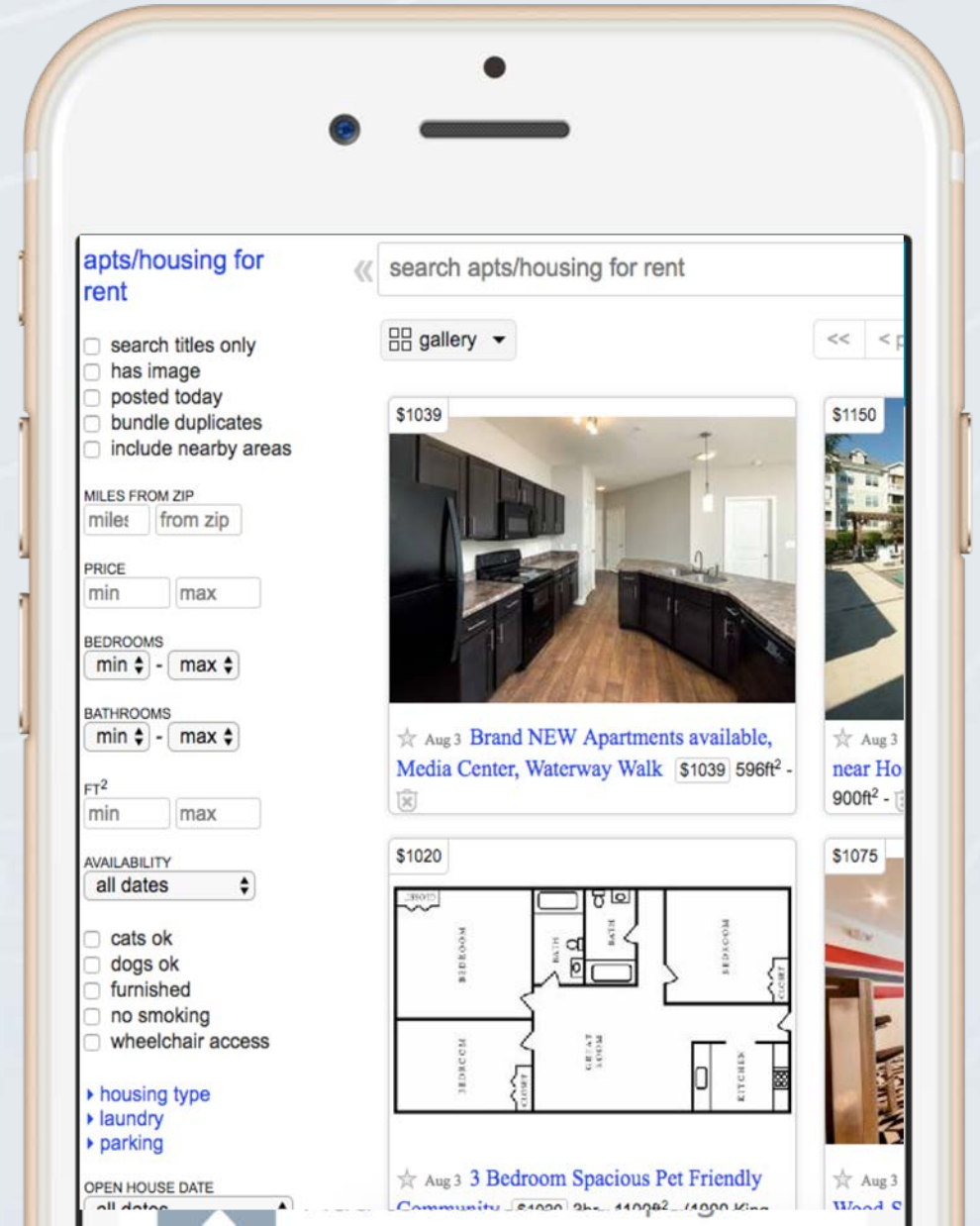
**NEXT: THEY HAD TO
THEN GET TRAFFIC**

AND RENT OUT THOSE LISTINGS

AN

THEIR 2ND AUTOMATION

They built
another
Automation
to post all of
their listings
back on
craigslist





ZERO dollars spent on ads

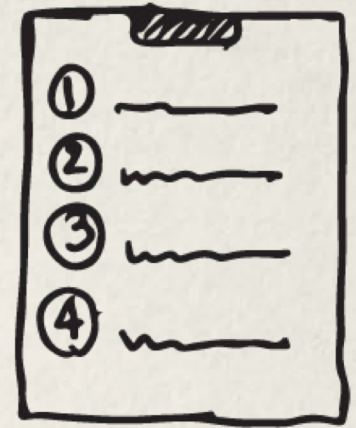
Disrupted an entire industry

**#1 tactic when they started –
Decentralized Automations**

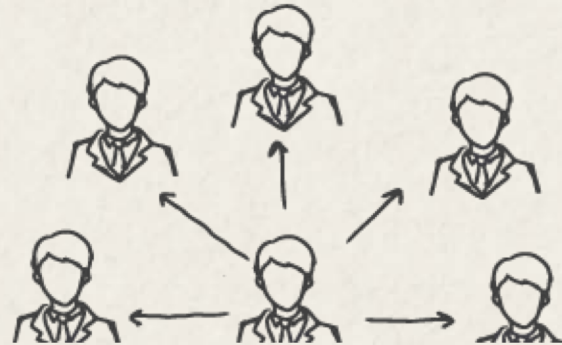


You've set up a new feature in your product

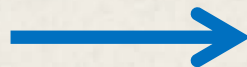
So you set up an automation to pop up a survey only to those affected users with in the app



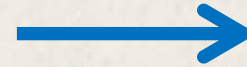
Survey tool runs, then passes data back to drive new campaign



SEGMENT



TRAY.IO

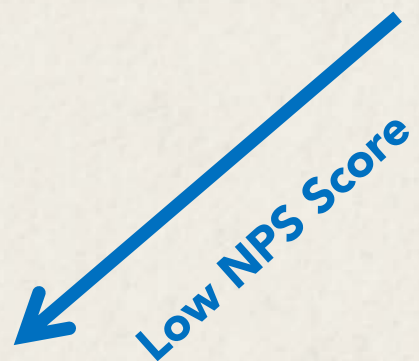


PROMOTER.IO

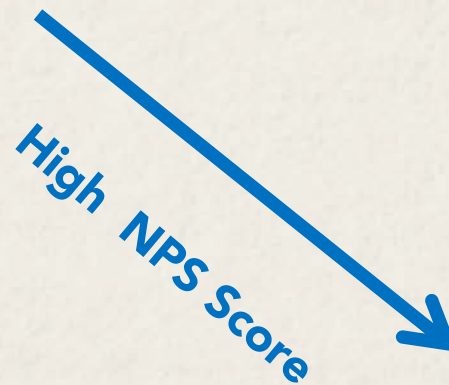
Next Automation:
Use that data to
create better
experiences.



TRAY.IO



**Provide real time help
via Chatbot when they
log back into the app.**



**Ask for them to leave
a review, or join your
community.**

CONVERSATIONS REPLACE MANY THINGS

AND FOR GOOD REASON

name

email

phone

How did you hear about us?

**Forms serve the
purpose of the
brand not the
consumer.**

*They are not
a good experience.*



DATA + CHATBOT

5X Increase in engagement

2X Increase in conversations

#1 sources of qualified opportunities for
Segment.io.



Mark Miller

Would **Salesforce** like to know if you qualify for a volume discount?

Our scoring model shows **Salesforce** could be a good fit for our business plan. Want to schedule time to learn more?

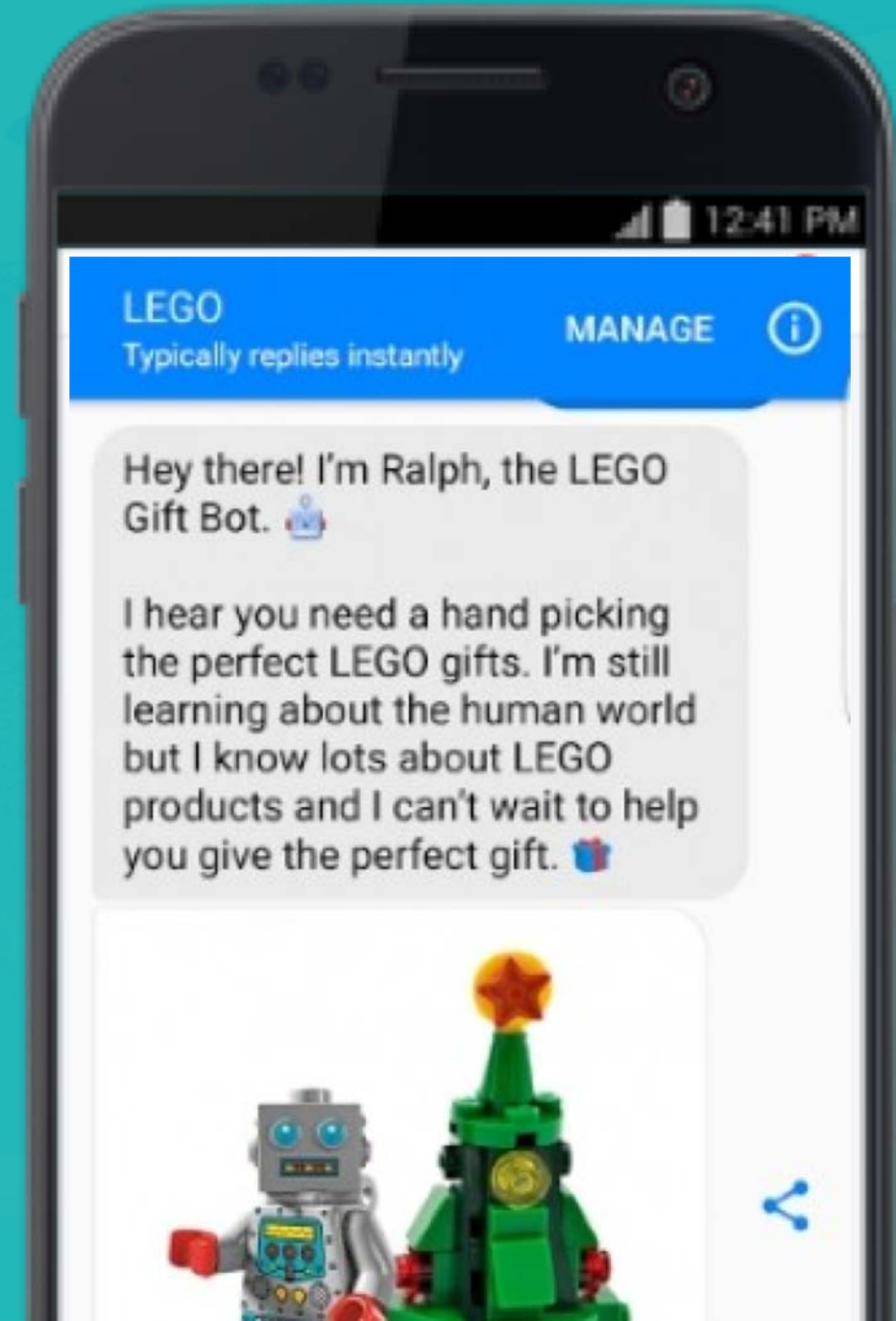
Type your message...

REPLACES FORMS

COVER SDR ROLES

Ralph (The Lego Messener Bot) Drove **25% of all 2017 online holiday sales.**

3 Min Conversation
2X Order Size



**VOICE WILL IMPACT
ALL BUYERS**



38% of all shoppers have used voice for purchasing, searching, or checking prices in the past three months

Source: State of the Connected Customer 2018

VOICE
BECOMES
DAILY HABIT
THIS TREND WILL ONLY
INCREASE IN THE
FUTURE

Source: Google Think

72%

OF CONSUMERS
USING VOICE
DO SO DAILY

ALEXA SKILLS

50,000 Alexa skills worldwide. Both sources also reported that Alexa is now compatible with 20,000 devices and is used by more than 3,500 brands

Make Me Smart
by Marketplace
★★★★☆ 476
Free to Enable

"Alexa, Make Me Smart"

"Alexa, ask Make Me Smart what's new"

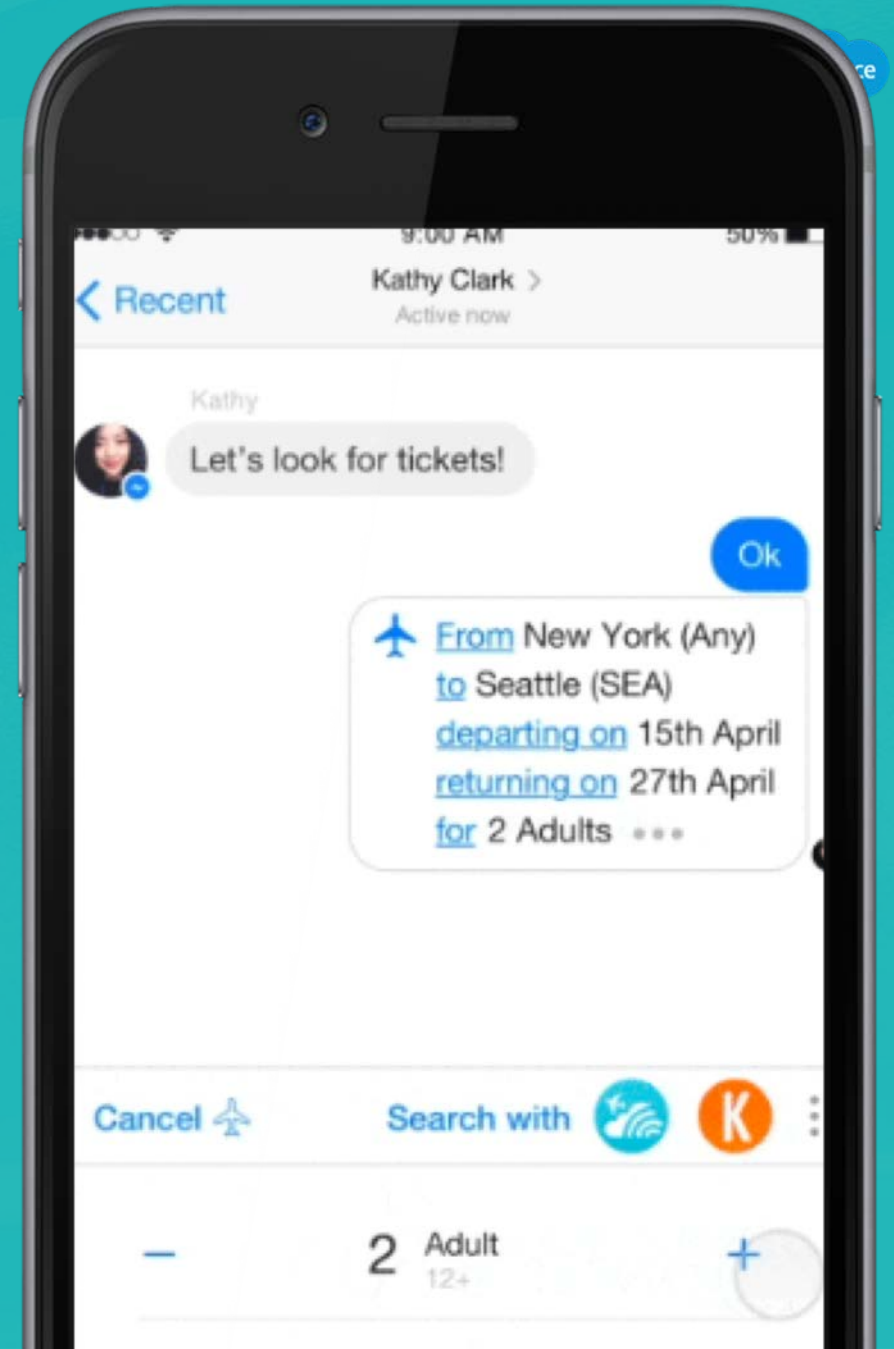
"Alexa, tell Make Me Smart I have an idea"



**BY 2025 1/8
OF ALL PEOPLE**

on the planet will be using a
Virtual Digital Assistant

With the rise of voice, AI,
and chatbots **WEBSITES**
AS WE KNOW THEM
WILL BE GONE IN 5
YEARS. They will be replaced
with conversational interfaces
like this one.



A NEW APEX FOR DIRECT MARKETING

HUMAN - to -HUMAN

One-to-One: is one brand message to one person. EX - Personalized email.

Human-to-Human: is one person to another on the brands behalf. EX - Influencer, and Advocate marketing.



Now 135 employees have the same social power as a brand with 1,000,000 social followers.

Your employees, customers, and advocates are the ground work for direct marketing efforts of the future.





backcountry

GEARHEAD PROGRAM

- EXPECT TO DRIVE \$100 MILLION IN SALES VIA THIS PROGRAM
- ONE GEARHEAD CAN MANAGE 10,000 RELATIONSHIP WITH CUSTOMERS IF THEY HAVE THE 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!

"Working one-on-one with customers is great. As time goes on, I get to know each customer and their specific gear needs."



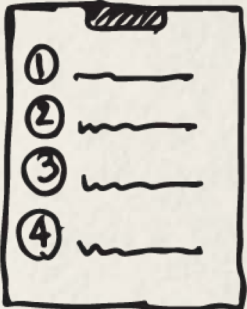
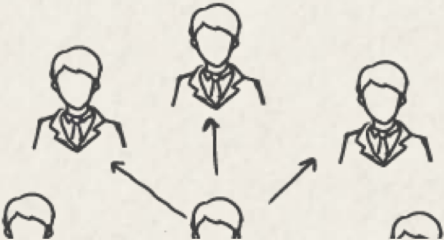
Jared Downs
Gearhead

AUTOMATIONS SCALE HUMANS

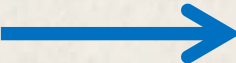
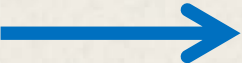


ORDER COMES IN

CONNECT ORDER TO REP WHO SPECIALIZES IN THAT FIELD



SCHEDULE TASK FOR REP FOR REACH OUT



FOR B2B: The average B2B business has 50,000 followers on social. To reach this same power you only need 5 people engaging in human-to-human ways.



CONCLUSIONS

“

600+ million devices have ad-blocking on them. This is easily the largest boycott in history.

”

Doc Searls, Author & Harvard Fellow

RISK IS WHAT SHAPES BUYERS JOURNEYS

The buyers age, or vertical has nothing to do with buyer behavior. Rather the risk involved in making the decision.



B2B Buyers Are More Affected

	B2B	B2C
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%

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THE NEW CONSUMER MANDATE

Speed

Google has trained consumers to demand real time experiences.

Context

The experience must be the one the consumer is looking for at that moment.

Authenticity

It must be as human as possible and match with the tone of the experience.

**We must give up
Attention seeking
methods!**

We must embrace *Context*: help consumers achieve their goal at the moment. This is what breaks through!

“

Brand isn't what you say. It is
the sum of all experiences
you create.

”

CXO's HAVE ALREADY TAKEN OVER AT LEADING BRANDS

MEDIA



B2B



RETAIL



OTHER



JCPenney

J.CREW



**We must go Past
1-to-1 to find a higher ground.**

Embrace HUMAN – To – HUMAN

Now 135 employees have the same social power as a brand with 1,000,000 social followers.

thank you

@msweezy

Salesforce for Marketing Keynote



Matt Tippets
VP, Product Strategy



Christy Poulos
Senior Director, Product Marketing



Katrin Ribant
SVP, Product Management

