

The Next Marketing Transformation

Post-Digital and Human

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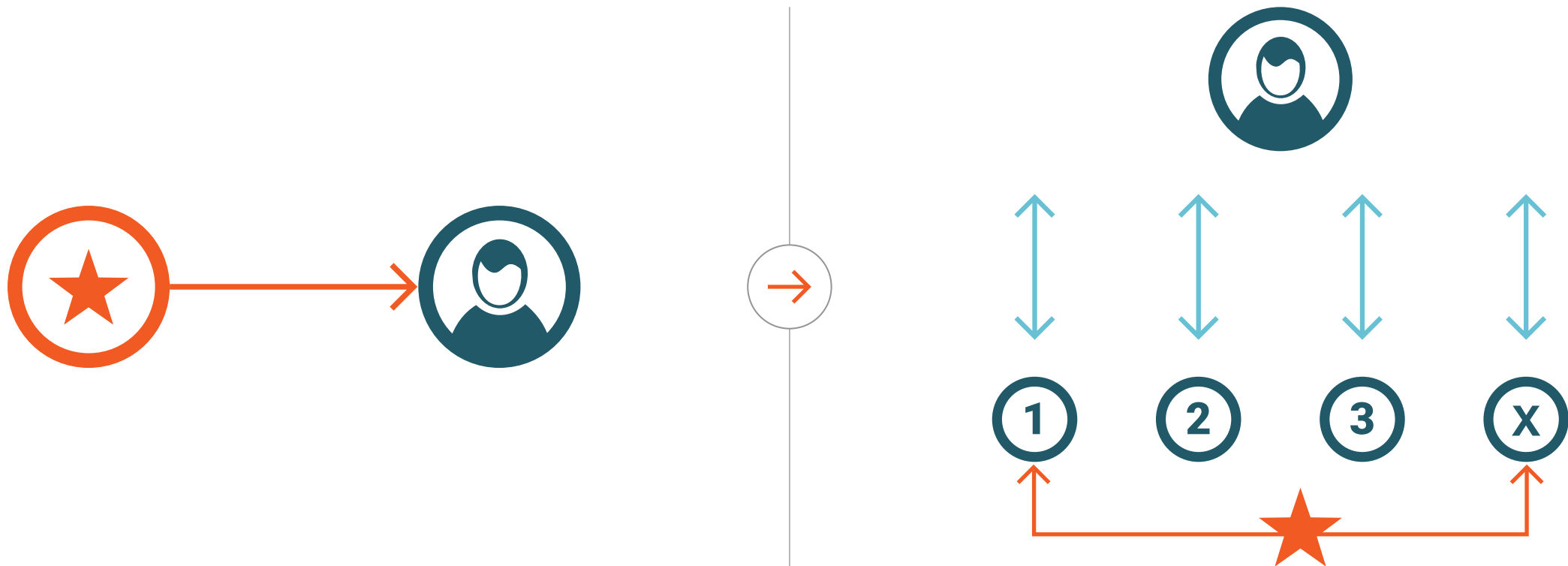


“ For decades, technology scaled businesses away from people; it's time to bring customers closer.

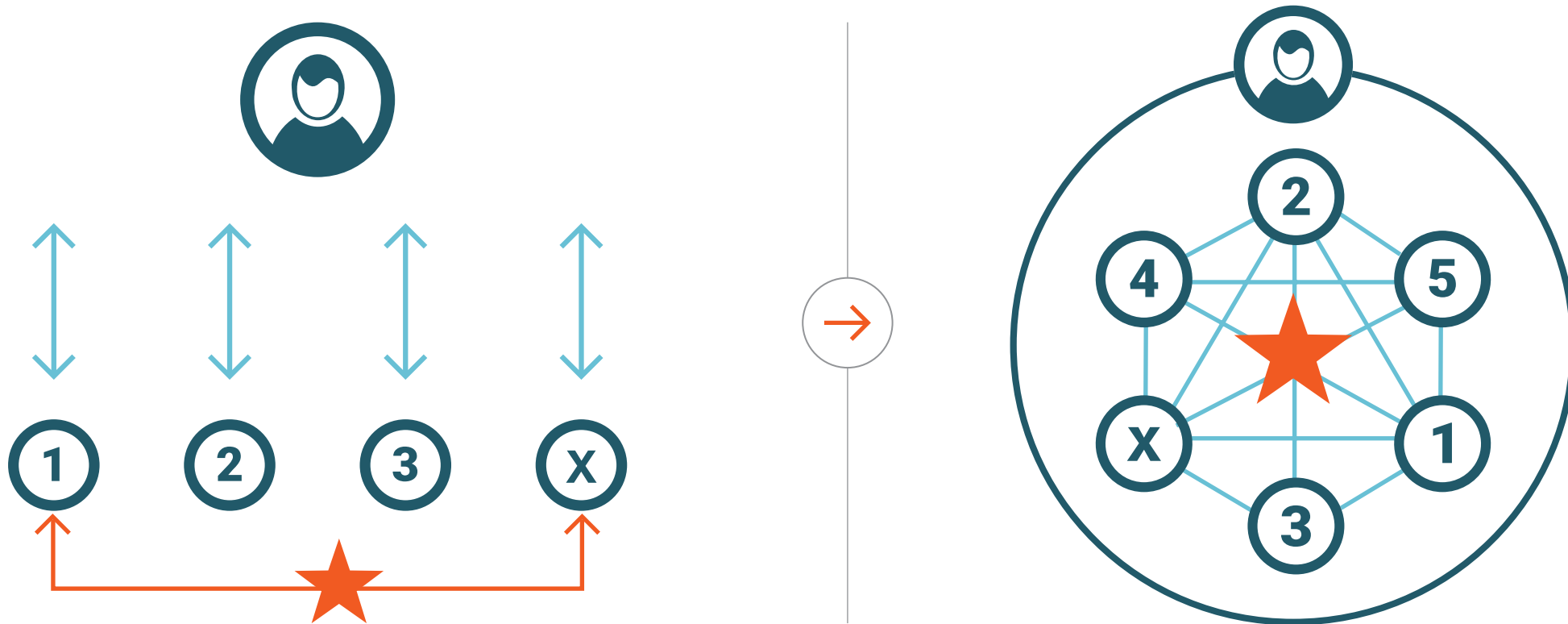
BRIAN SOLIS

Principal Analyst and Futurist, Altimeter

1. FROM MAD MEN TO DIGITAL



2. FROM DIGITAL TO OMNICHANNEL



3. THE NEXT MARKETING TRANSFORMATION

COMPANY-CENTRIC

ADVERTISING

EN MASSE

INTUITION-BASED

CONSISTENT



CUSTOMER-FOCUSED

ENGAGING

PERSONALIZED

INSIGHT-DRIVEN

RELEVANT

“ People constantly talk about how disruptive technology is but I believe that **the customer**, not technology, is really the disruptive force.

TIFFANI BOVA

Global Customer Growth & Innovation Evangelist, Salesforce

“ We live in the age of B2ME marketing.
Changing B2B buyers' expectations are
driving the need for B2C-like experiences.

CHANGING B2B CUSTOMERS EXPECTATIONS

- + Your customers expect a consistent and rewarding experience – in life and at work
- + Your customers want answers and now
- + Your customers want it their way

MEET THE NEW A/E/C BUYER

- + Digital Natives
- + Social
- + Purpose-Driven
- + Self-Directed

FIRM SEARCH PROCESS HAS CHANGED

68%

**#1 SOURCE:
ONLINE SEARCH**

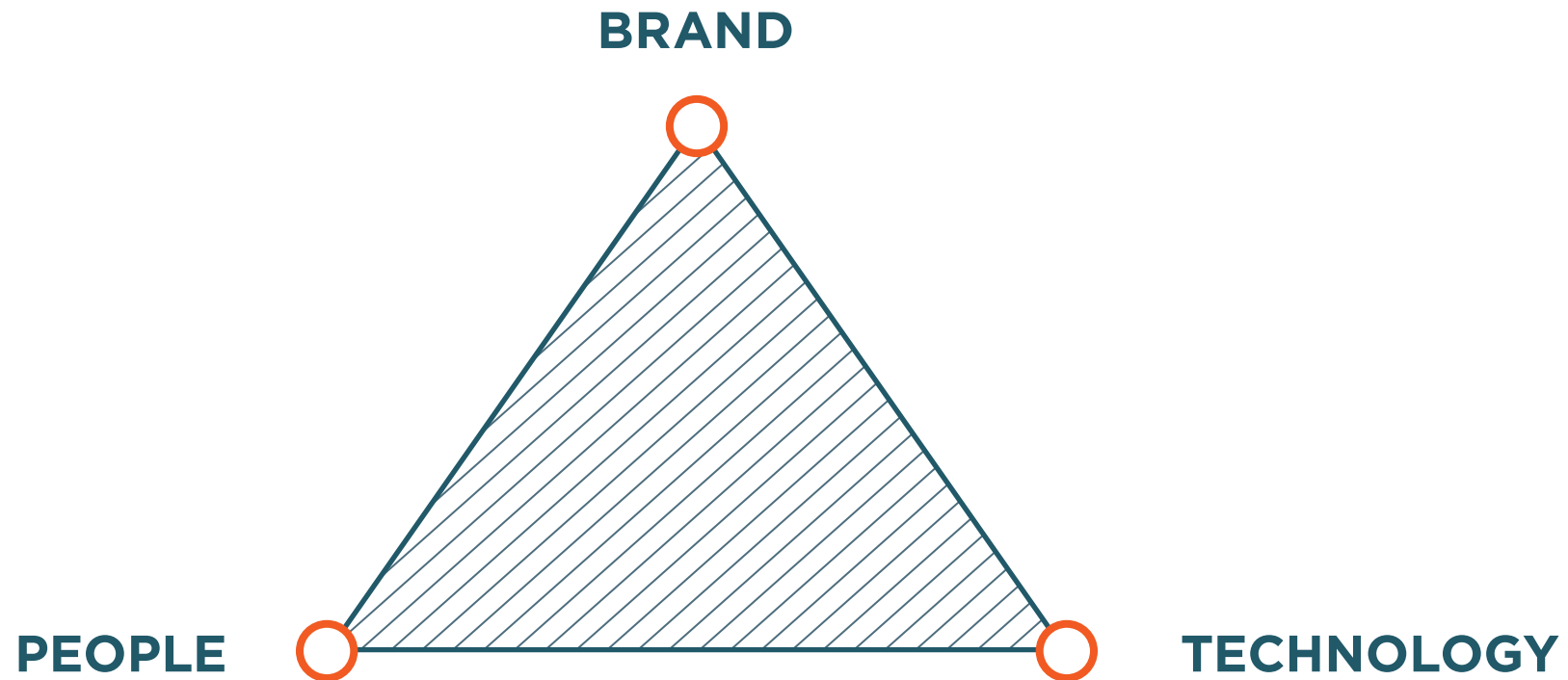
55%

**#2 SOURCE:
FIRMS' WEBSITES**

40%

**#3 SOURCE:
PEER INPUT**

THE FUTURE IS HERE: POST-DIGITAL AND HUMAN



MODERN BRAND BUILDING BLOCKS

**DRIVEN BY
PURPOSE**

1

**DELIVERS ON ITS
PROMISE**

2



3

**LIVES BY ITS
VALUES**

4

**HAS A DISTINCT
PERSONALITY**

PERSONALITY

VISUAL AND COPY STYLE

Casual, Accessible, Fun

Informal, approachable, personable

Progressive, Edgy

Modern, forward-thinking, trendy –
needs to be refreshed more often

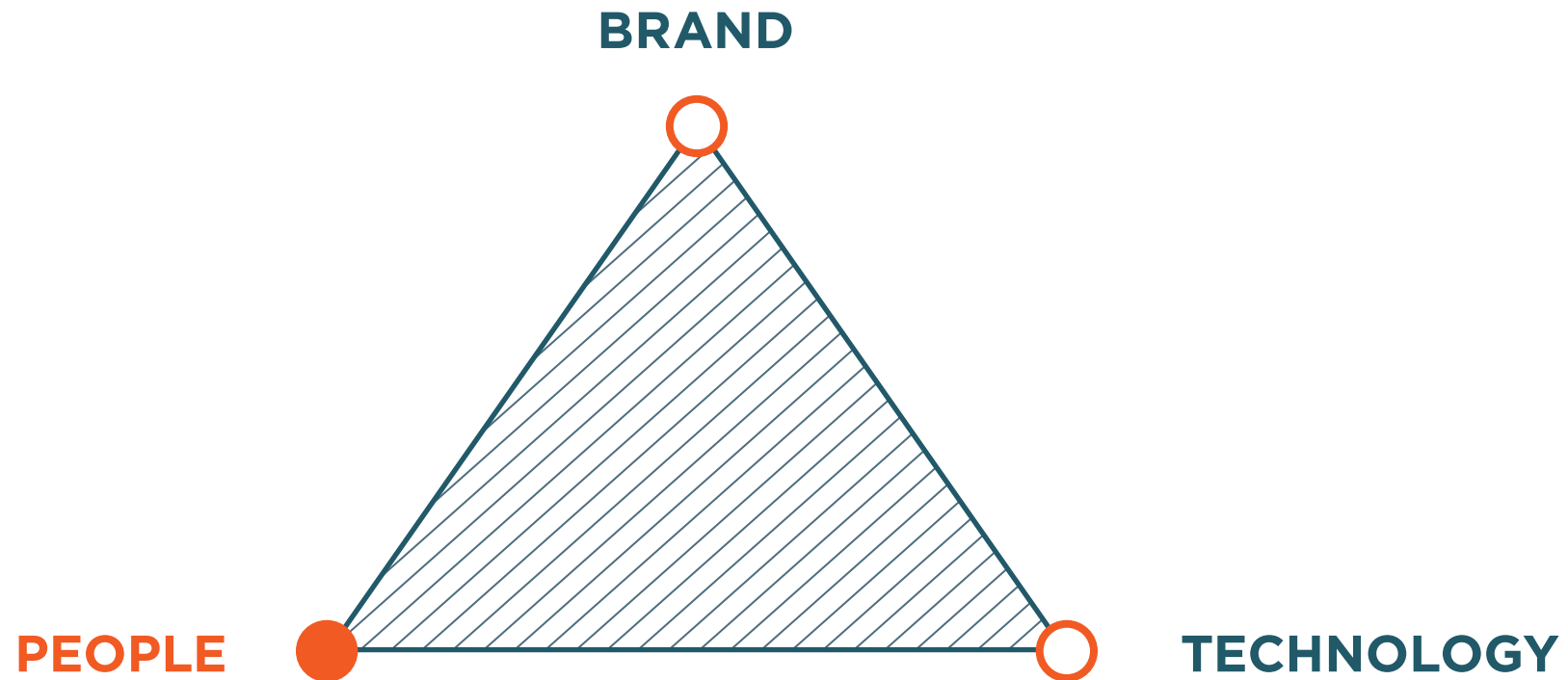
Corporate, Traditional

Symmetrical, conservative, timeless

Exclusive, Intellectual

Sophisticated, thoughtful, high-end

THE FUTURE IS HERE: POST-DIGITAL AND HUMAN



“ In order to deliver the most value to someone, you need to know an awful lot about them!

CUSTOMER RESEARCH

Does your firm:

- + Collect customer feedback and share it firm-wide?
- + Know the actual people behind your CRM data?
- + Understand its customers' communications habits and preferences?



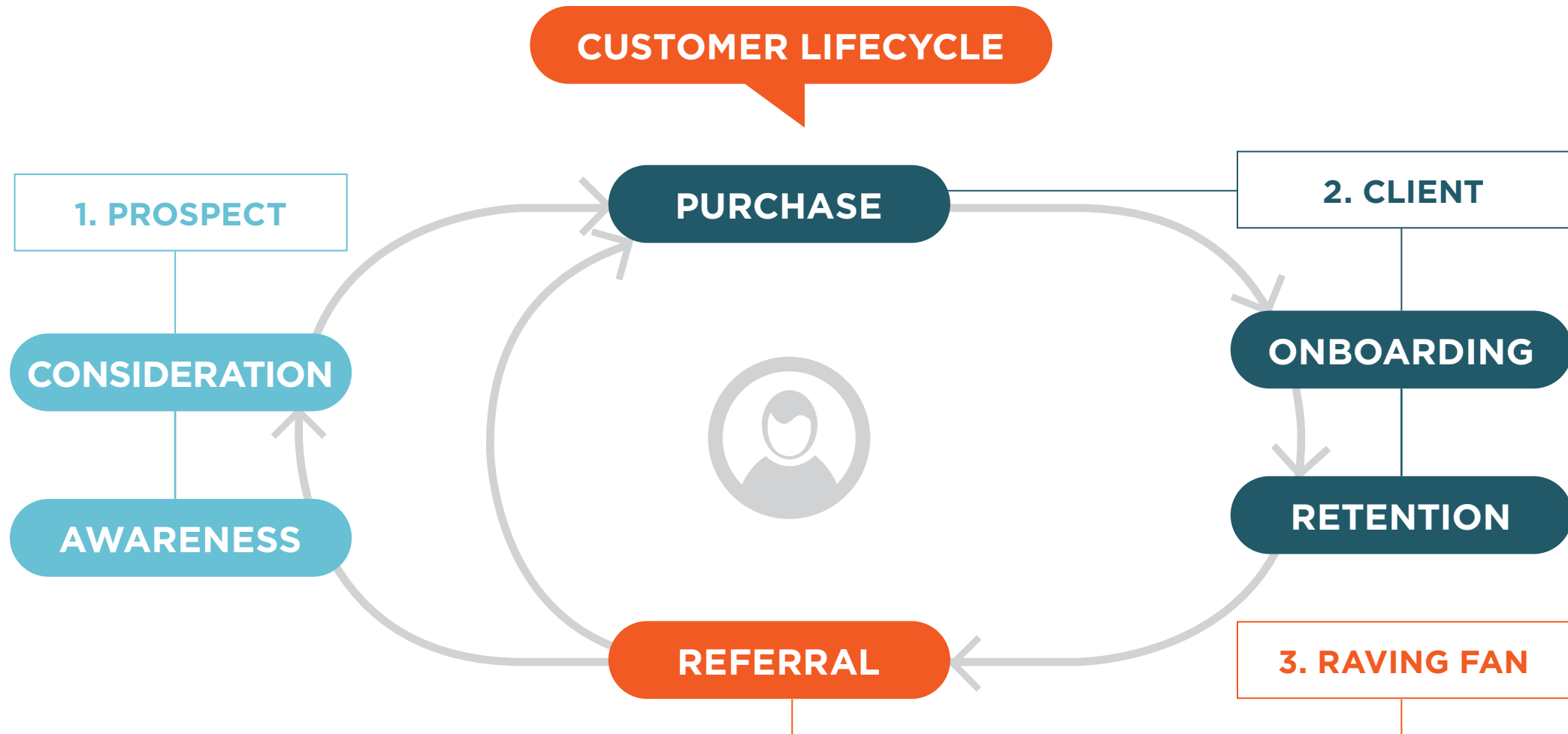
Male
Born in 1948
Grew up in England
Married for the 2nd time
Vacations in the Alps
Wealthy
Likes Dogs

Prince Charles



Male
Born in 1948
Grew up in England
Married for the 2nd time
Vacations in the Alps
Wealthy
Likes Dogs

Ozzy Osbourne



“ We need to put ourselves in our customers' shoes... helping them through the decision-making cycle and making their lives easier.

EMMA ROFFEY

Senior Director of Marketing, Cisco

RIGHT MESSAGE. RIGHT CUSTOMER. RIGHT TIME.

Engage the right audience with the right message at the right time through the right channel – every time.

+ Segmentation

+ Personalization

ALIGN MESSAGE AND CONTENT TO JOURNEY

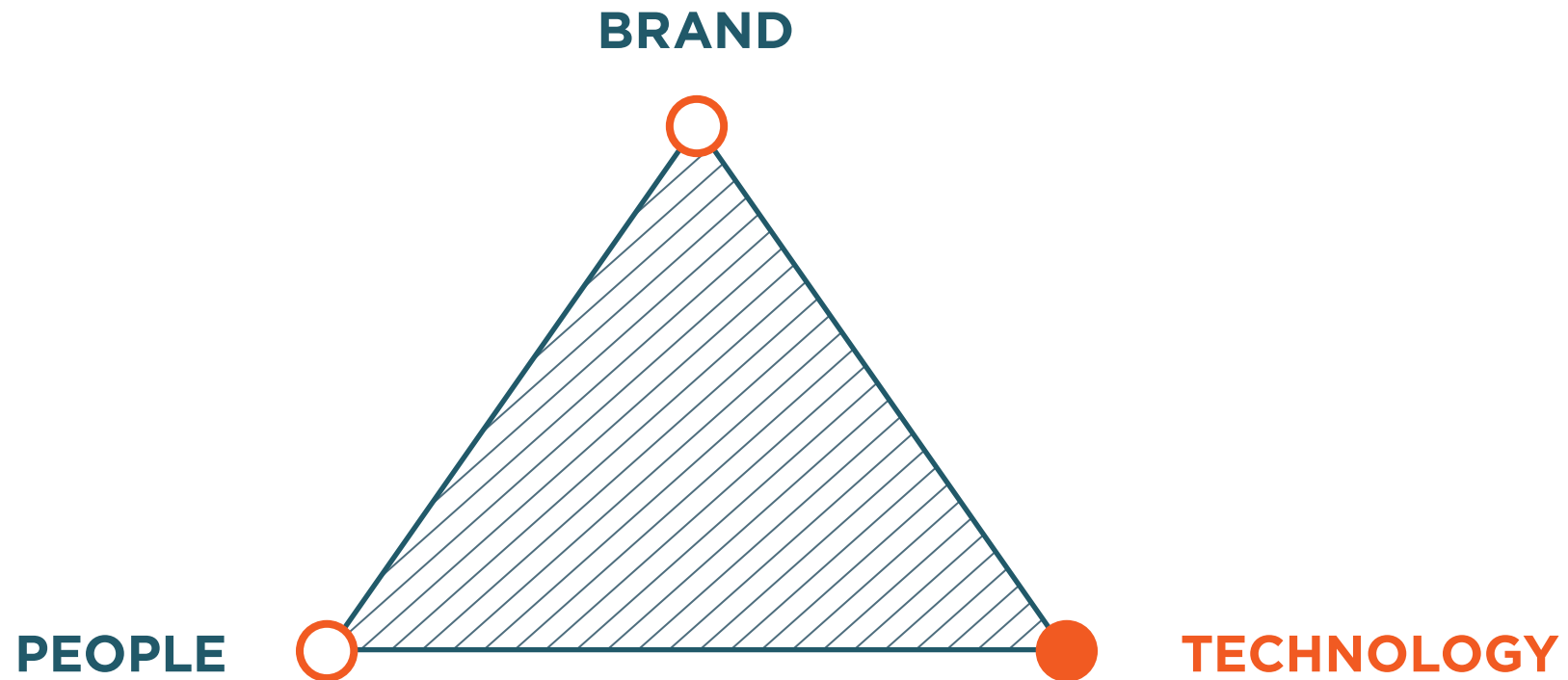
PRE-SALE		SALE		POST-SALE	
Awareness	Consideration	Purchase	Onboarding	Retention	Referral
<p>Educate</p> <p>Increase visibility</p> <p>Showcase expertise</p>	<p>Confirm/reinforce understanding</p> <p>Provide solution(s)</p> <p>Prove it's the best solution</p>	<p>Reassure that your firm is the right choice</p>	<p>Set expectations</p> <p>Show value</p> <p>Communicate</p> <p>Make it personal</p>	<p>Deepen relationship</p> <p>Create additional value</p> <p>Upsell and cross-sell</p>	<p>Engage</p> <p>Build community</p> <p>Be useful</p>

“ Enchantment: The Art of Changing
Hearts, Minds, and Actions.

GUY KAWASAKI

Former Chief Evangelist, Apple / Author, Enchantment

THE FUTURE IS HERE: POST-DIGITAL AND HUMAN



WEB CMS

Content Administration

Landing Pages, Web Forms

MARKETING AUTOMATION

Email, Landing Pages, Web Forms

Personalization, Workflows

Lead Generation and Nurture

Contact Management, CRM

CONTENT/SOCIAL

Management
Monitoring
Listening, Curating

EMAIL TOOLS

Contact List Management

Email Management

Autoresponders, Workflow

CRM

Customer Management
Historic Customer Data
Accounting, PM Integration

DATA ANALYTICS TOOLS

“ In God we trust, all others must bring data.

EDWARDS DEMING

American Engineer

WHAT'S HOT

- + Predictive Marketing
- + Hyper-Personalization
- + Account-Based Marketing (ABM)

“ We must prioritize remaining human.

GERD LEONHARD

Futurist, Author and Keynote Speaker



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