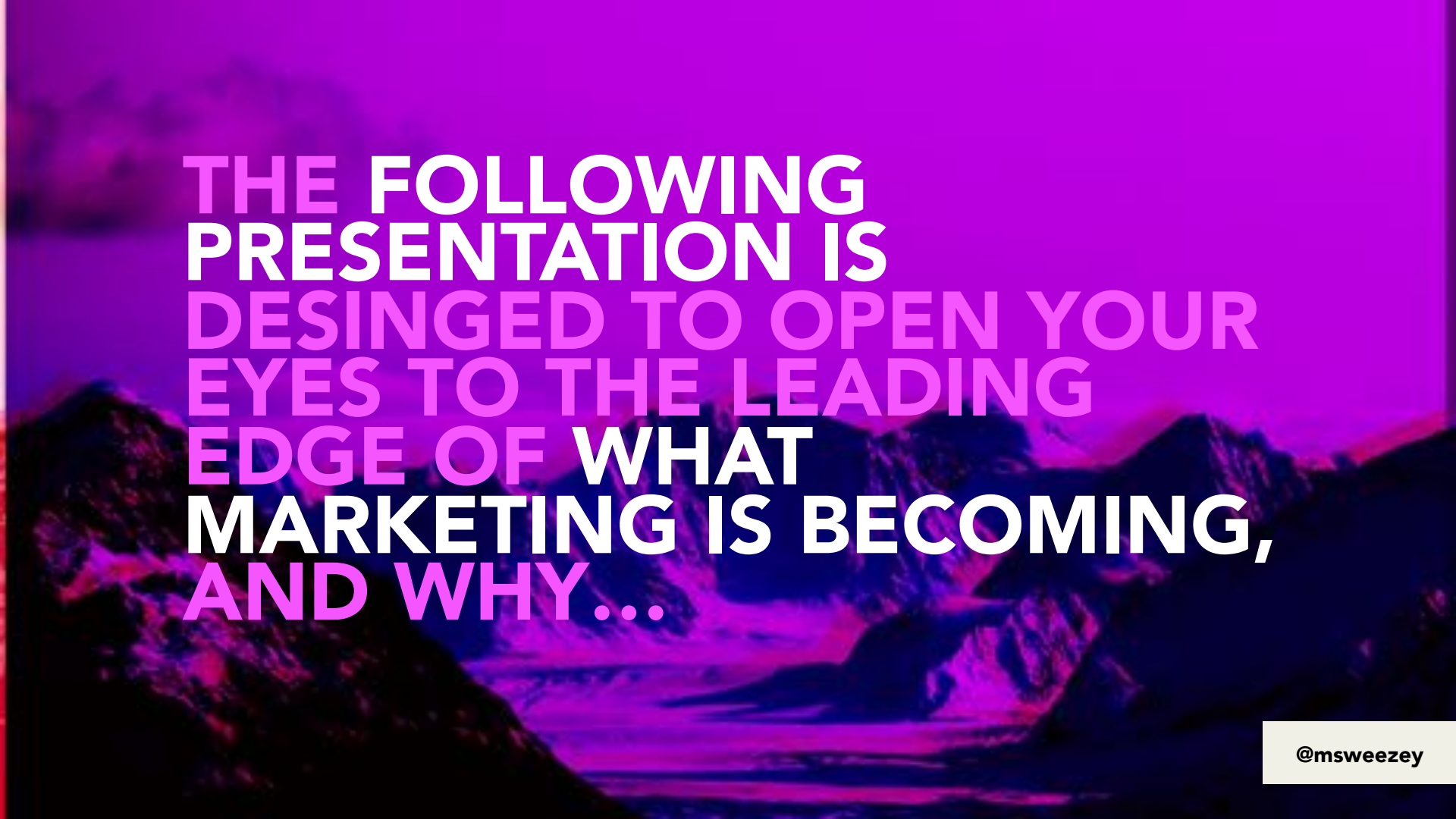




*The Future of*  
**Marketing**  
2018



**THE FOLLOWING  
PRESENTATION IS  
DESIGNED TO OPEN YOUR  
EYES TO THE LEADING  
EDGE OF WHAT  
MARKETING IS BECOMING,  
AND WHY...**

A person is holding a tablet computer. The screen of the tablet displays a form with a 'SUBMIT' button. The text 'Context Revolution' is overlaid in a large, yellow, cursive font across the center of the image. The background is a solid, vibrant yellow.


# Context Revolution



**EXPERIENCES  
ARE THE  
HIGHEST  
ECONOMIC  
VALUE A FIRM  
CAN PRODUCE.**

**- JOE PINE II**

*Think about it.....*

A photograph of a Starbucks Coffee storefront at night. The building is dark, but the Starbucks logo is illuminated in green and white. Above the entrance, the words "STARBUCKS COFFEE" are written in large, glowing white letters. The interior of the store is visible through the glass doors, showing shelves stocked with coffee products and warm lighting. A white, torn-edge paper overlay is positioned in the foreground, containing handwritten text.

*Starbucks doesn't  
market coffee. They  
market the experience.*

*Two!*

*Chinese only  
drink 2 cups of  
coffee per year  
on average*




Yet, China is their 2<sup>nd</sup>  
largest market with  
2,600+  
locations

*P.S. Don't  
listen it's  
really not  
this sexy!*



@msweezy


A photograph of a Starbucks cafe interior. In the foreground, a white, torn-edge paper note is pinned to the scene. The note contains the text: "Starbucks sells the experience of the 'third place' not coffee." The words "not" and "coffee." are written in pink. The background shows a modern cafe with a curved bar, copper-colored coffee drippers, and a large window looking out onto a city street. Outside, a building with a neon sign for "63rd" and a "THEATRE" sign is visible. The Starbucks logo is partially visible at the top of the image.

Starbucks sells the  
experience of the  
'third place' *not*  
*coffee.*

**MARKETING**

**REPLACES THE PRODUCT  
AS THE PRIMARY VALUE  
DRIVER OF THE FIRM.....**

*See how well it works  
out for Tesla.....*



*Mercedes is known  
as the best marketer  
of luxury cars....*



Mercedes

@msweezy



**\$926** *They spend  
per car on  
advertising*

Vehicle cannot drive itself, but has automated driving features. System will remind the driver frequently to keep hands on the steering wheel. Always observe safe driving practices and obey all road traffic regulations.

**@msweezy**

*\$6* Tesla only  
spends six  
per car



@msweezy

*Tesla sold  
as many  
cars as  
Benz?*

**3x**



@Msweezey

*Here is the side by side*

# Benz C-Class

# Tesla Model 3

CEO	DIETER ZETSCHKE	ELON MUSK
YEARS IN OPERATION	89	11
MARKET CAP	\$71 BILLION	\$51 BILLION
LOCATION	STUGART, GERMANY	PALO ALTO, CALIFORNIA
TOTAL AD SPENT PER CAR	\$916	\$6
AVERAGE PRICE PER CAR	\$35,000-\$45,000	
TOTAL CARS SOLD	86,080	176,000
BUSINESS MODEL	BUILD > MARKET > SELL	MARKET > SELL > BUILD

*The Key  
Difference*

SOURCES: VOLUME-CAR AND DRIVER, PRICE-CARS.COM, AD SPEND-GLOBAL EQUITIES

@msweezy

*Why Now?*

**WE ARE NOW LIVING IN A NEW  
MEDIA ENVIRONMENT. WHERE A  
NEW BUSINESS MODEL IS NEEDED,  
BECAUSE THE CONSUMERS ARE NOW  
IN CONTROL, AND ARE DEMANDING  
CONTEXT.**



# Limited Era

# Infinite Era

LARGEST CREATOR OF NOISE

BUSINESSES

INDIVIDUALS

MOST POWERFUL FORM OF MEDIA

NON-PERMISSIONED

PERMISSIONED

TYPE OF ENVIRONMENT

STATIC

DYNAMIC

MEDIA IS VALUED ON

STEREALS

ENGAGEMENT

FACTS

ATTENTION

CONTEXT

MARKETING PRODUCT

MESSAGE

EXPERIENCE

GROWTH MODEL

BUILD > MARKET > SELL

MARKET > SELL > BUILD

*Context  
The Key to  
Engagement*

@Msweezey



Want More?  
[Read this->](#)

# Forbes

**The New Age Of Infinite Media  
And What It Means For Marketing**

A group of hands of various skin tones are shown holding a bouquet of vibrant red flowers. The hands are positioned around the bouquet, with some fingers visible at the top and bottom. The background is a warm, orange-red gradient. The word "Purpose" is written in a large, dark blue, cursive font across the center of the image, overlapping the bouquet of flowers.

*Purpose*

**79% OF CONSUMERS  
PREFER TO PURCHASE  
PRODUCTS FROM A  
COMPANY THAT  
OPERATES WITH A  
SOCIAL PURPOSE**

-Economist Purpose Study 2018\*



GEAR FOR GOOD  
**cotopaxi**

**Cotopaxi makes and sells adventure gear. They have built a contextual relationship with their audience via purpose. Here is their story.**

**@msweezey**



## WHAT WE DO

We create innovative outdoor products and experiences that fund sustainable poverty alleviation, move people to do good, and inspire adventure.

Cotopaxi funds solutions that address the most persistent needs of those living in extreme poverty. Giving is core to our model. As a Delaware Public Benefit Corporation, Cotopaxi has made a commitment to creating positive social impact. We focus our efforts on global poverty alleviation & give targeted grants to advance health, education, and livelihoods initiatives around the world.

IMPACT REPORT

@msweezy

Our grantmaking represents our belief in the power of holistic development. We focus on three pillars which we believe are inextricably linked and crucial to creating a sustainable pathway out of poverty. Within each pillar, we have identified specific poverty indicators against which we track our outcomes and success.



### HEALTH

Reduce preventable disease & under-five mortality rates



### EDUCATION

Improve primary literacy rates & access to quality education



### LIVELIHOODS

Create opportunity for entrepreneurial training & job skills development



**Cotopaxi sold over \$900k of this sweater in under 30 days!**  
**They then repeated this feat a few months later with a new backpack. All on Kickstarter and Indigogo! They followed the market > sell > build model just like Telsa.**

@msweezy

*Purpose driven goals  
also provide additional  
Value...*

# Red Bull MEDIA HOUSE



By matching with the purpose of their audience by promoting adventure sports, Red Bull has become the media channel of their fans.

It is so popular they just inked a deal with the Associated Press to distribute their media around the world. **They don't need press, they are the press!**



Want More?  
[Read this->](#)

# Forbes

## Has Marketing Lost It's Way?



*Participatory*  
**Propaganda**



*This guy  
created  
public  
relations in  
1917*

*Edward Bernays*

**BEFORE HE CREATED  
PR HE WORKED ON  
US PROPAGANDA  
FOR WW1**

**AND WROTE THIS BOOK**

**P**

**ropaganda**

...ly through the active energy of the intelligent few can the public  
aware of and act upon new ideas.

**o**

propaganda bears the same relation to the public as the  
abused. It may be used to create artificial values.

**p**

**a**



*Propaganda is the  
provenance of PR..*

AMERICA



*But that was 1917....*  
**WE ARE FIGHTING A NEW  
TYPE OF WAR NOW..SO  
WHAT HAPPENS TO PR?**



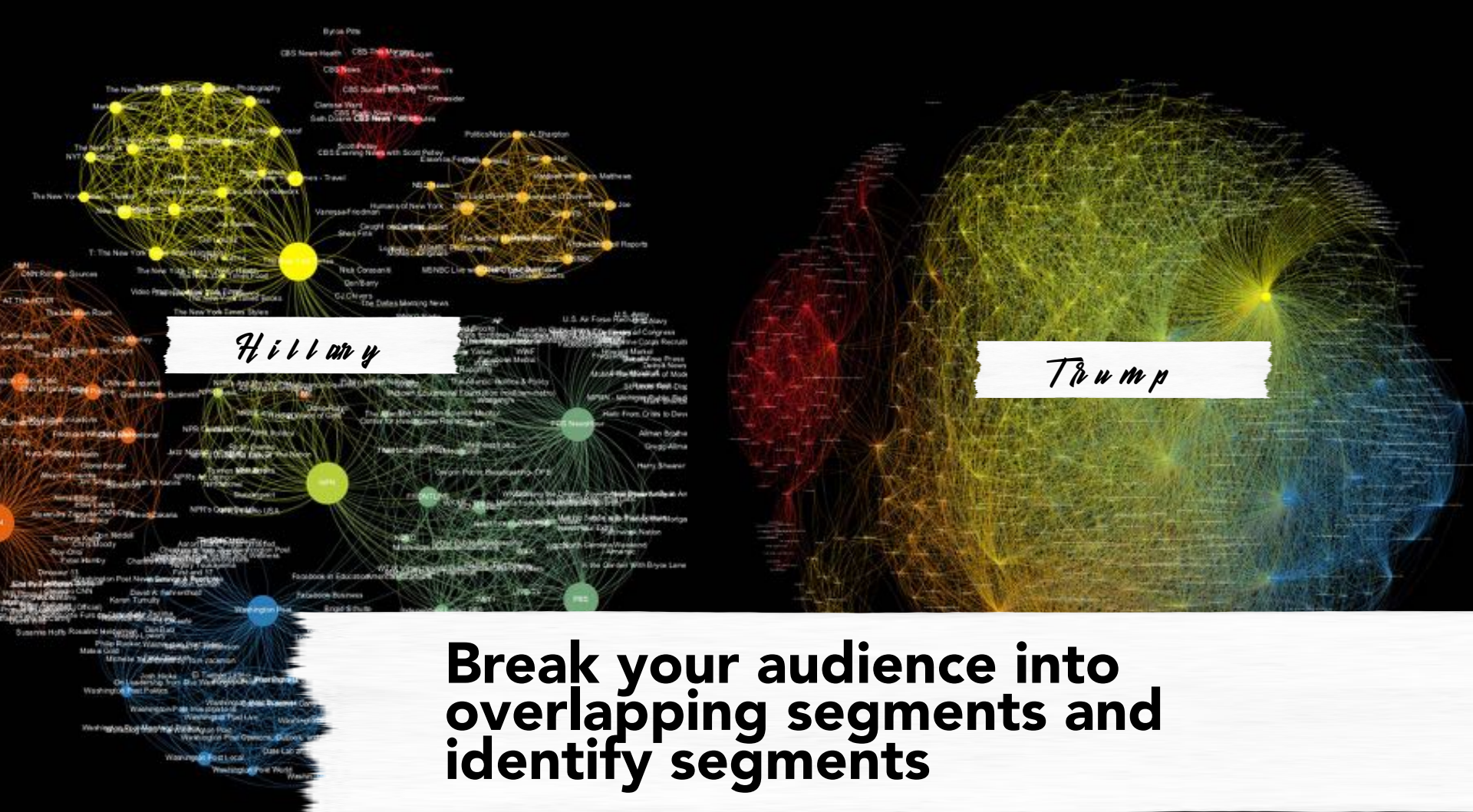
**PARTICIPATORY  
PROPAGANDA  
IS WHAT WORKS  
IN THE INFINITE  
MEDIA ERA**

*Alicia Wanless*

The queen of modern  
Propaganda



# Step 1: Audience analysis

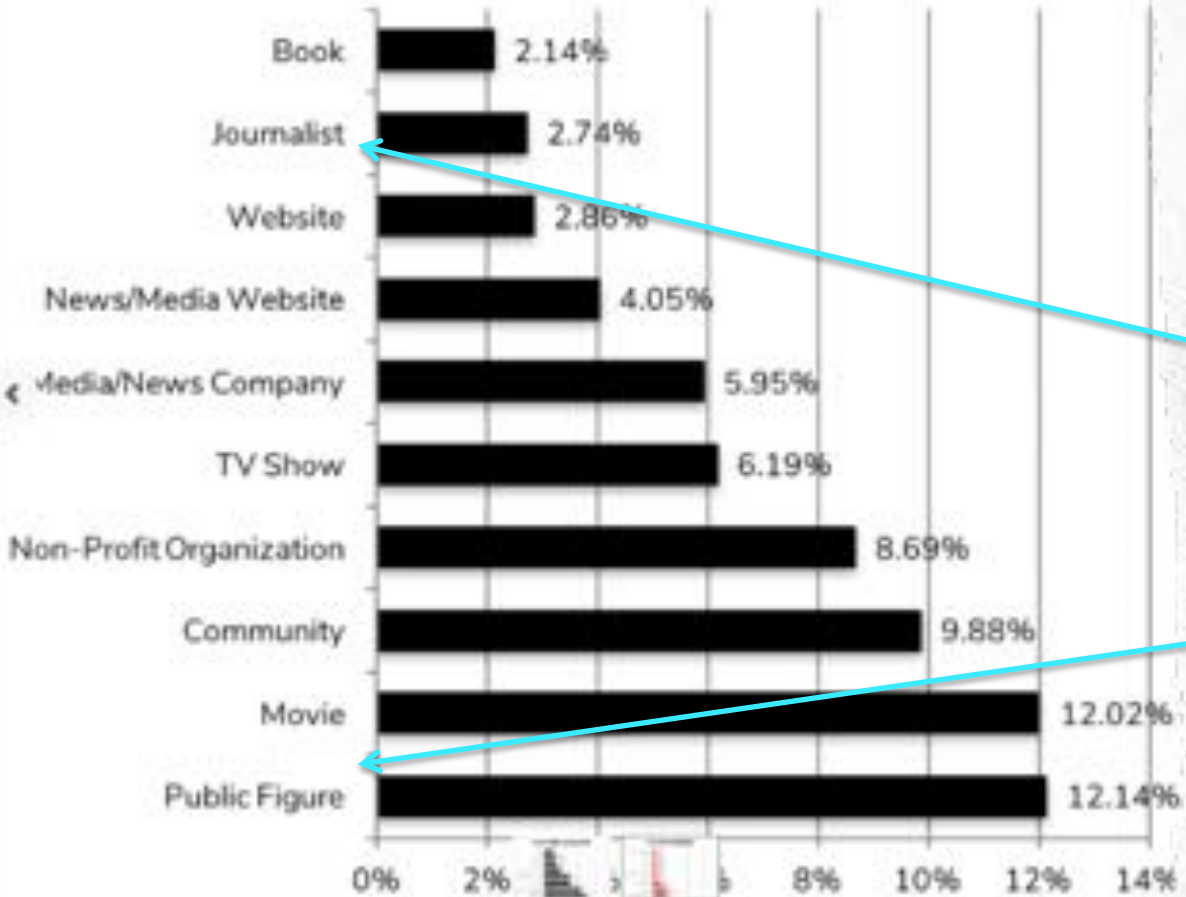


Hillary

Trump

**Break your audience into overlapping segments and identify segments**

## Conservative-Leaning Media



**THEN LOOK  
AT EACH  
SEGMENT  
TO SEE THE  
CATEGORIES  
OF WHO  
THEY 'LIKE'.  
THIS IS WHO  
THEY LISTEN  
TO MOST.**

# *Lessons for Brands*

1

**AUDIENCE ANALYSIS WILL  
TELL YOU THE STORY LINES  
ALREADY EXISTING,  
FOLLOW THOSE DO NOT  
TRY TO CREATE A NEW ONE.**



**WHO WORE IT  
BETTER?**

**Step 2:  
Create  
Controversial  
Content**  
*(Facts options)*

*“ Yes, the info in the blogs is bad, false, and misleading but the rationale is that ‘if it gets the people to click on it and engage, then use it,’ ”*

- Actual quote from the 17 yr old running over 100 fake news sites out of the Balkins via BuzzFeed article

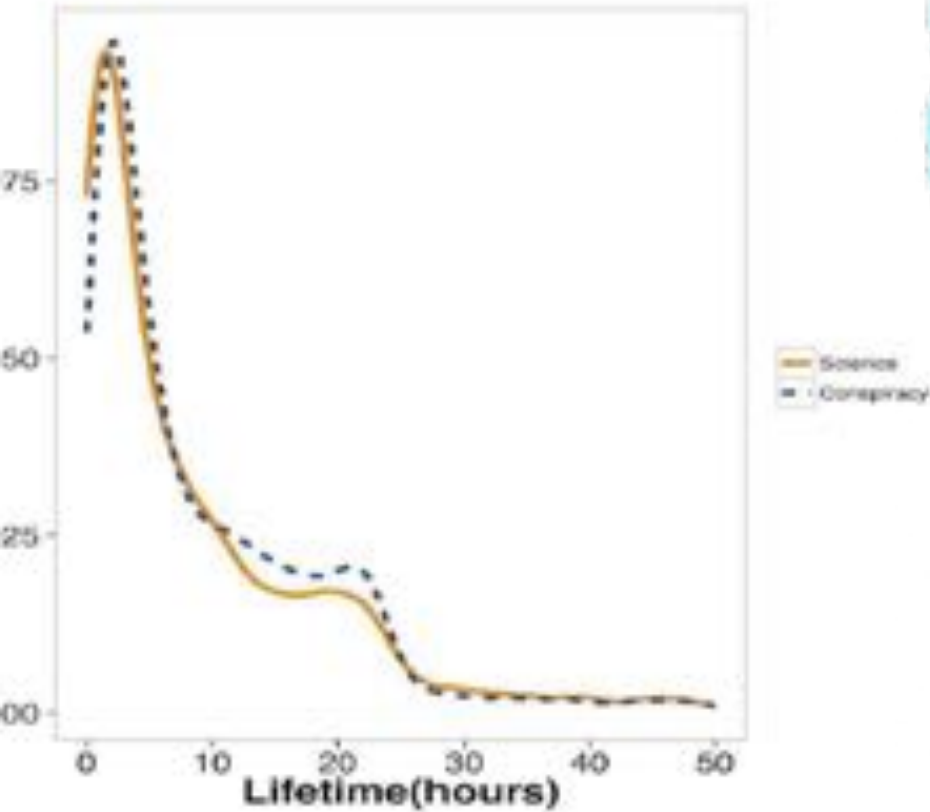
# *Lessons for Brands*

2

**ENGAGEMENT TRIGGERS  
ARE NOT THE SAME FOR  
EVERYONE, BUT EVERYONE  
LOVES TO SHARE MEMES!**

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

Step 3:  
Feed the  
Echo  
Chamber



*30 hrs*

**IS THE TOTAL  
LIFE SPAN OF  
CONTENT REAL  
OR FAKE**

*The problem is:*

*Too much content  
Too little time..*

60%

**OF PEOPLE SHARE A POST WITHOUT  
READING IT.**

**- WASHINGTON POST**

**@msweezey**

# Paid Ads

**TARGETED TO THE RIGHT AUDIENCE,  
WITH CONTENT THEY LIKE GETS  
SHARED WITH OUT BEING READ.  
FEEDING THE FRENZY.**

In the news



FINAL ELECTION 2016  
BOTH POPULAR ( 6)  
COLLEGE ...

70news - WordPress.com - 2  
Final #Election2016 Results  
all EC votes.

*Step 4:  
Manipulate  
Search  
Results*

Who Won the Popular Vote?  
snopes.com - 20 hours ago

Now Even Google Search Aiding in Scourge of Fake, Ina  
Mediate - 19 hours ago

More news for final election count

In the news



FINAL ELECTION 2016 NUMBERS: TRUMP WON BOTH POPULAR ( 62.9 M - 62.2 M ) AND ELECTORAL COLLEGE ...

**FAKE**

7Dnews - WordPress.com - 2 days ago

Final #Election2016 Results By Numbers:- ... As a result, Trump won all EC votes.

Who Won the Popular Vote?  
snopes.com - 20 hours ago

Now Even Google Search Aiding in Snopes.com  
Mediaite - 19 hours ago

More news for final election count

**The #1 result for "Election Results" was Fake news!**



This fake news story on [70news.wordpress.com](https://70news.wordpress.com) has 123 domains with over 331 back links, and over 400k social shares.

Final #Election2016 numbers  
#PopularVote: #Trump: 62,972,226 #Clinton: 62,277,750  
#ElectoralCollege vote #Trump 306 #Clinton 232

Update: Anyone asking where I got the figures, it was from twitter posts. Knowing the Democrat media have been dragging their liberal feet giving Michigan to Trump - finally they did, with Arizona finally declared two days ago - Trump now has the 309. Except for the twitter posts, the popular vote number still need to be updated in Wikipedia or MSM media - which may take another few days because the liberals are still reeling and recovering from Trump-shock victory. If I'm wrong, I won't hesitate to change the numbers. It's the job of the establishment media to tell the people the final numbers when it's out there already.

CNN.com electin results official page only has 325 back links, and 40k social shares.

@Msweezey



**Remember that one 17 year old kid is running over 100 websites by himself!!!!**

A person wearing a blue jacket and a black cap is holding a pink sign. The sign has text written on it. The background is a blurred outdoor scene with trees and a sky.

# 40%

*This one tactic is responsive for forty percent of the total traffic on Alt-right websites.*

# *Lessons for Brands*

# 3

**ENGAGEMENT WITH  
STORIES CAN EASILY  
COMBAT 'QUALITY' OF  
PUBLICATION.**



USA Newsflash

3 hrs · @

Despicable!

If You Think Obama Should Stay Out Of Politics, Please LIKE And SH



### Obama Plans 'Acting As President' Next Month - Here Where He's Hosting A Major Event

Former President Barack Obama will be hosting a global summit in Chicago, according to a video released this Wednesday.

*Step 5:  
Mobilize  
To action*

# PR vs PP

**MODERN PROPAGANDA IS PARTICIPATORY WHICH MEANS PEOPLE HAVE TO ENGAGE FOR IT TO WORK.**

*Engage much?*

**LESS THAN 50%** OF LIBERAL  
MEDIA FB PAGES ALLOW USERS  
TO COMMENT & POST

*They do!*

**77% OF FAR RIGHT FB PAGES  
ARE COMMUNITIES AND ALLOW  
FOR COMMENTING & POSTING.**

# *Lessons for Brands*

**4** TRADITIONAL PR IS ABOUT GETTING A MESSAGE OUT. PP IS ABOUT DRIVING ENGAGEMENT TO SET THE AGENDA.

# Donald Trump's 'Star of controversy, explained



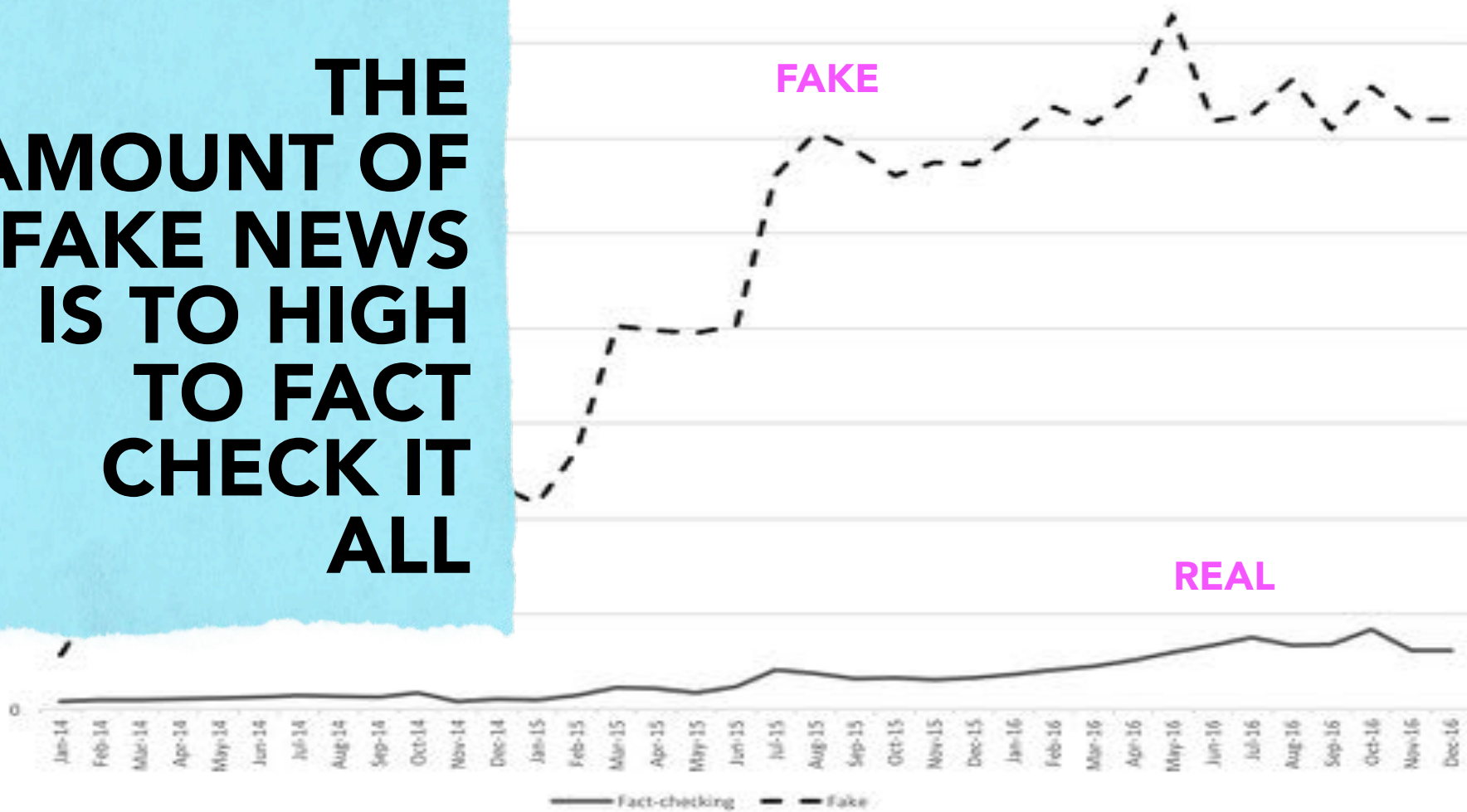
By Jeremy Diamond, CNN

Updated 3:56 PM ET, Tue July 5, 2016



*Step 6:  
Win real  
media  
attention*

**THE  
AMOUNT OF  
FAKE NEWS  
IS TOO HIGH  
TO FACT  
CHECK IT  
ALL**



*Debunk it?*

**DEBUNKING A SINGLE STORY  
BRINGS IT TO NATIONAL  
ATTENTION ALTERING THE  
NARRATIVE OF THE MEDIA.**

# *Lessons for Brands*

**5 A STORYLINE WITH ENOUGH ENGAGEMENT WILL DRIVE THE NARRATIVE OF LARGER PUBLICATIONS.**



*Step 1:  
Do it all  
Again*

The New York Times

**MEDIA BIAS... MEDIA BIAS... MEDIA BIAS...**



Want More?  
[Read This->](#)

# La Generalist

Are we prepared for propaganda  
In the digital age?





# Automation 2.0

*Automation 2.0*  
**IS THE TOOLSET OF THE  
GROWTH HACKER...**

**WHERE AUTOMATION 1.0 IS THE TOOLSET OF  
THE DEMAND GENERATION SPECIALIST.**

# HACKING GROWTH



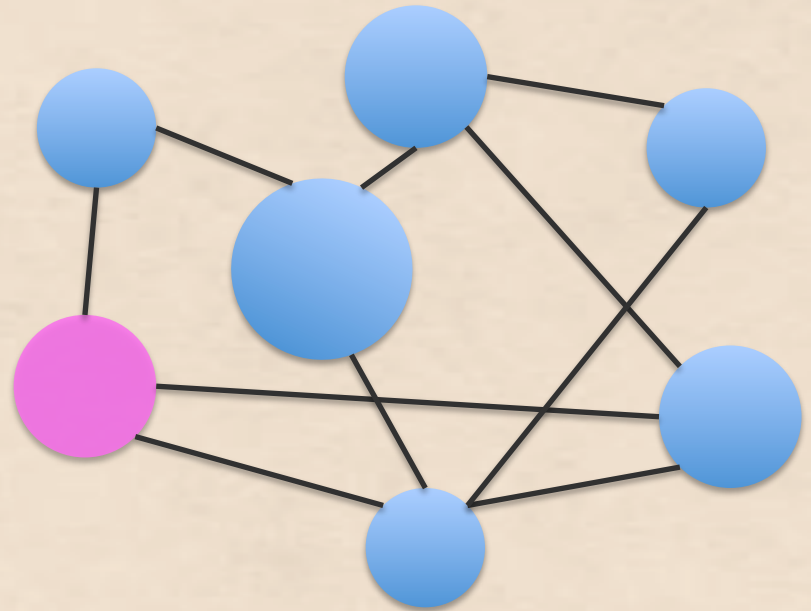
“ Growth hacking is about product and system level growth opportunities that have historically been off limits to marketers, but are now big growth levers thanks to the rise of faster feedback loops, large online audiences and platforms, and new cross-functional teams that include marketing, engineering and product working together to unlock new ways for products to grow.

- Morgan Brown, Chief Operating Officer, Inman

*Automations 1.0*  
IS SELF CONTAINED



*Automations 2.0* Take  
HAPPEN ACROSS A  
NETWORK



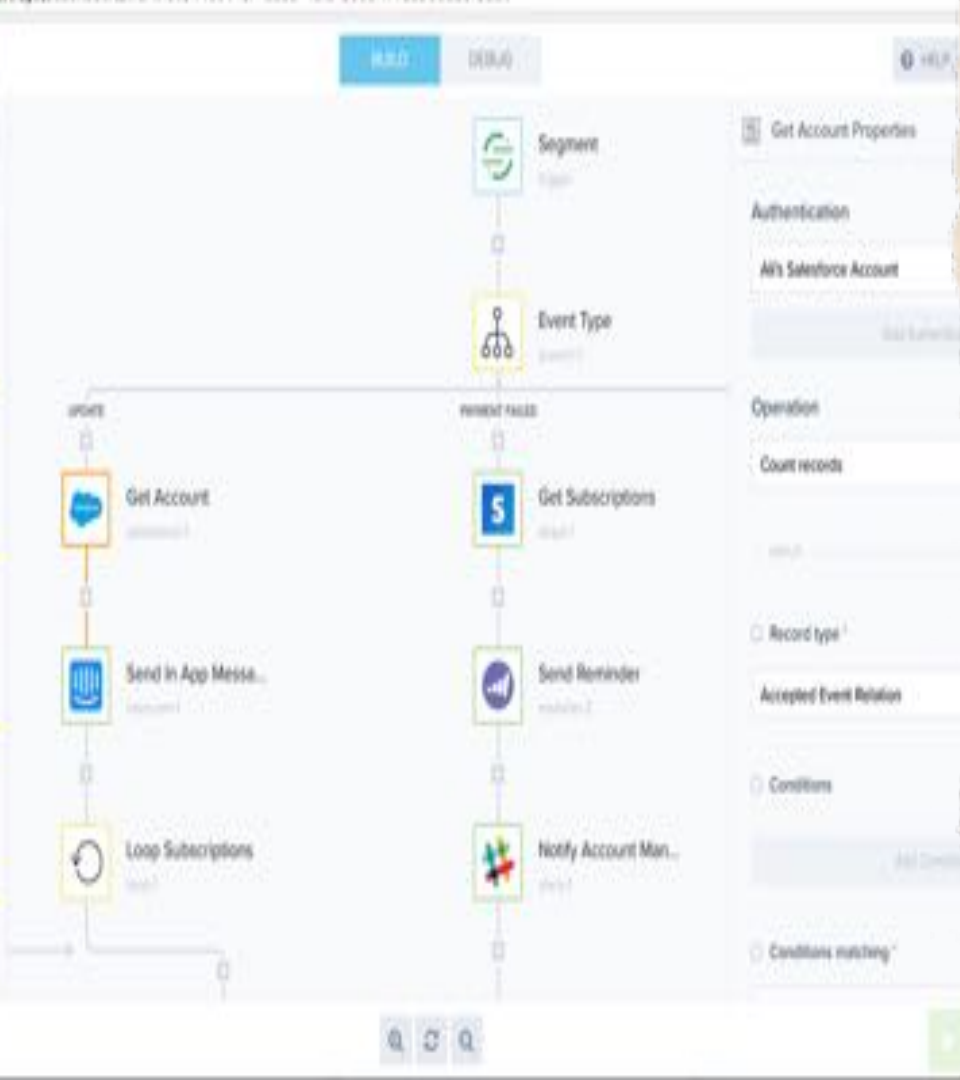
# Automations 1.0 Tasks

- Nurturing Emails
- Lead Scoring
- Lead Routing via Email
- Sales Notifications

# Automations 1.0 Channels

- Email
- Website





## *Automations 2.0 Tasks*

- **Lead Nurturing via any Channel**
- **Cross channel engagement**
- **Consistent Experience on every channel**

## *Automations 2.0 Channels*

- **Any Data**
- **Any channel**

# Examples

**THINK ABOUT THE FOLLOWING  
SCENARIO'S WHICH WOULD BE  
VERY HARD TO CREATE JUST  
WITHIN A 1.0 ENVIRONMENT.**



**CUSTOMER ISN'T  
USING ALL OF  
YOUR PRODUCT**

**SO YOU SET UP AN  
AUTOMATION TO CONNECT  
THE USER TO THE CRM  
RECORD**



**THEN YOUR MA TOOL  
EXECUTES A NURTURE  
TO INCREASE USE**



**SEGMENT**



**TRAY.IO**



**PARDOT**



**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**



**INTERCOM  
INTERCOM**



**TRAY.IO**



**PROMOTER.IO**



**NEW CAMPAIGN  
GOAL: IMPROVE  
NPS SCORES**

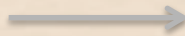
**FINDS USERS WITH LOWEST  
NPS IN THE APP...**



**PROVIDE  
THEM LIVE  
HELP TO THEM  
IN THE APP TO  
IMPROVE  
EXPERIENCE  
AND USAGE**



**PROMOTER.IO**



**TRAY.IO**



**DRIFT**

# Automation 2.0

OPENS UP A NEW WORLD OF POSSIBLE  
AUTOMATIONS FAR EXCEEDING THE  
REALM OF EMAIL AND THE WEBSITE.

Want More?  
Read This- >



**GrowthHackers**

**AirBnB: The Growth Story you  
Didn't Know.**

An anatomical illustration of two human hands, one on the left and one on the right, shown from a dorsal perspective. The hands are rendered in a light, translucent style, revealing the underlying skeletal structure and musculature. The background is a solid, light blue color. In the center, the words "Chat Bots" are written in a large, bold, black, cursive script font. The text is positioned between the two hands, with the left hand partially overlapping the letter 'C' and the right hand partially overlapping the letter 't' in "Bots".

# Chat Bots

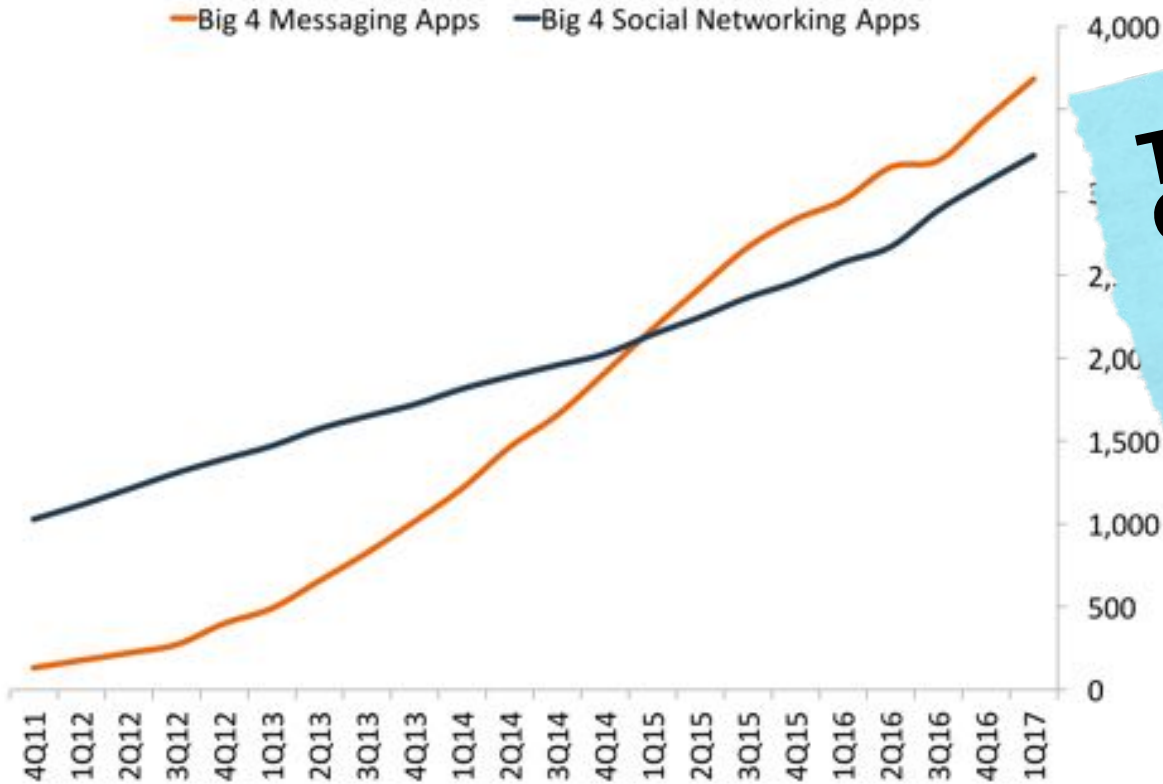
85%

**OF CONSUMERS PREFER TO  
ENGAGE VIA MESSAGING APPS!**

@Msweezey

# Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks, In millions



**THE CONSUMERS ARE CHATTING! THIS IS THE FUTURE OF SOCIAL ENGAGEMENT.**

Note: Big 4 messaging apps are WhatsApp, Messenger, WeChat, Viber.  
Big 4 social networks are Facebook, Instagram, Twitter, LinkedIn  
Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

BI INTELLIGENCE

@msweezy

*3 Top Issues of Modern consumers*

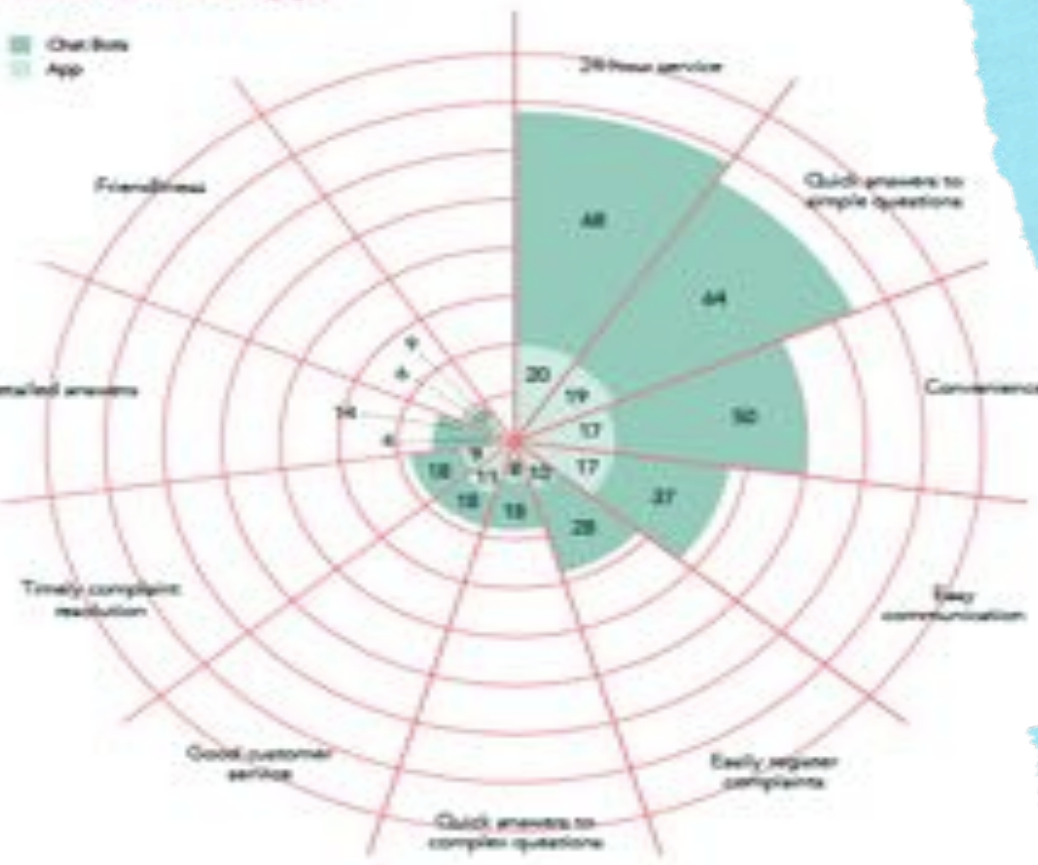
*Access to information*

*Speed of getting information*

*Engagement on their terms*

## Perceived Benefits - Chat Bots vs Apps

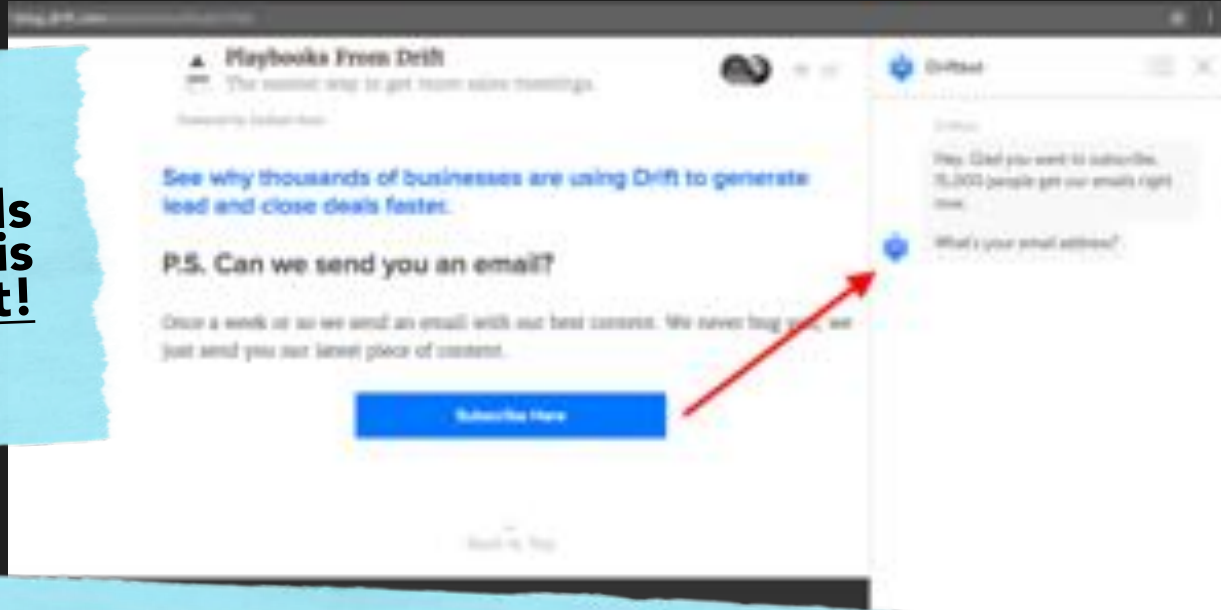
Chat Bots  
App



**Consumers see chat bots as a way to solve all of these issues!**

**More than apps!**

**Chat bots can do all kinds of things, but the key is more human engagement!**



**Like replacing forms with chat bots to obtain information.**

A man in a dark, patterned suit and glasses is looking down at his smartphone. He is standing in an airport terminal. In the background, another man in a dark suit is walking towards a brown suitcase. The scene is brightly lit, suggesting an indoor airport environment.

**JAY BAER IS TESTING  
OUT CHAT BOTS FOR  
AUDIENCE  
ENGAGEMENT.**

@msweezy

Jay B  
Missou



Jay Baer

50K people like this including  
Public Figure

5x  
Baby!



Hey, Mathew! 🌟 So glad we've connected. The next post is coming soon, stay tuned.

P.S. If you ever want to unsubscribe just type "stop".

He's getting **10x**  
the open rate in  
messenger  
compared to emails

& **5x** the click thoughts  
over email

@Msweezey

# *Tip for Brands*

**YOU'RE GOING TO HAVE TO EXPAND  
YOUR IDEA OF COMMUNICATION  
PAST JUST EMAIL, AND SOCIAL.**

# CHAT BOTS

A CONSUMER RESEARCH STUDY

Want More?  
Read this->

myclever  
agency



**CHATBOT STUDY WITH CONSUMER  
PERCEPTION ON HOT TO USE THEM  
TO IMPROVE EXPERIENCE.**

*Conclusions...*

A person is holding a tablet computer. The screen of the tablet displays a form with a 'SUBMIT' button. The text 'Context Revolution' is written in a large, yellow, cursive font across the center of the image, overlapping the tablet and the person's hands. The background is a solid, vibrant pink color.

# Context Revolution

**WE LIVE IN A NEW  
MEDIA ERA, WHERE  
THE CONSUMERS ARE  
IN CONTROL, AND  
THEY DEMAND  
CONTEXT.**

A group of hands of various skin tones are shown from the wrists up, holding a large bouquet of bright red flowers. The hands are arranged in a circle, with palms facing upwards. The background is a warm, orange-red gradient. The word "Purpose" is written in a dark blue, cursive font across the center of the bouquet.

*Purpose*

**CONTEXT MEANS  
UNDERSATNDING YOU  
MUST CARE ABOUT  
MORE THAN PROFIT.**



*Participatory*  
**Propaganda**

**ENGAGEMENT IS  
MORE POWERFUL  
THAN PUBLICATION.**

A blurred, horizontal view of an office hallway with a grid ceiling and posters on the wall. The text 'Automation 2.0' is overlaid in a pink, cursive font.

# Automation 2.0

ENGAGEMENT NOW  
HAPPENS ON **MORE**  
**CHANNELS** THAN  
YOUR CURRENT TOOL  
SET CAN HANDLE.

An anatomical illustration of two hands, one on the left and one on the right, shown from a dorsal perspective. The hands are rendered in a light, translucent style, revealing the underlying skeletal structure, including the bones of the wrist, forearm, and fingers. The hands are positioned symmetrically around the central text. The background is a solid, light blue color. The text 'Chat Bots' is written in a large, bold, black, cursive script font, centered between the two hands. The word 'Chat' is on the top line and 'Bots' is on the bottom line. The overall composition is clean and modern, suggesting a connection between human anatomy and artificial intelligence.

# Chat Bots

**CHAT BOTS ARE A  
GREAT EXAMPLE OF  
HOW CONSUMERS  
WANT TO BE ENGAGED  
IN THE NEW ERA.**



*Thank You!*

MAY ALL OF YOUR MARKETING DREAMS COME TRUE!

*Mathew Sweezy*

@msweezy