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FIGURE 1-1

#### Business noise vs. individual noise, 1900-2030 (projected)

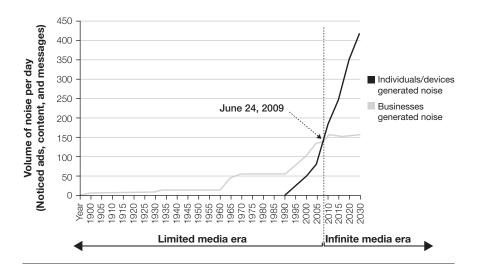


TABLE 2-1

#### B2B vs. B2C attitudes

	B2B	B2C
Technology has made it easier than ever to take my business elsewhere <sup>a</sup>	82%	70%
Technology is redefining my behavior as a consumer <sup>b</sup>	76%	61%
Technology has significantly changed my expectations of how companies should interact with me <sup>c</sup>	77%	58%
I expect the brands I purchase to respond and interact with me in real time <sup>d</sup>	80%	64%

a. Salesforce, Customer Experience in the Retail Renaissance, 2018, https://www.salesforce.com/form/conf/consumer-experience-report/?leadcreated=true&redirect=true&chapter=&DriverCampaignId=70130000000sUVq&player=&FormCampaignId=7010M000000j0XaQAI&videoId=&playlistId=&mcloudHandlingInstructions=&landing\_page=.

b. Salesforce, State of the Connected Customer, 2019, https://www.salesforce.com/company/news-press/stories/2019/06/061219-q/.

c. Salesforce, State of Marketing, 2016, https://www.salesforce.com/blog/2016/03/state-of-marketing-2016 .html.

d. Salesforce, State of Marketing.

FIGURE 2-1

## The new customer journey

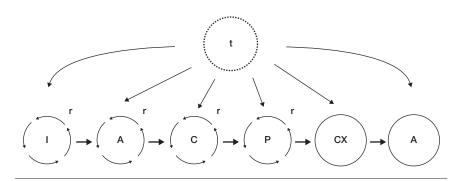


FIGURE 3-1

#### The context framework

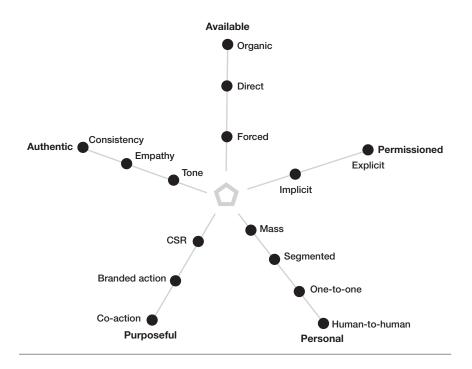


FIGURE 3-2

Plotting an experience with the context framework

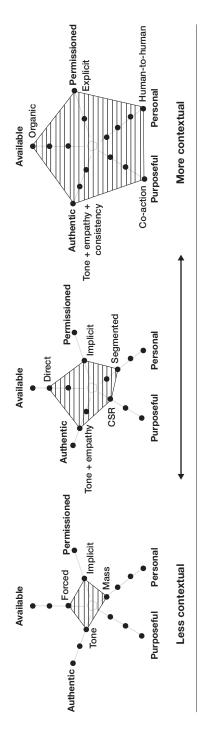
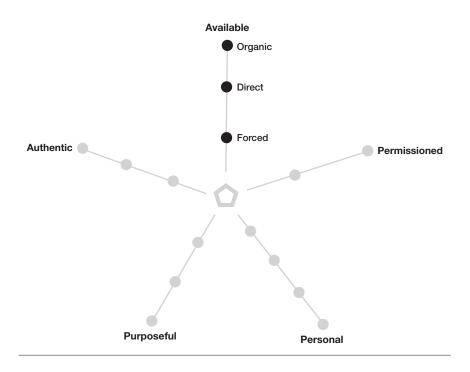
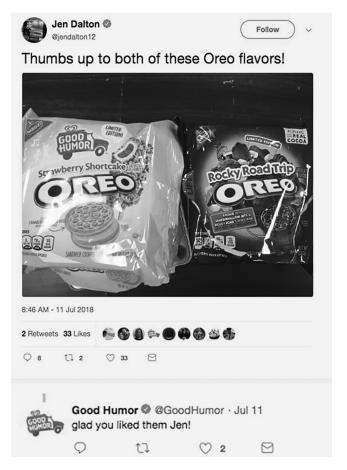


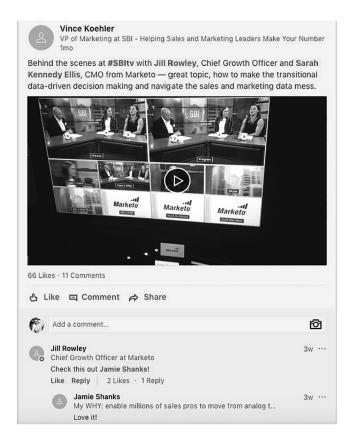
FIGURE 4-1

# The context framework (available)

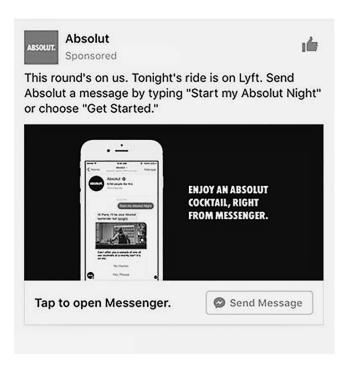




Source: Good Humor Instagram feed.



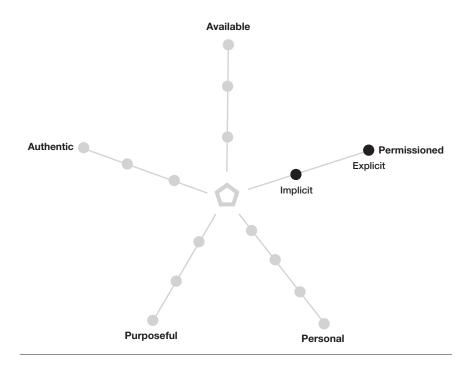
Source: Vince Koehler LindedIn post.



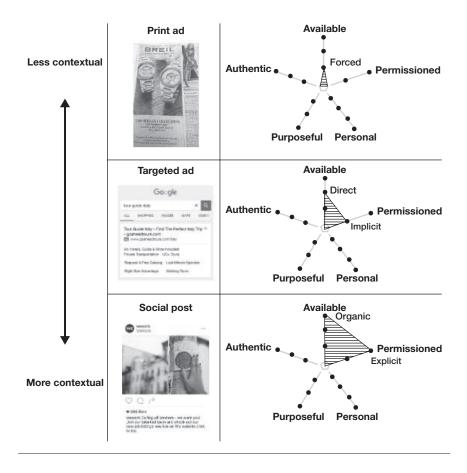
 $Source: \verb|https://blog.hootsuite.com/facebook-messenger-ads/|.$ 

FIGURE 5-1

# The context framework (permissioned)

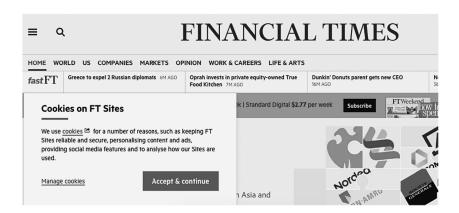


#### Personal data increases context





Source: Litmus website.



Source: https://www.ft.com/.

#### FIGURE 6-1

#### The context framework (personal)

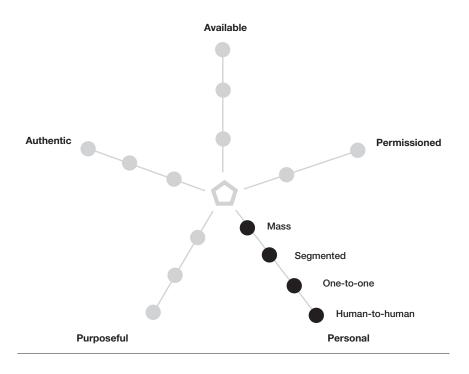


FIGURE 6-2

# Plotting the elements of available, permissioned, and personal

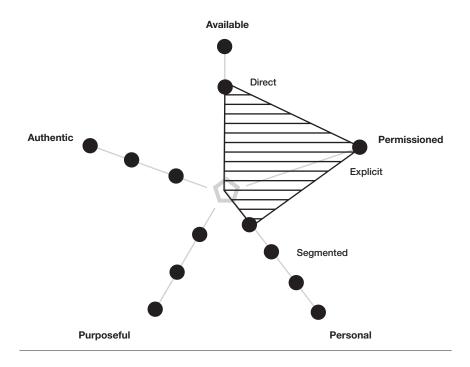
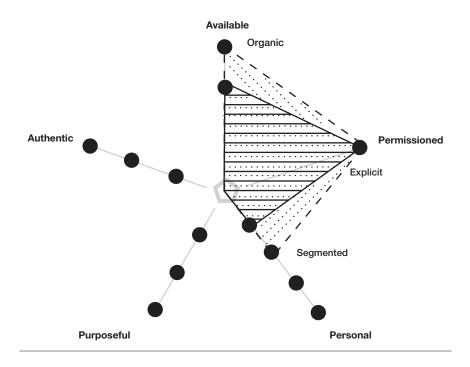
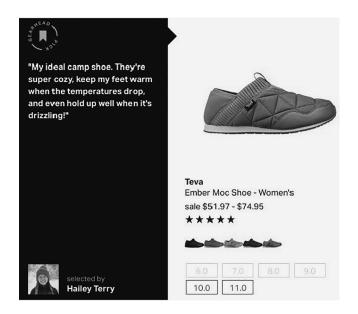


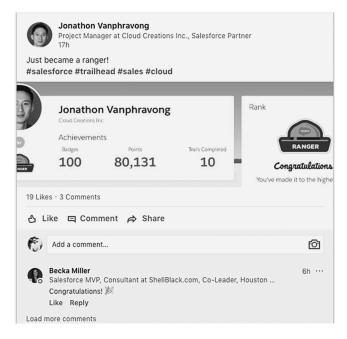
FIGURE 6-3

# Increased context by expanding the available and personal elements



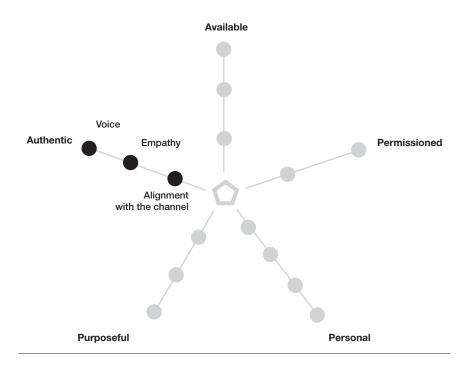


 $Source: \verb|https://www.backcountry.com/rc/gearhead-picks|.$ 



Source: Author's LinkedIn feed.

# The context framework (authentic)





Tariehk @ osiaffiliate - 3 years ago

Great video guys!! Just finished dancing, let me catch my breath and take the survey.



Jessica Sideropoulos · 3 years ago

Confession: I watched it again after taking the survey.

10 ^ V · Reply · Share ›



Mimsie → Jessica Sideropoulos · 3 years ago

2 ^ V · Reply · Share ›



Francisco Rosales - 3 years ago

Okay, I officially want to work at Wistia.

3 ^ V Reply Share



Mackenzie Fogelson · 3 years ago

This is my favorite Wistia video. For.ev.er. I heart you guys.

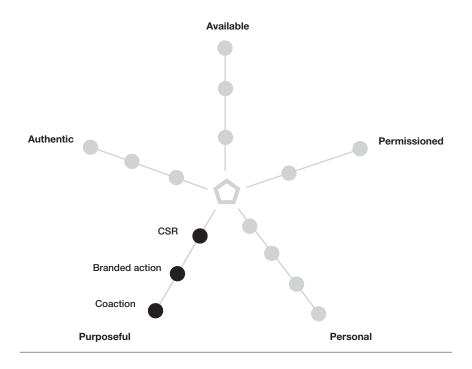
∧ V · Reply · Share ·

Source: Wistia Learning Center Blog.



Source: WeWork Instagram feed.

# The context framework (purposeful)



#### Buyer persona example



Source: Melissa Randall, "Using Customer Journey Maps and Buyer Personas Templates for Website Strategies," Lean Labs, April 18, 2019, https://www.lean-labs.com/blog/using-customer-journey-maps-and-buyer-personas-templates-for-website-strategies. Used with permission of Lean Labs.

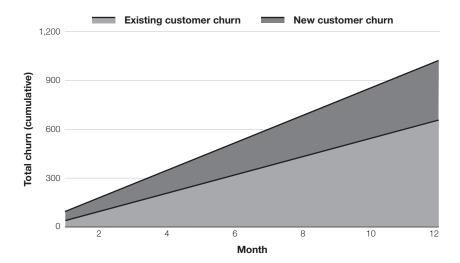
#### FIGURE 9-2

#### Sample customer journey map

Custom	er Journey Map - Io		na: Designer Danie Not Enough Storage For Desig	
STAGES	STEP #1	STEP #2	STEP #3	STEP #4
DOING	Customer knows she has a problem- not enough storage. She searches for ways to create more space on her computer, asks other designers and coworkers what they're doing. She tells her supervisor, but no action is taken.	Customer is doing research about her problem. She googles tactics to decrease file size, starts comparing external hard drives to cloud storage. She finds an article you wrote directly comparing the two. She clicks on the CTA for a free trial and a limited time offer for a \$5 Amazon grit card.	Customer tries your solution to her problem. She uses the trial. Immediately, the brand sends her a few emails, with a video and guides on how to organize her files better and decrease the size.	Customer uses your solution. The platform uploads files quickly. There's no limit to her storage.
	Customer is thinking:	Customer is thinking:	Customer is thinking:	Customer is thinking:
THINKING Do I need to get external storage? How much does that cost? Will work pay for it.		   I get the differences now. I can sign up for this   Trial and start storing stuff right away, plus, I   can use that gift card later. Win win.	I can move all of my files over and delete the old ones from my laptop. I'm not getting charged yet, so this is	This is great. I don't need to worry about this anymore.
	Customer is feeling:	What is the customer feeling?	What is the customer feeling?	What is the customer feeling?
FEELING	Apprehensive (I don't want to spend x much), Clueless (I don't even know where to start.)	Relieved (She finally understands the problem and feels like she has a decent solution)	Excited. Her laptop is running faster and she finally feels organized.	Relief. The problem is solved for her.
CUSTOMER EXPERIENCE	Customer is experiencing:  Really slow computer, constant reminders that she's out of storage or running out of storage.	Customer is experiencing:  Ease. She knows exactly what to do, was easy to make a choice.	What is the customer experiencing during this? Productivity. She's moving files over l and getting all of the info she needs to organize them.	Customer is experiencing: Ease. She's getting everything she needs and more from the platform.
	What can you do to improve the customer experience?	What can we do to improve the customer experience?	What can we do to improve the customer experience?	What can we do to improve the customer experience?
OPPORTUNITIES	Create TOFU guides that explain how to Get more storage on your computer, quickly, Or how to decrease the size of your files	Create chatbot for the website to answer some of Customer's easier questions, might be able to get her on the phone with a salesperson sooner.	Keep in contact with Customer. She's having a good experience for now, but you want to retain her.	Check up with Customer. Make sure she's getting the support she needs.

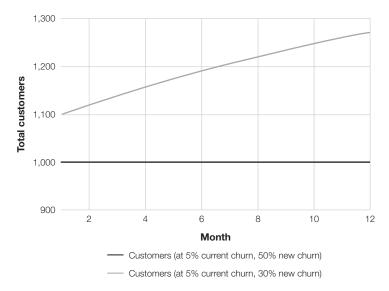
Source: Melissa Randall, "Using Customer Journey Maps and Buyer Personas Templates for Website Strategies," Lean Labs, April 18, 2019, https://www.lean-labs.com/blog/using-customer-journey-maps-and -buyer-personas-templates-for-website-strategies. Used with permission of Lean Labs.

## Customer churn over one year



Source: Nicholas Holmes, "How to Quantify the Impact of User Onboarding on Churn and LTV," Nickelled, September 9, 2016, https://www.nickelled.com/blog/how-to-quantify-the-impact-of-user-onboarding-on-churn-and-customer-ltv/. Used with permission of Nicholas Holmes.

## Reduced churn drives business growth



Source: Nicholas Holmes, "How to Quantify the Impact of User Onboarding on Churn and LTV," Nickelled, September 9, 2016, https://www.nickelled.com/blog/how-to-quantify-the-impact-of-user-onboarding-on-churn-and-customer-ltv/. Used with permission of Nicholas Holmes.



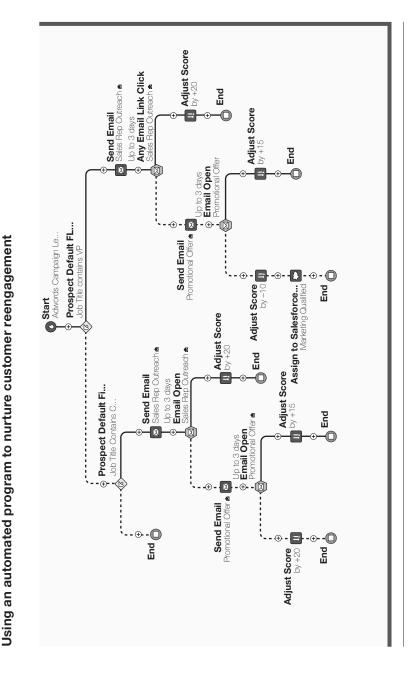
Source: Danielle Wellington Instagram feed.

#### FIGURE 11-1

#### Siloed technology stack vs. interconnected platform

#### Siloed journey Contextual platform journey Community management Marketing Ideation Email New possibilities Social support Marketing Onboarding Awareness Website Marketing Automation layer Social Consideration Sales Shared data set CRM Purchase One customer view Customer **Product** Backend New possibilities. Internet of Things Support Advocate Product Service Community

FIGURE 11-2



## **Example of progressive profiling**



FIGURE 11-4

#### Using a chatbot to gain permission

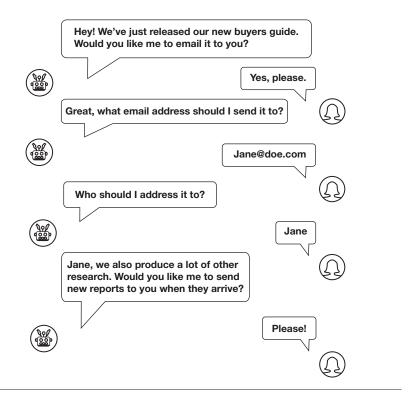
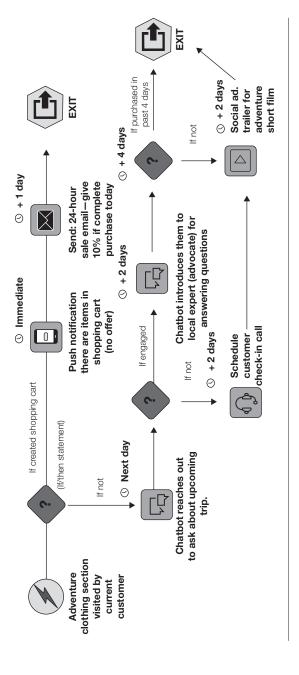
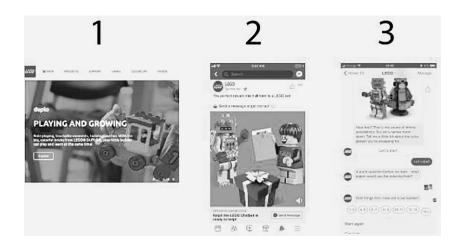


FIGURE 11-5

Automated programs keep things moving during and after the purchase stage

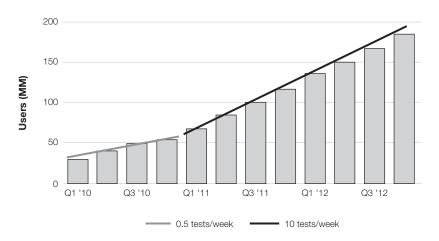




Source: 1) Lego website; 2) https://www.facebook.com/business/success/2-lego; 3) https://mobilemarketingmagazine.com/lego-ralph-chatbot-facebook-messenger-news-feed-christmas.

FIGURE 12-1

## Twitter growth, 2010-2012



Source: https://agilemarketing.net/high-tempo-testing/?utm\_campaign=Submission&utm\_medium =Community&utm\_source=GrowthHackers.com. Used with permission of Satya Patel.

FIGURE 12-2

## The agile process

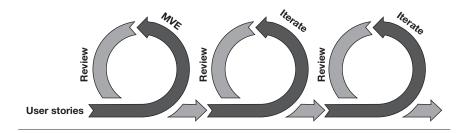
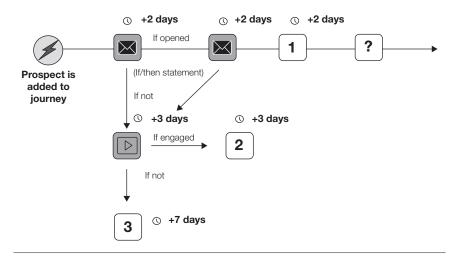


FIGURE 12-3

# Creating an automated journey using agile



**TABLE 13-1** 

Measuring total demand with the weighted pipeline					
Stage	Volume	Velocity	Efficiency	Probability	Weighted value
Ideation	100	5 days	70%	10%	(100×.1)×\$10,000
Awareness	70	9 days	77%	14%	(70×.14)×\$10,000
Consideration	54	10 days	40%	20%	(54×.2)×\$10,000
Purchase	21	30 days	50%	50%	(21×.5)×\$10,000
Net new pipeline total	290	54 days	Net new pipeline value		\$411,000
Customer	200	75	10%	10%	(200x.10) x \$20,000
Advocate pipeline total					\$400,000

**TABLE 13-2** 

Weighted pipeline for measuring LCV				
Stage	Tenure	Churn	Weighted LCV	
Customer	455 days	5%	(\$10,000×(455/365))×(105)	
LCV of a customer			\$11,842.00	
Advocate	1,200 days	2%	(\$20,000×(1,200/365))×(102)	
LCV of an advocate			\$64,438.00	