

# **CONTEXT MARKETING REVOLUTION**

**HOW TO MOTIVATE BUYERS  
IN THE AGE OF INFINITE MEDIA**

**BY MATTHEW SWEEZEY**

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FIGURE 1-1

**Business noise vs. individual noise, 1900–2030 (projected)**

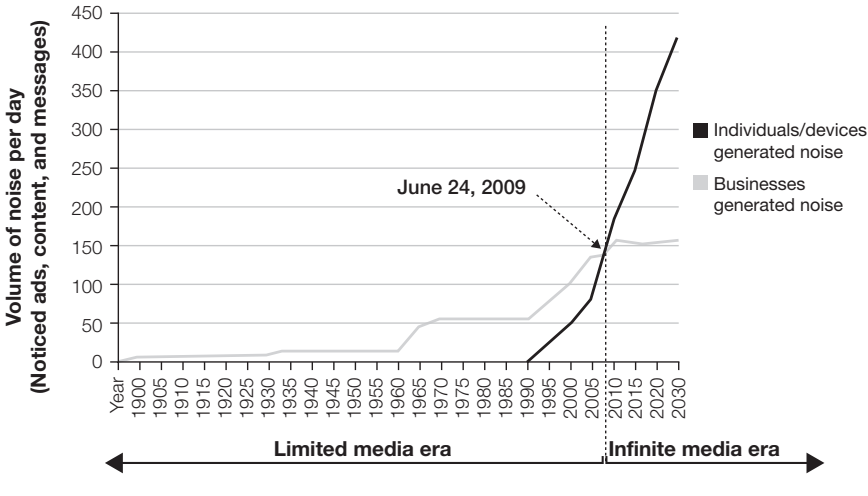


TABLE 2-1

**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=701300000000sUVq&player=&FormCampaignId=7010M000000j0XaQAI&videoid=&playlistId=&mcloudHandlingInstructions=&landing\\_page=](https://www.salesforce.com/form/conf/consumer-experience-report/?leadcreated=true&redirect=true&chapter=&DriverCampaignId=701300000000sUVq&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-g/>.

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

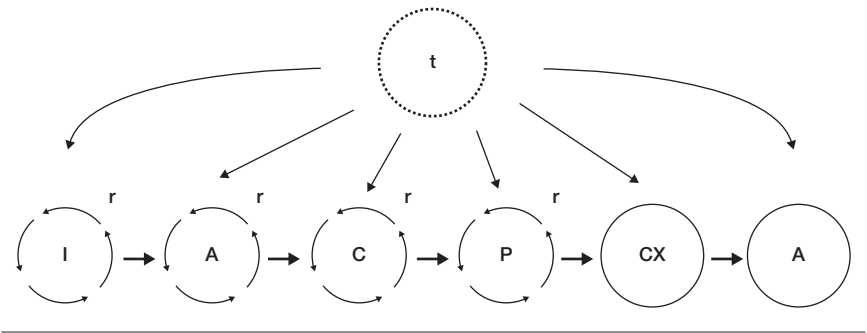


FIGURE 3-1

The context framework

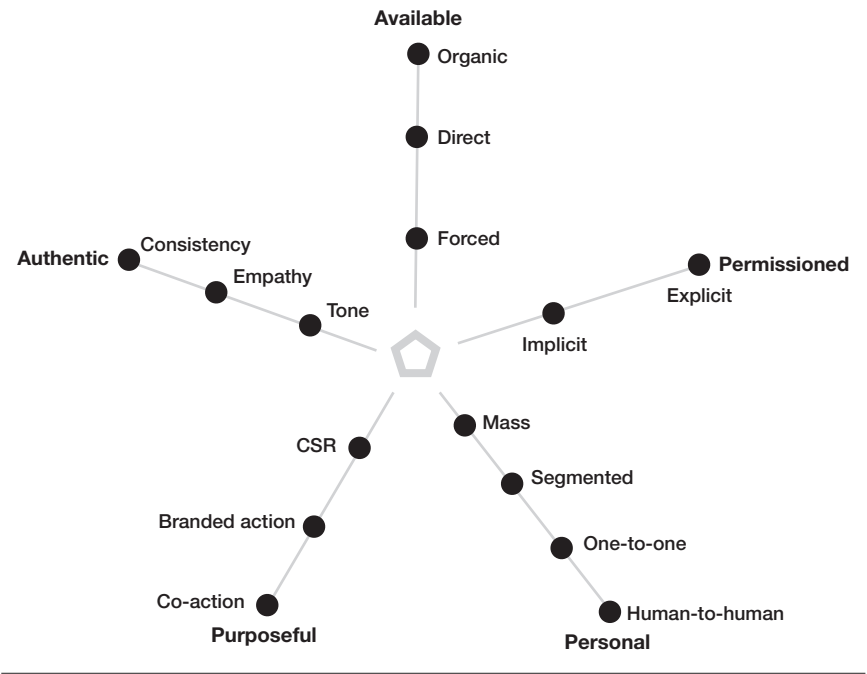


FIGURE 3-2

Plotting an experience with the context framework

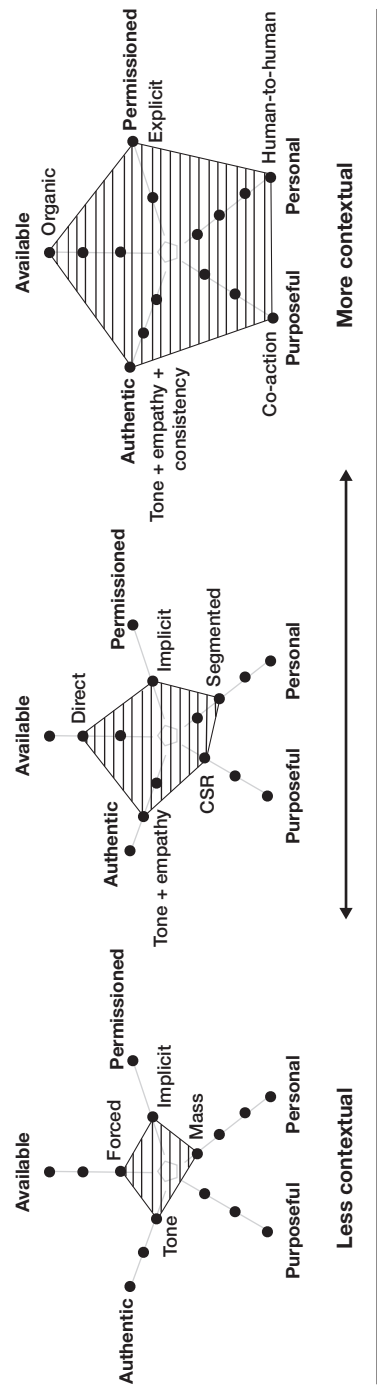


FIGURE 4-1

The context framework (available)

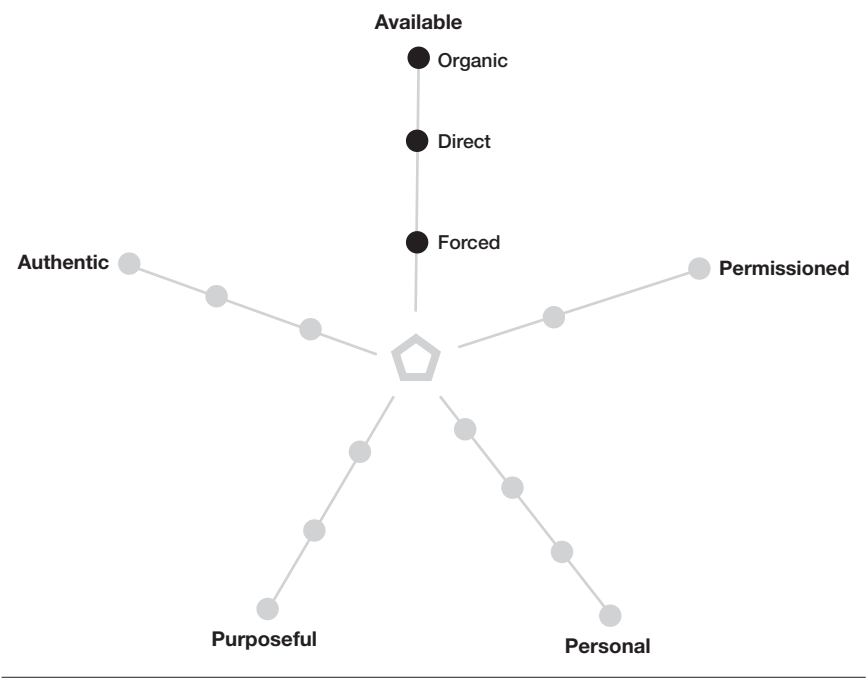
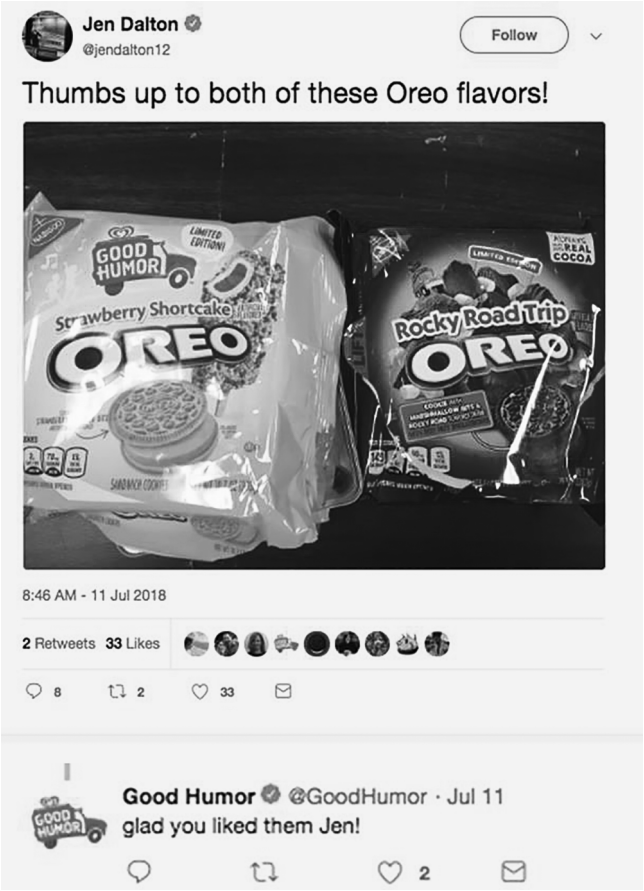
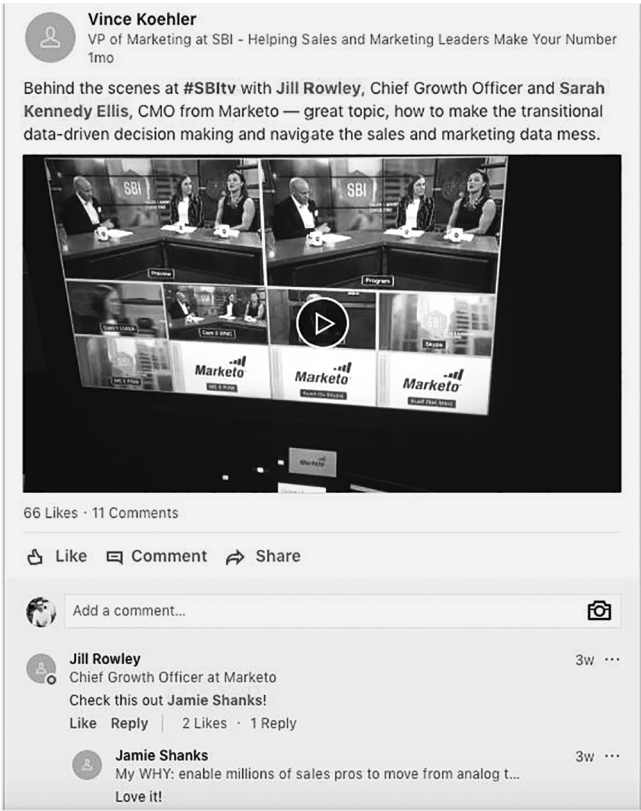


FIGURE 4-2



Source: Good Humor Instagram feed.

FIGURE 4-3

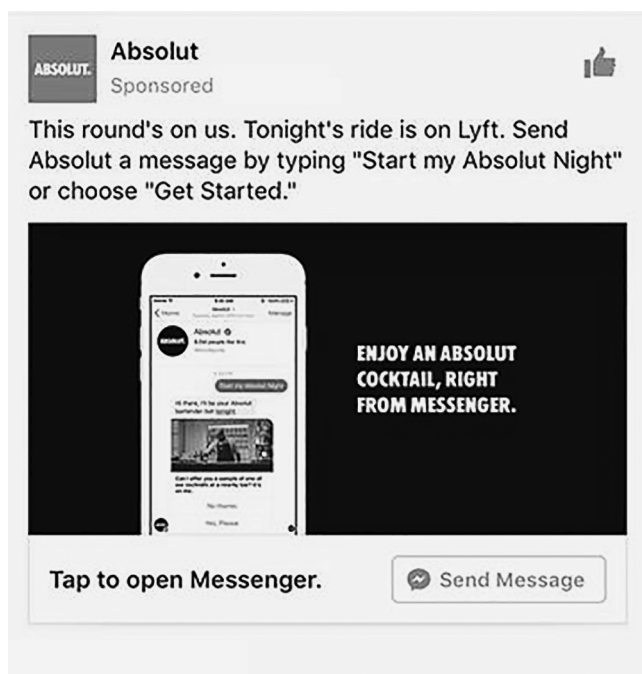


Source: Vince Koehler Lindedln post.



FIGURE 4-4

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Source: <https://blog.hootsuite.com/facebook-messenger-ads/>.

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FIGURE 5-1

The context framework (permissioned)

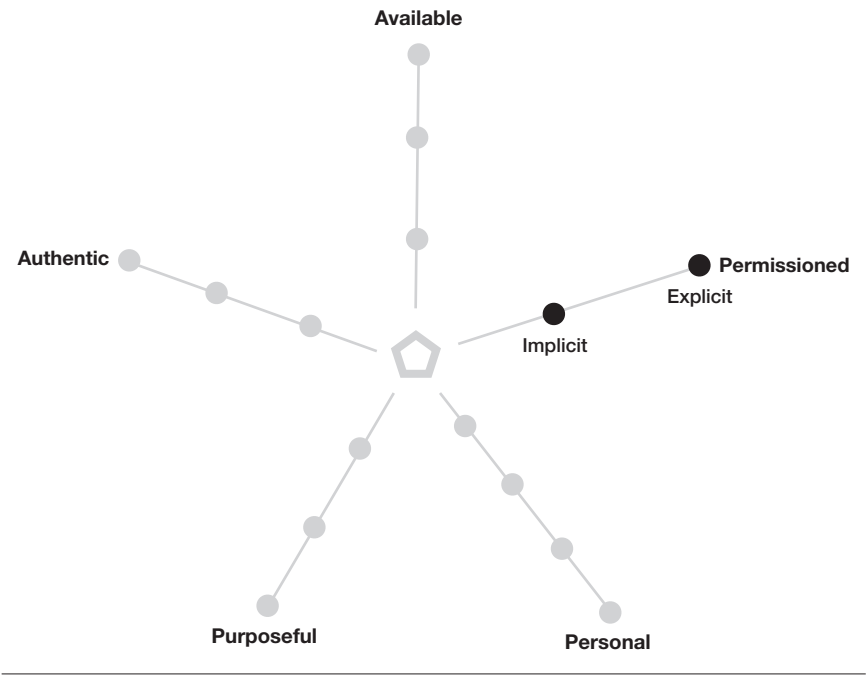
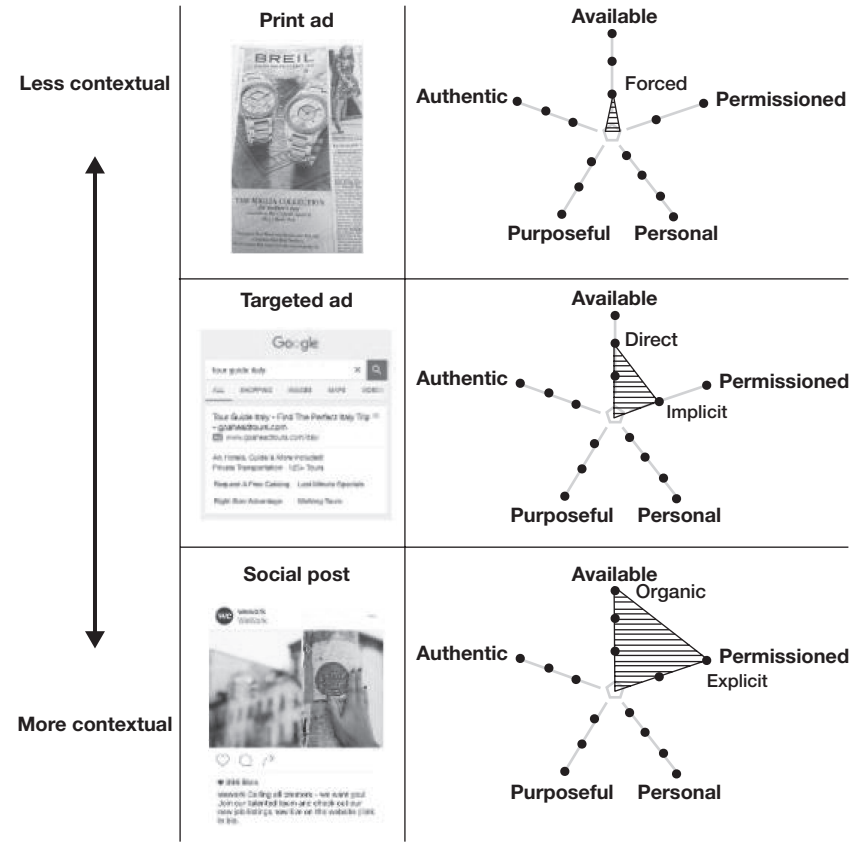


FIGURE 5-2

Personal data increases context



**FIGURE 5-3**

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FEATURED RESOURCE

## The Ultimate Guide to Email Optimization + Troubleshooting

Work email

Your email address

Country

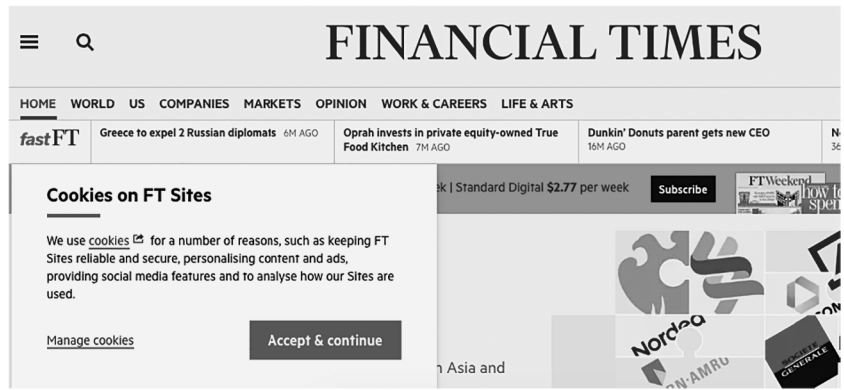
☐ Yes, I want to receive emails from Litmus.

Get your report!

Source: Litmus website.

---

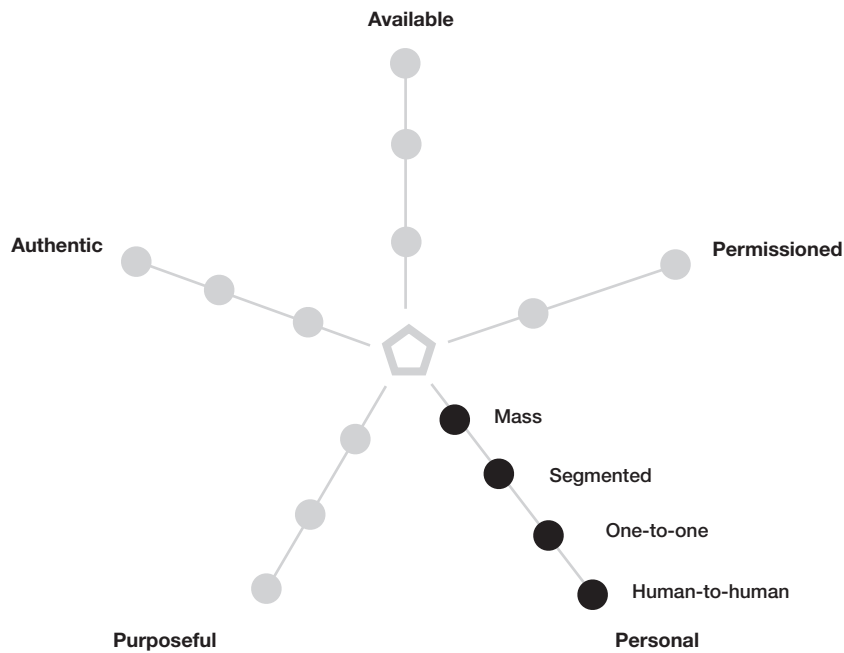
FIGURE 5-4



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

FIGURE 6-1

The context framework (personal)



### Plotting the elements of available, permissioned, and personal

FIGURE 6-3

Increased context by expanding the available and personal elements

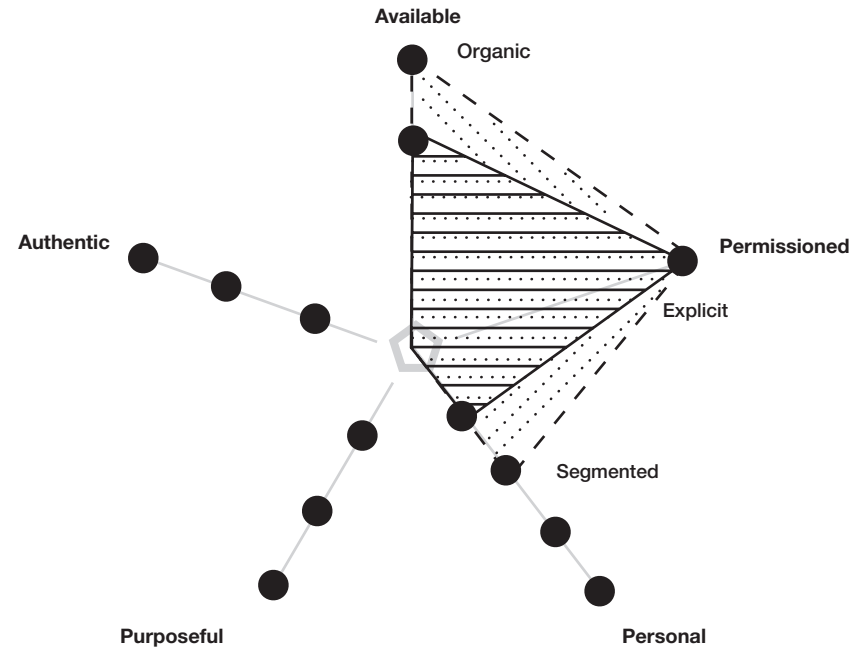




FIGURE 6-4

GEARHEAD  
PICK






"My ideal camp shoe. They're super cozy, keep my feet warm when the temperatures drop, and even hold up well when it's drizzling!"



selected by  
**Hailey Terry**



**Teva**  
Ember Moc Shoe - Women's  
sale \$51.97 - \$74.95  
★★★★★



6.0

7.0

8.0

9.0

10.0

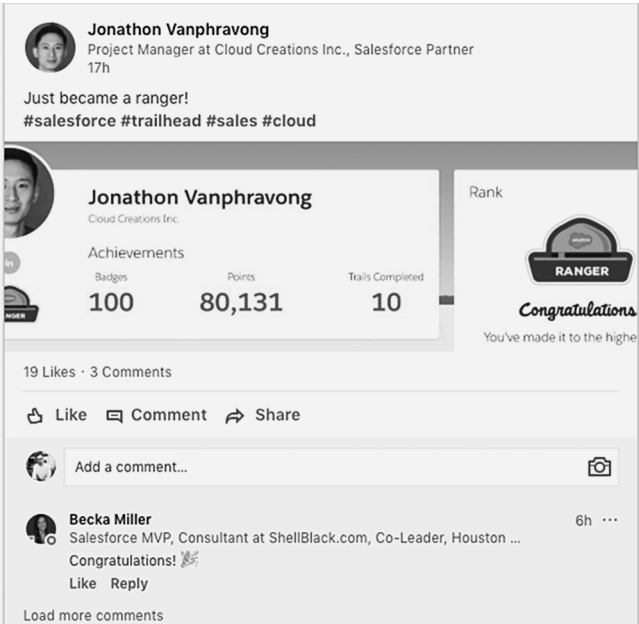
11.0

Source: <https://www.backcountry.com/rc/gearhead-picks>.

16



FIGURE 6-5



Source: Author's LinkedIn feed.

FIGURE 7-2

The context framework (authentic)

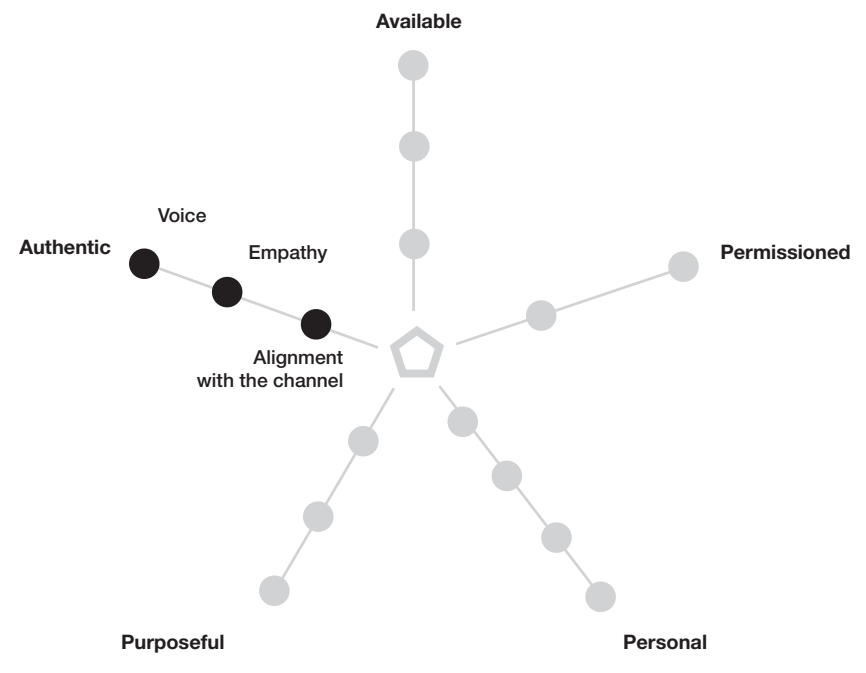


FIGURE 7-3

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Source: Wistia Learning Center Blog.

---

FIGURE 7-5



Source: WeWork Instagram feed.

FIGURE 8-1

The context framework (purposeful)

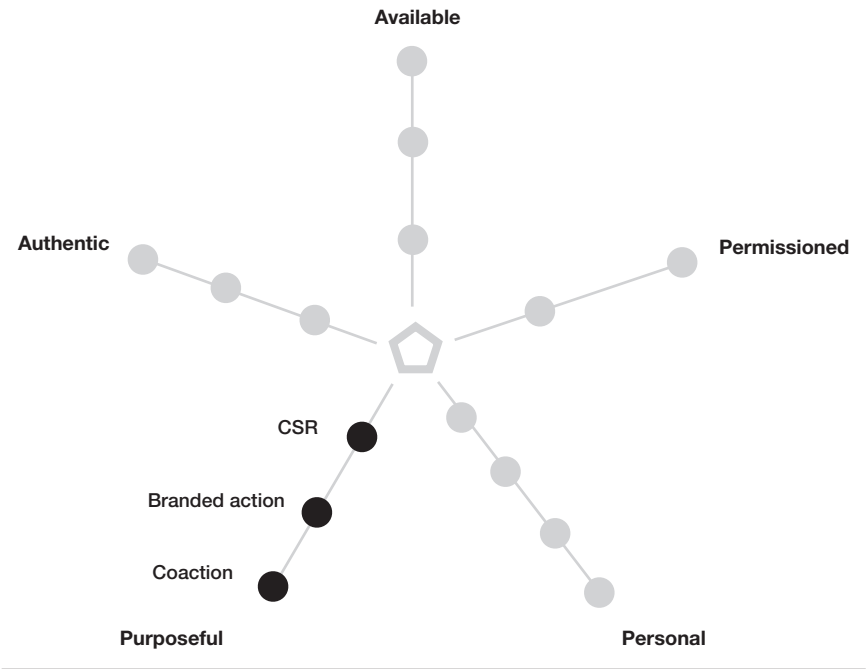


FIGURE 9-1

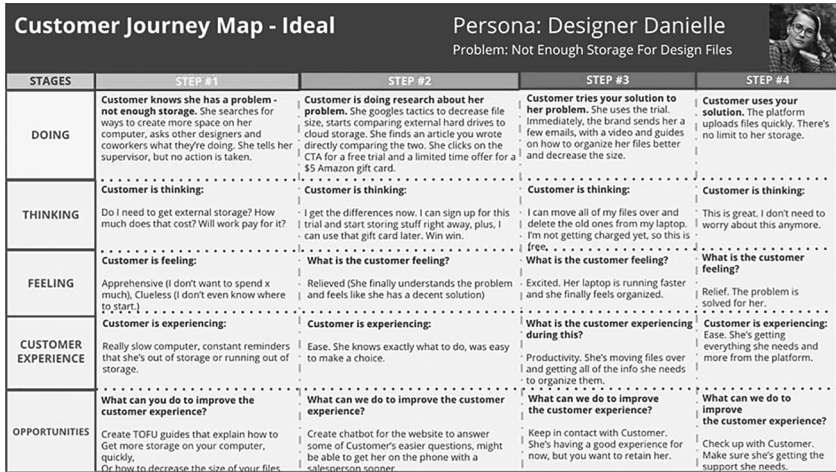
Buyer persona example



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

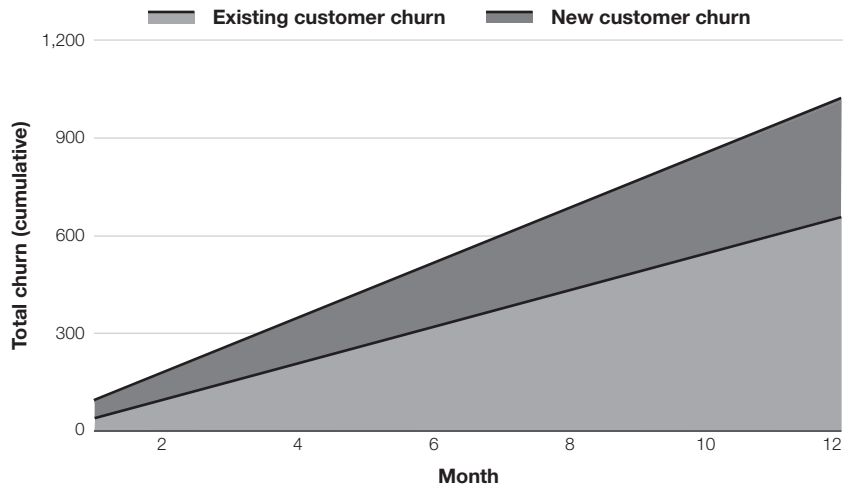
Sample customer journey map



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 10-1

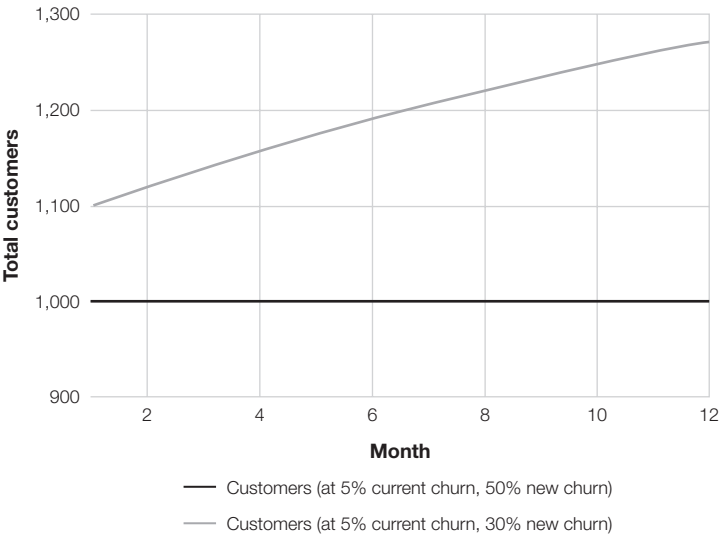
Customer churn over one year



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.

FIGURE 10-2

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.



FIGURE 10-3



Source: Danielle Wellington Instagram feed.

FIGURE 11-1

Siloed technology stack vs. interconnected platform

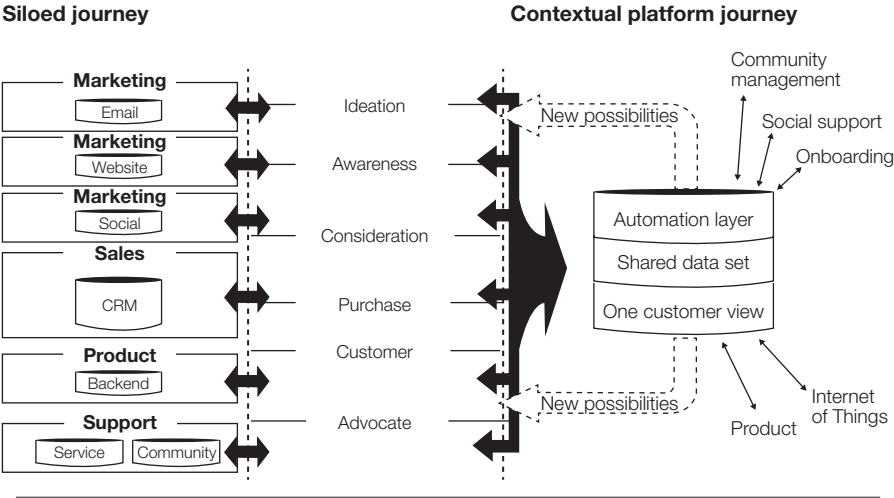


FIGURE 11-2

Using an automated program to nurture customer reengagement

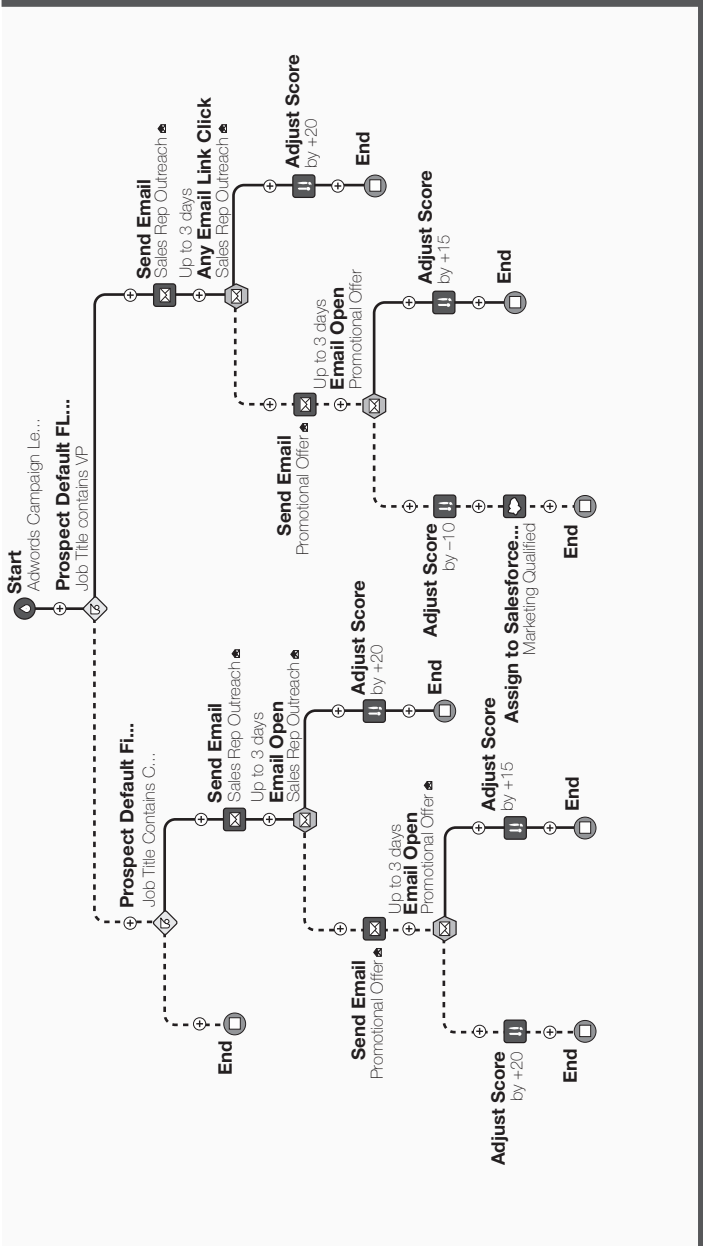


FIGURE 11-3

Example of progressive profiling



FIGURE 11-4

Using a chatbot to gain permission

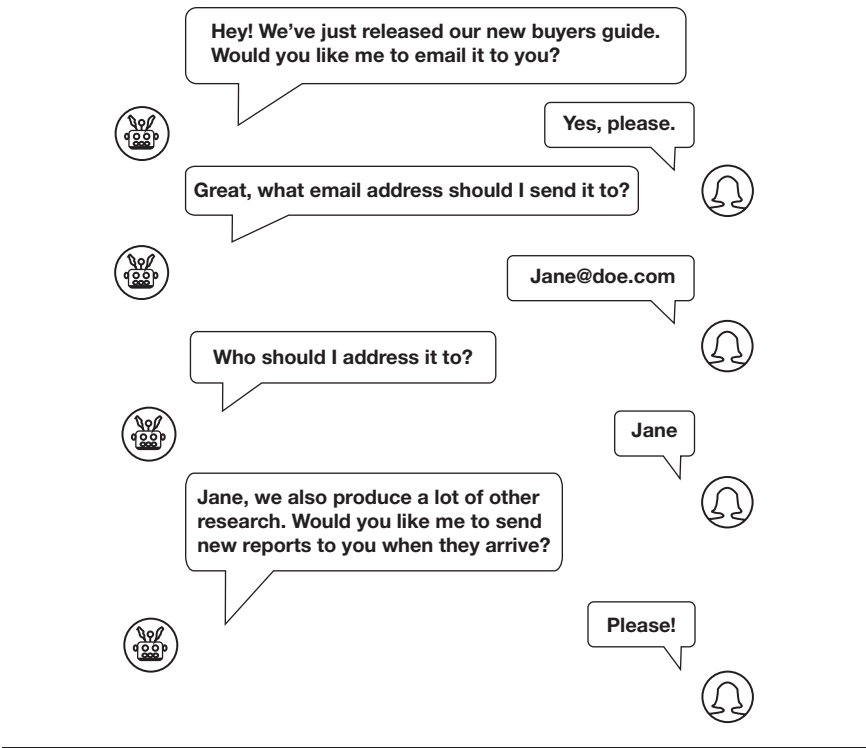


FIGURE 11-5

Automated programs keep things moving during and after the purchase stage

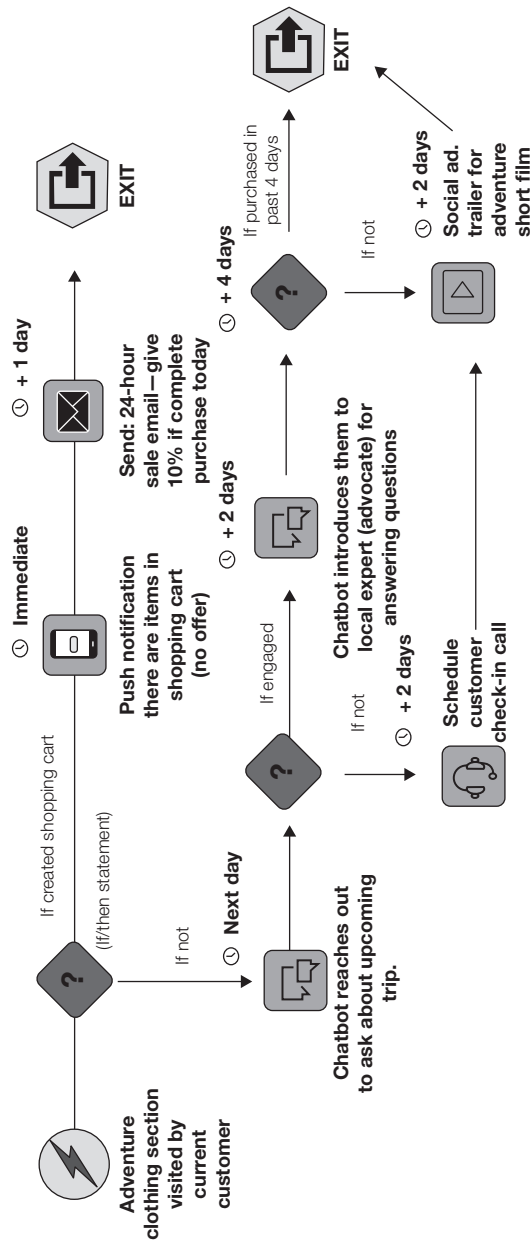
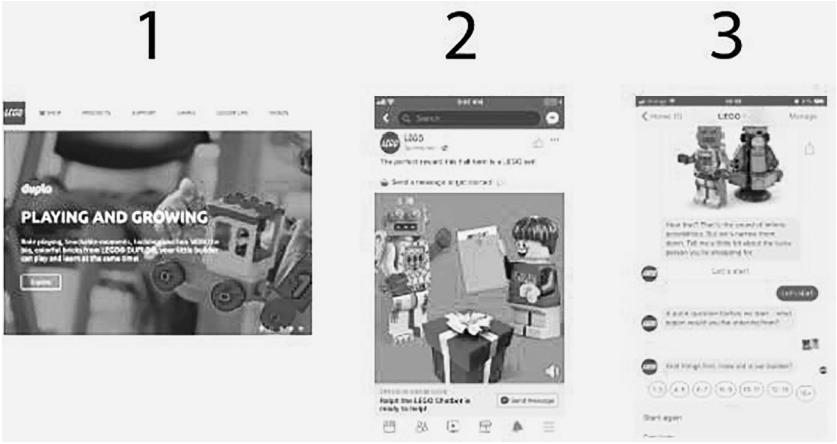


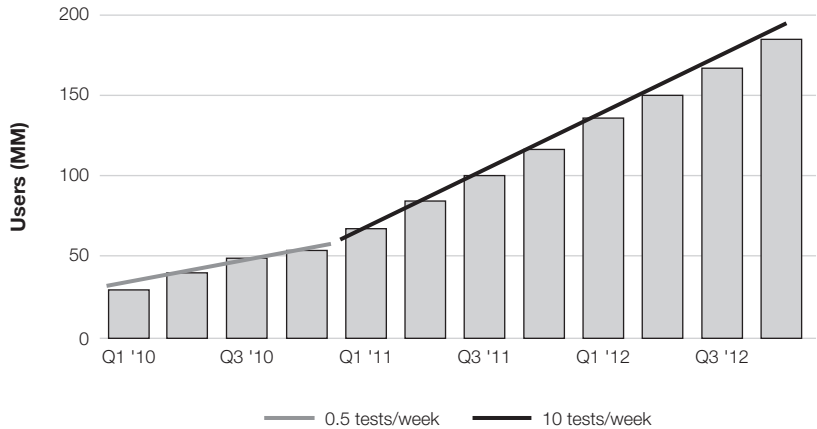
FIGURE 11-6



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](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

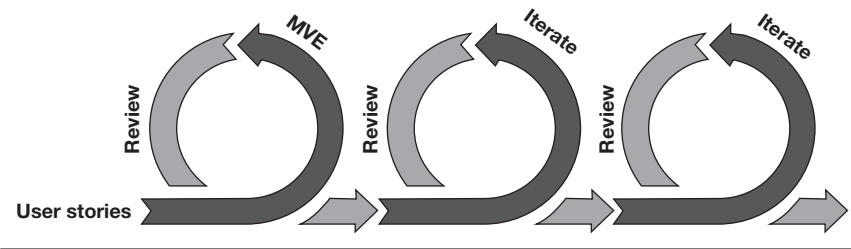


FIGURE 12-3

Creating an automated journey using agile

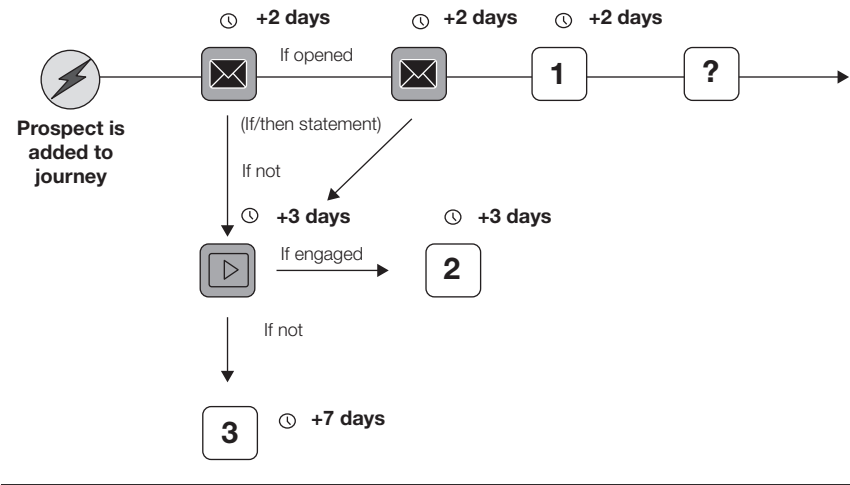


TABLE 13-1

Measuring total demand with the weighted pipeline

Stage	Volume	Velocity	Efficiency	Probability	Weighted value
Ideation	100	5 days	70%	10%	$(100 \times .1) \times \$10,000$
Awareness	70	9 days	77%	14%	$(70 \times .14) \times \$10,000$
Consideration	54	10 days	40%	20%	$(54 \times .2) \times \$10,000$
Purchase	21	30 days	50%	50%	$(21 \times .5) \times \$10,000$
<b>Net new pipeline total</b>	290	54 days	<b>Net new pipeline value</b>		<b>\$411,000</b>
Customer	200	75	10%	10%	$(200 \times .10) \times \$20,000$
<b>Advocate pipeline total</b>					<b>\$400,000</b>

TABLE 13-2

**Weighted pipeline for measuring LCV**

Stage	Tenure	Churn	Weighted LCV
Customer	455 days	5%	$(\$10,000 \times (455/365)) \times (1 - .05)$
<b>LCV of a customer</b>			<b>\$11,842.00</b>
Advocate	1,200 days	2%	$(\$20,000 \times (1,200/365)) \times (1 - .02)$
<b>LCV of an advocate</b>			<b>\$64,438.00</b>