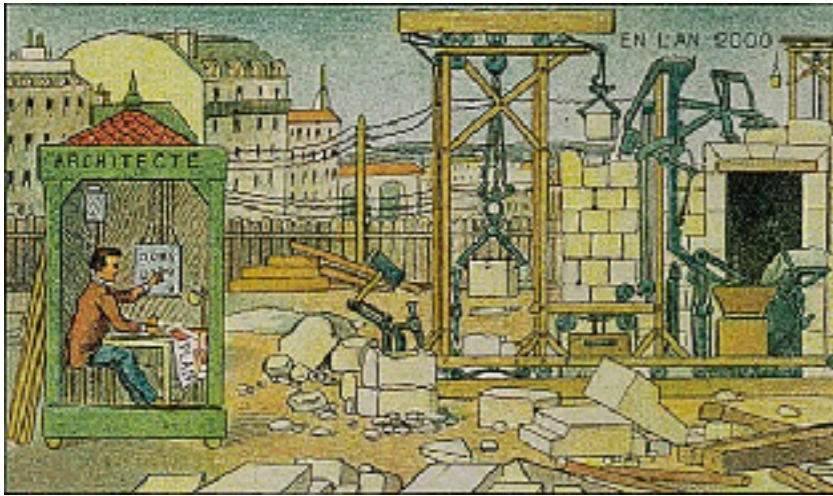


"No one is less ready for tomorrow than the person who holds the most rigid beliefs about what tomorrow will contain."

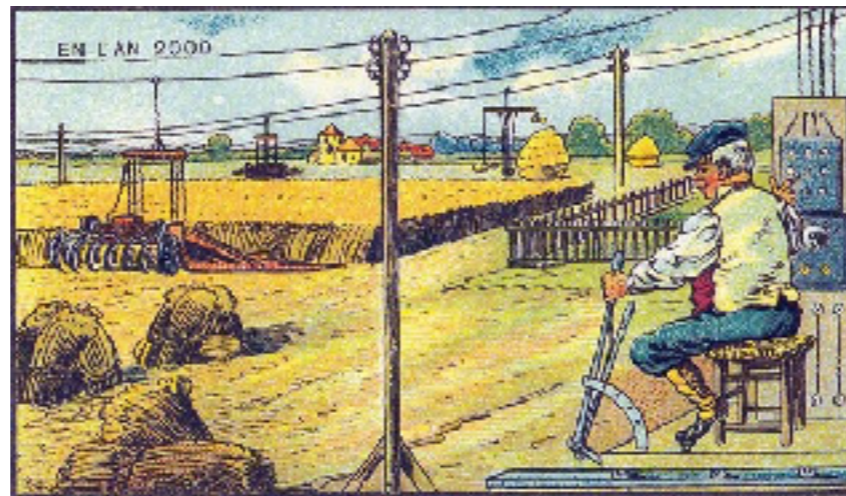
— Watts Wacker, Jim Taylor and Howard Means

The Visionary's Handbook: Ten Paradoxes That Will Shape the Future of Your Business(1999)

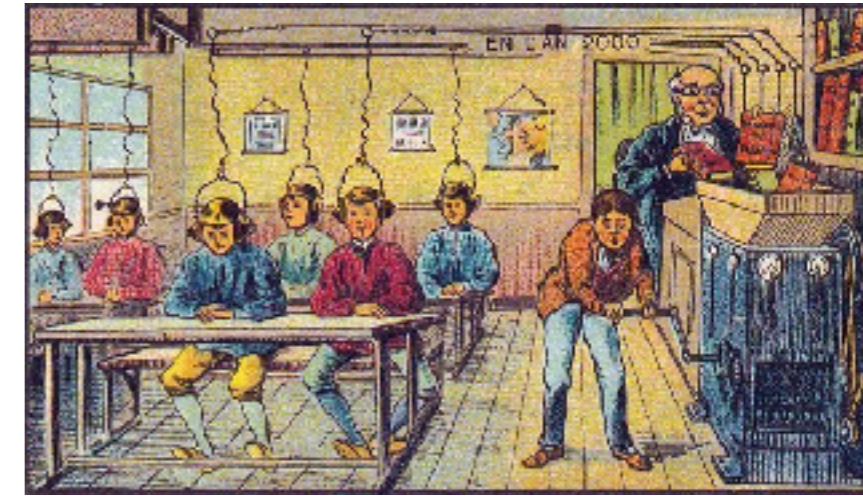
The Future - Foretold in 1899



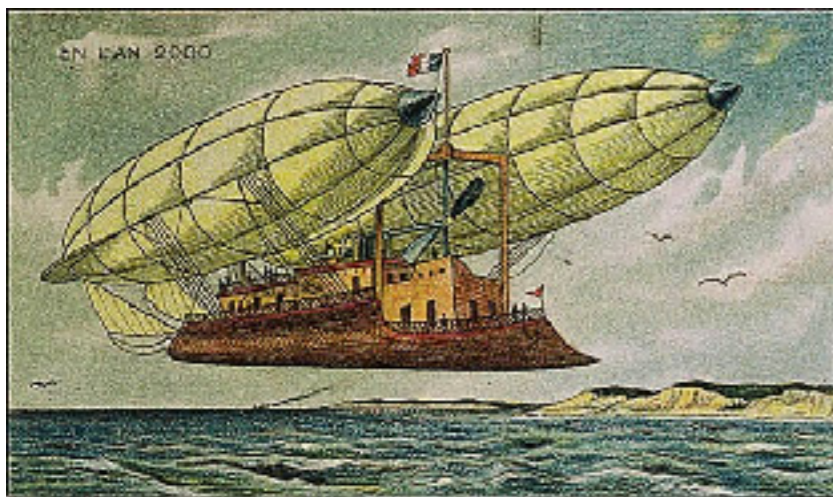
Housing



Food



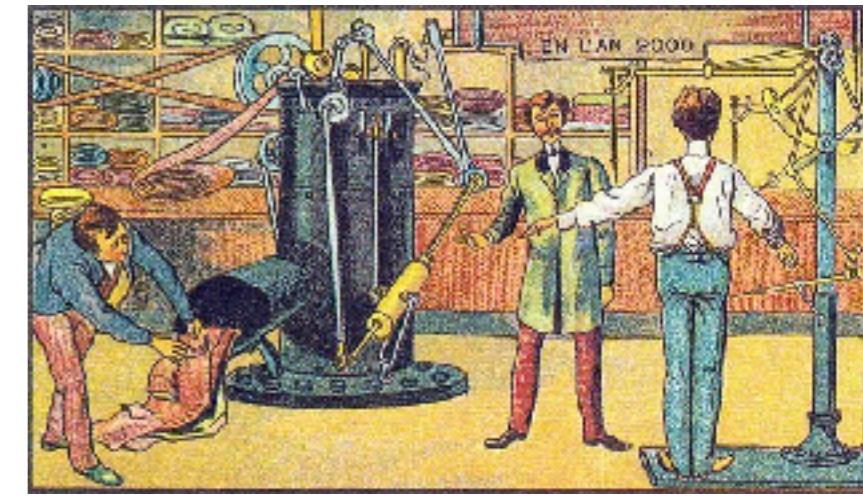
Publishing



Travel



Healthcare



Clothing

Images: circa 1899 by Jean-Marc Côté, from Futuredays by Isaac Asimov

**PRODUCTS ARE
PROFITABLE.
OWNING THE
CUSTOMER IS
PRICELESS.**

#TRENDS

**OUTSOURCED
MANUFACTURING**

MARKETPLACES

**BUYER
AGGREGATORS**

**CAPACITY
MAXIMISATION**



PERSONAL

PERSONALIZED

#TRENDS

BIG DATA

SOCIAL CRM

**PREDICTIVE
ANALYTICS**



#TRENDS

IOT

**SUPPLY CHAIN
INTEGRATION**

OMNI-CHANNEL

PAYMENTS

The Price is Zero

- How can you help your organization trend its pricing to zero?
- What investments are you making to enable this transition?
- Is it possible to compete with artificial zero-pricing and still be profitable?
- The path of New Economy scalability is strewn with losses



Exercise 1: Your View

#TRENDS

PEOPLE

PROCESSES

TECHNOLOGY

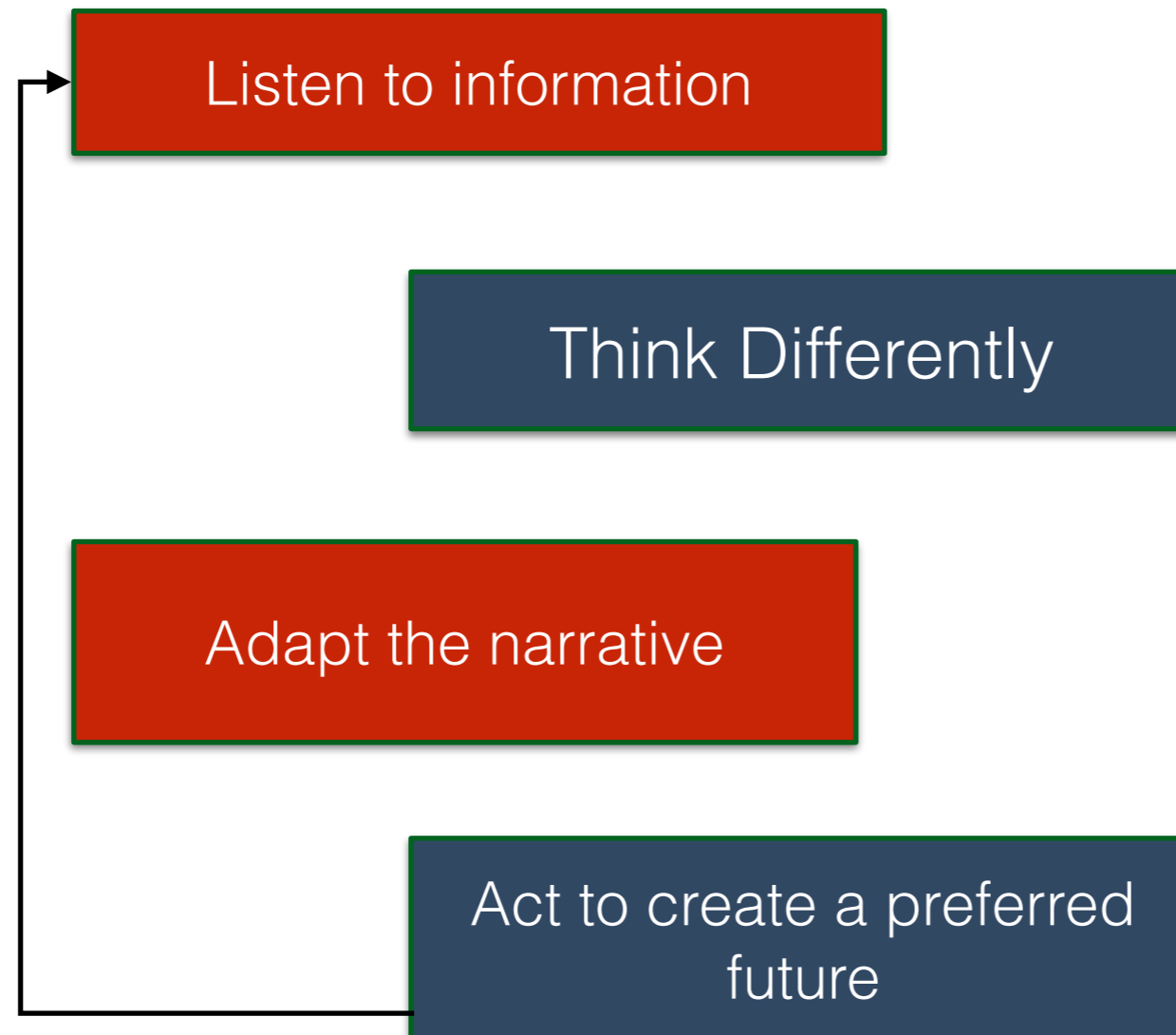
Are you a futurist marketer?

- Jessie Paul

@jessie_paul

jessie@paulwriter.com

1. The Vision Thing



2. Broad Knowledge - Individual

- Are your C-Suite Colleagues working with you?
- Do you have an external network of partners & peers you can reach out to?
- As the world gets interconnected, we need to be generalists to connect the dots
- Specialists are great and much required. But can they be visionary leaders?

21 Skills of a Full-Stack Marketer

- SEO
- copywriting
- email marketing
- social media
- positioning
- in product marketing
- public relations
- content marketing
- blogging
- story telling
- distribution
- lifecycle marketing
- app store marketing
- analytics
- A/B testing
- landing page optimization
- HTML/CSS/Javascript
- customer service
- pitching
- biz dev
- paid advertising

<http://spinmkt.com/v/blog/social-media-2/2013/11/fullstack-marketers-are-changing-the-game>

2. Broad Knowledge - Team

STRATEGIST

Marketing needs to understand the business priorities in terms of segments, product lines, markets. It also means knowing the role that marketing needs to play in advancing the business strategy.

ANALYST

Marketing needs people with the skill set and capabilities to take unstructured data from many sources, come up with the right hypotheses, find the insights and translate those into business and marketing implications.

TECHNOLOGIST

There is a huge portfolio of technology solutions to solve marketing problems. You need people who can help you choose. They need to straddle marketing and IT.

3. Study the outliers, and discontinuities

| | TRENDS |
|-------------|--|
| PRODUCT | PRODUCT → SERVICE → EXPERIENCE EOQ = 1 |
| PRICE | TRENDING TO ZERO PAY IN EFFORT PAY IN DATA |
| PLACE | ANYWHERE DIGITAL DELIVERY |
| POSITIONING | STORY IS THE PRODUCT EVERYONE IS A PUBLISHER |

4. Strategic Focus

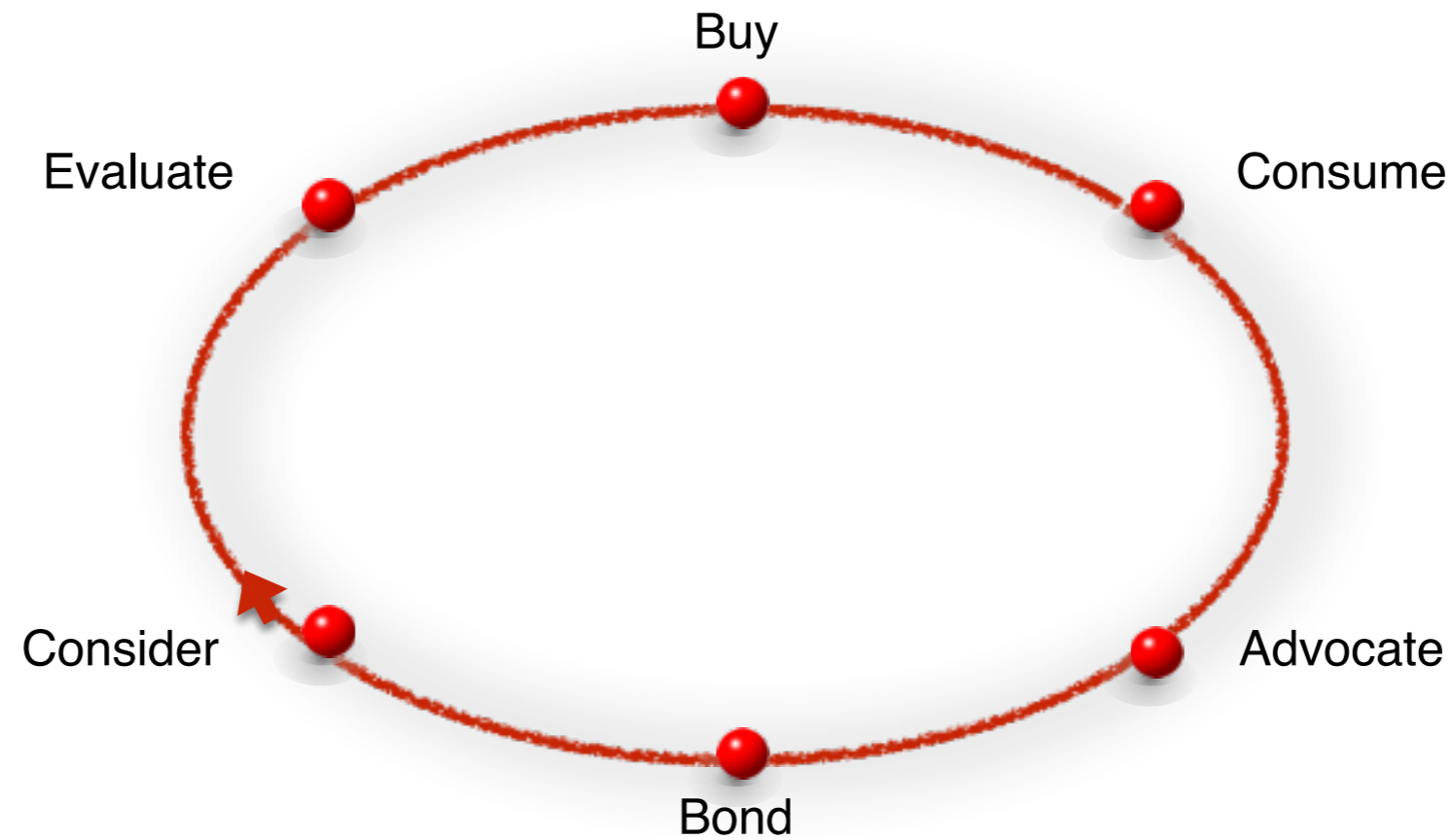
- Do you have a long term focus? Or a quarterly target
- Long-term success of the business or the bottomline only?
- Continuous engagement or campaign management?
- Integrated vs siloed



4. Scaleable marketing system

| Traditional | Futurist |
|---------------------|------------------------|
| Product Focus | Experience Focus |
| Physical Innovation | + Digital Innovation |
| Inside Out | + Outside In |
| Profits | Long term value |
| Company Systems | + Extended eco-systems |

The Consumer Journey



Topography of marketing processes

- Marketing Communication
- Event marketing
- Campaign automation and analytics

Customer Awareness and Acquisition

- Dynamic lead allocation
- Trade marketing
- Managing Trade / Channel promotions

Value Proposition

Channel Management

Other Important processes and Analytical processes

Customer Advocacy

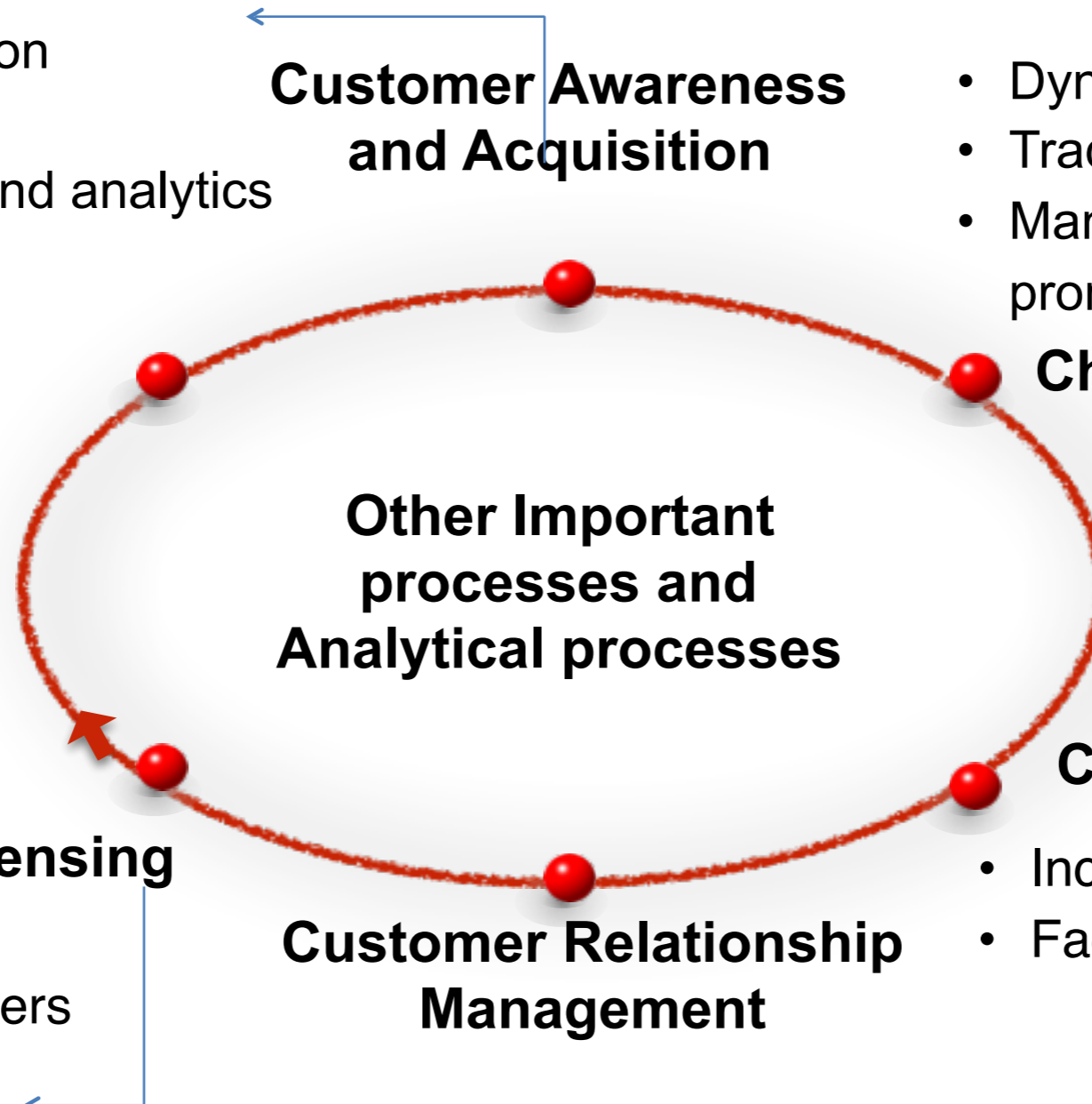
- Incentivization
- Facilitation

Market Sensing

Customer Relationship Management

- Loyalty related processes
- Customer engagement processes

- Market insights,
- Segmentation of customers
- Propensity to buy
- Target audience profiling



Marketing Architecture

CUSTOMER EXPERIENCES

Brand messaging, Emails, Social Media, Events, Apps, Retail, Sales

Storytelling. Individually.

MARKETING OPERATIONS

Analytics, MRM, DAM

Efficiency

MIDDLEWARE

Connectors, Customer Demand Planning, Data Management Platform, APIs

TECH BACKBONE

CRM, Automation, Content Management, E-commerce

DATA REPOSITORIES

Databases, User History, Market Data

DIGITAL PLATFORM

Facebook, Google, Twitter

Internal Tech

| AREA | ELEMENTS |
|---------------------|---|
| DATA OPS | SEGMENTATION BI CONTACT MANAGEMENT PREFERENCE MANAGEMENT DATA INTEGRATION |
| CAMPAIGN AUTOMATION | PERSONALIZATION NURTURING DAM MULTI CHANNEL INTEGRATION EMAIL MARKETING |
| MEASURE | CAMPAIGN ANALYTICS WEB ANALYTICS DATABASE HEALTH DASHBOARDS |
| LEAD MANAGEMENT | ASSESSMENT INTEGRATION WITH CRM SALES ENABLEMENT DASHBOARDS |

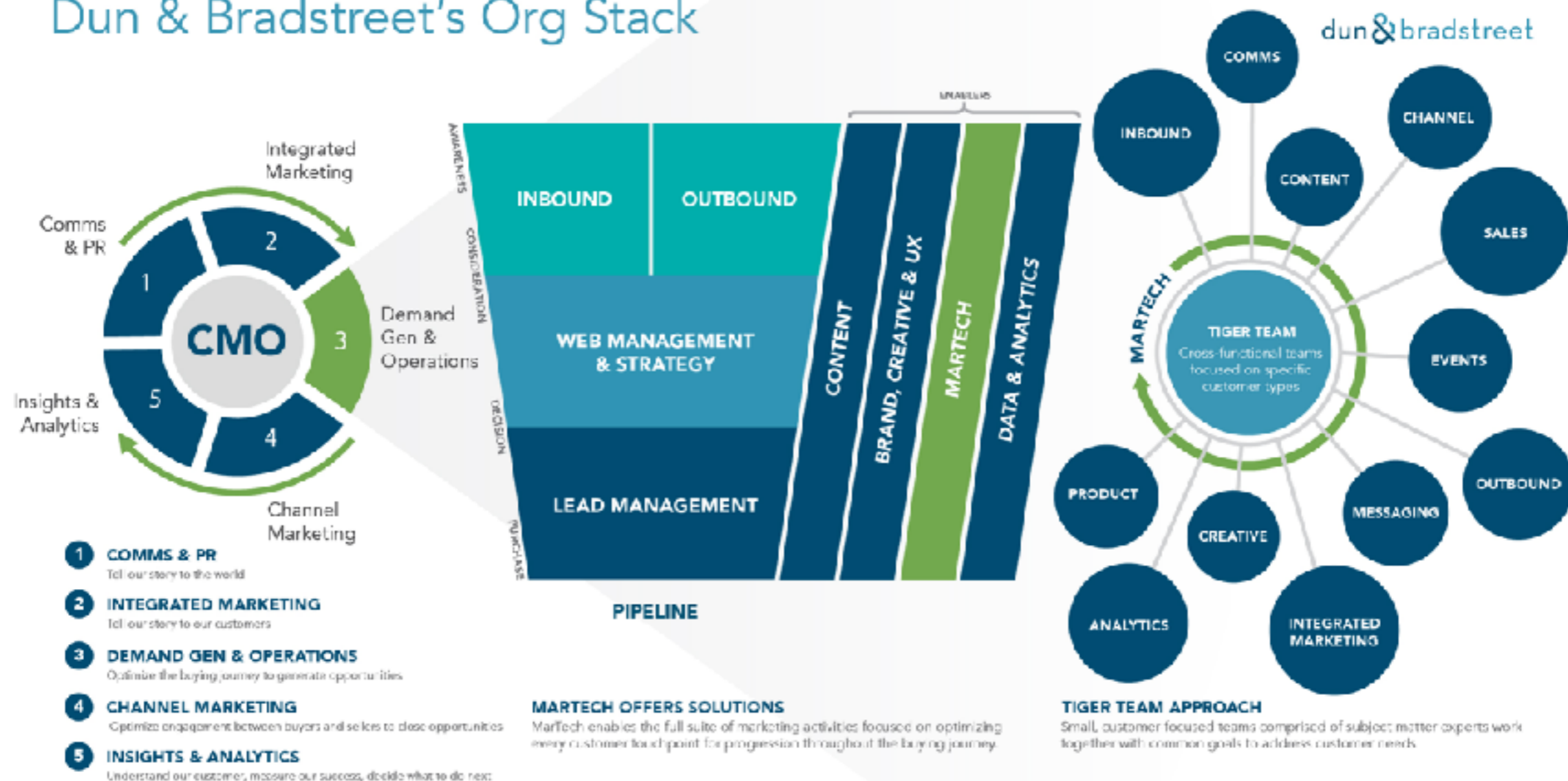
External Tech

| AREA | ELEMENTS |
|----------------------------|---|
| SOCIAL | PERSONA MANAGEMENT AD MANAGEMENT AD ANALYTICS ADVOCACY MARKETING COMMUNITY MANAGEMENT |
| ADVERTISING | PROGRAMMATIC BUYING MARKETING MIX MANAGEMENT RETARGETING OMNI-CHANNEL CUSTOMER JOURNEY |
| MOBILE | MOBILE AD NETWORKS GEO-FENCING LOCATION-BASED TRIGGERS OMNI-CHANNEL CUSTOMER JOURNEY |
| OFFLINE-ONLINE INTEGRATION | CONSUMPTION DATA INTEGRATION RETARGETING EVENT-BASED TRIGGERS NFC |

SOURCE: Paul Writer

Sample Stacks - D&B

Dun & Bradstreet's Org Stack

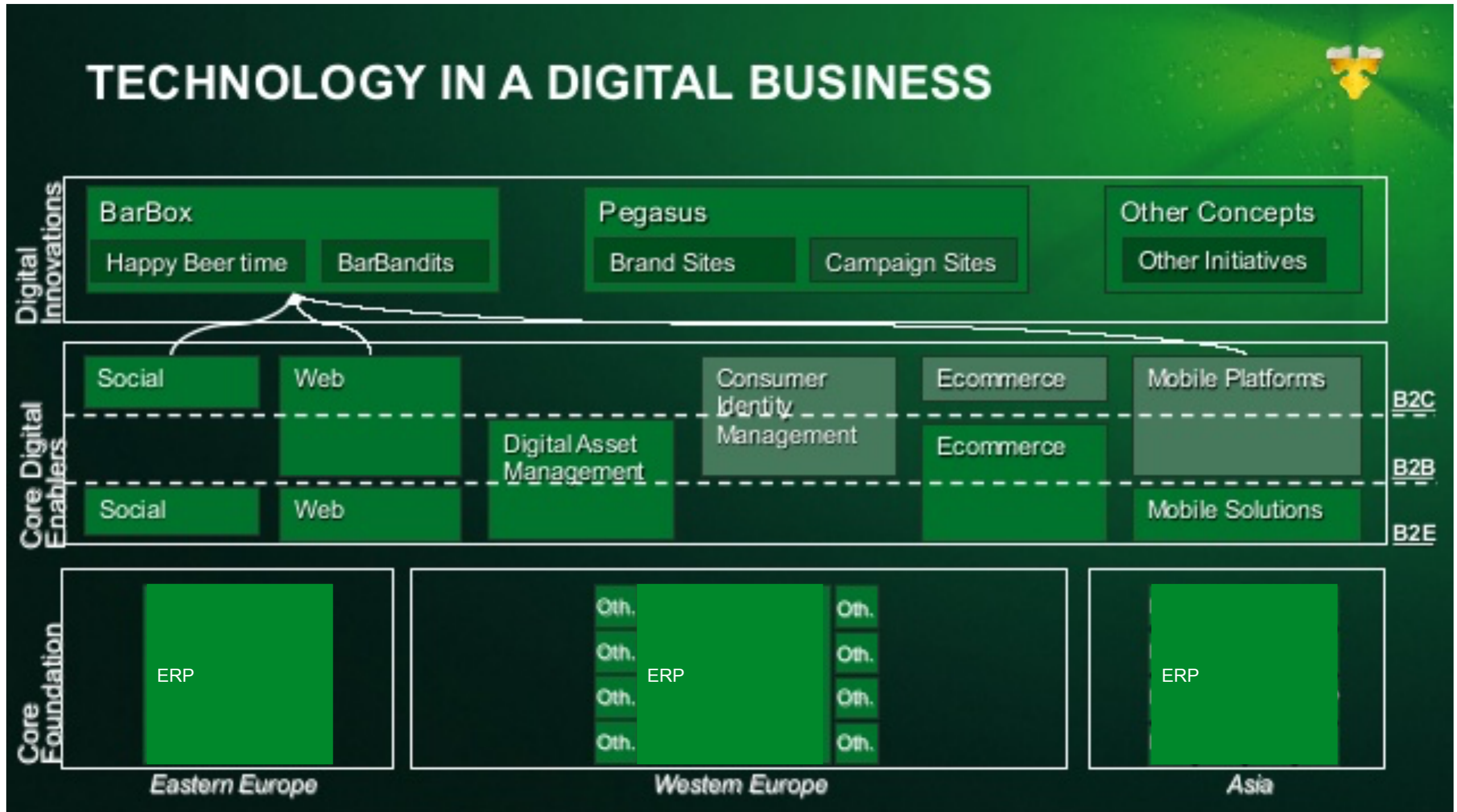


Sample Stacks - Cisco

Digital Engagement Tech Stack

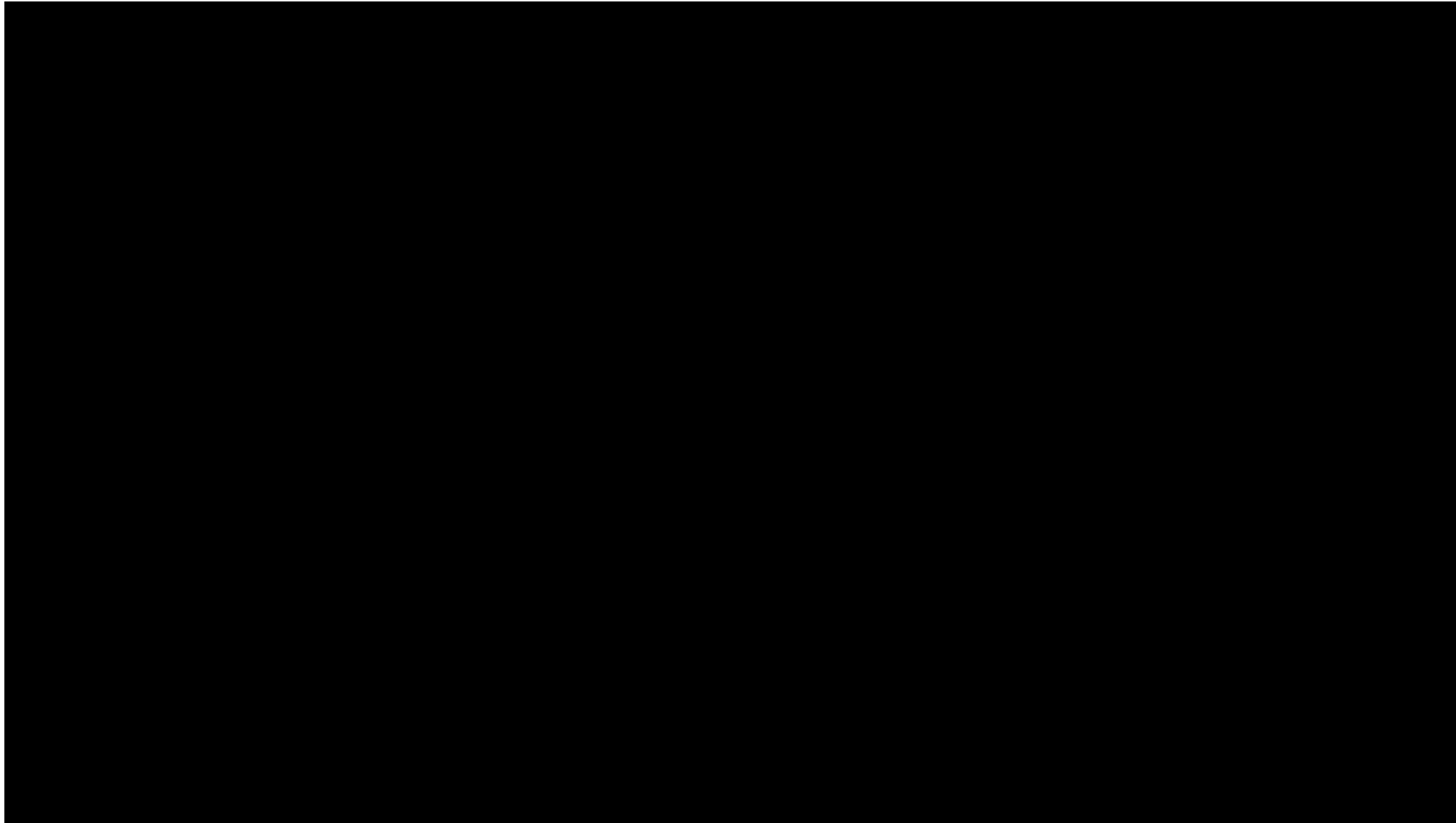


Carlsberg & Technology



Exercise: Draw Yours

5. MIND CHANGER



Exercise: What's your narrative?

Profitable Conversations

Futurist Thinking

| Conventional Thinking | Futurist Thinking |
|---|---|
| IMMEDIATE TERM | DEPTH OF VISION |
| KNOWS ITS OWN BUSINESS | PAN-DISCIPLINARY |
| CONSCIOUS ATTENTION TO DETAIL | BREADTH OF VISION |
| TECHNO-ECONOMIC TRENDS ORIENTATION | BROAD TREND ORIENTATION |
| PROBLEM APPROACH | A SYSTEMS APPROACH |
| LESS EMPHASIS ON CONNECTIONS | INTERACTION OF TRENDS AND FACTORS, BUILD UP |
| CONTINUITY ASSUMPTION DOMINATES | ATTENTION TO WILDCARDS AND DISCONTINUITIES |
| ATTENTION EPISODIC OR PART TIME | FULL TIME EXPLORATION OF THE FUTURE |
| BOTTOM LINE FOCUS | STRATEGIC FOCUS |
| UNCONGENIAL THOUGHTS / IDEAS SUPPRESSED | SPEAK THE UNSPEAKABLE |
| SHORT-TERM FOCUS AND REWARD STRUCTURE | LONG-TERM ORIENTATION |
| BUILDS ON BEST CURRENT IDEA | FUTURES EXPLORATION PROCESS YIELDS FRESH |
| A SINGLE FUTURE OFTEN DOMINATES | EMPHASIS ON ALTERNATIVE FUTURES, THEIR |
| MAINSTREAM THINKING DOMINATES | MIND CHANGERS |
| PAST EXPERIENCES, PRESENT CONCERNS DOMINATE | THE FUTURE DOMINATES RECOMMENDED ACTIONS |

Exercise: About You, Futurist

ADDED VALUE

BEHAVIOURAL CHANGE

COMPLEXITY

DIFFUSION

Key Risks in Marketing Now

- Technology Risk
- Data Risk
- Reputation risk through partner eco-system, publishing, employee communications
- Short-term sales promotions disguising long-term declines
- Obsolescence: e-commerce, digital delivery, AR, sharing eco-system

Internal Tech

| AREA | ELEMENTS |
|---------------------|---|
| DATA OPS | SEGMENTATION BI CONTACT MANAGEMENT PREFERENCE MANAGEMENT DATA INTEGRATION |
| CAMPAIGN AUTOMATION | PERSONALIZATION NURTURING DAM MULTI CHANNEL INTEGRATION EMAIL MARKETING |
| MEASURE | CAMPAIGN ANALYTICS WEB ANALYTICS DATABASE HEALTH DASHBOARDS |
| LEAD MANAGEMENT | ASSESSMENT INTEGRATION WITH CRM SALES ENABLEMENT DASHBOARDS |

External Tech

| AREA | ELEMENTS |
|----------------------------|---|
| SOCIAL | PERSONA MANAGEMENT AD MANAGEMENT AD ANALYTICS ADVOCACY MARKETING COMMUNITY MANAGEMENT |
| ADVERTISING | PROGRAMMATIC BUYING MARKETING MIX MANAGEMENT RETARGETING OMNI-CHANNEL CUSTOMER JOURNEY |
| MOBILE | MOBILE AD NETWORKS GEO-FENCING LOCATION-BASED TRIGGERS OMNI-CHANNEL CUSTOMER JOURNEY |
| OFFLINE-ONLINE INTEGRATION | CONSUMPTION DATA INTEGRATION RETARGETING EVENT-BASED TRIGGERS NFC |

What does Paul Writer do?

Paul Writer engages with clients to help them develop and manage their outreach to a qualified audience.

Our approach is to enable consistent engagement with the target audience through multiple connected activities such as tweet chats, webinars, conferences, roundtables, research, advisory boards

This approach is ideal when clients have a named wishlist of organisations and have specific titles/functions that they wish to connect with

Since 2010, we have had the privilege of partnering organisations such as:

Adobe

Cisco

Hindustan Times

IBM

LinkedIn

Microsoft

Oracle

and more...

Writer: *n* A person entrusted with managing a tea or coffee estate including the marketing and operational management. A trusted advisor of the estate owner.
Origin: Colonial English.

Paul Writer: *n* A trusted advisor to brand owners.



West African symbol or *adinkra* for “help me and let me help you”

Thank You

