



**sitecore**<sup>®</sup>  
Own the experience<sup>™</sup>



# Time is Linear But Experiences are Not

Don't Mention UBER and Don't Mention Amazon

Patrick Kitchell | @denmark98 | #sitecoresummer

# Sitecore Summer School

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Twitter: @denmark98 | Hashtag: #sitecoresummer

**Please ask questions in the webinar or on twitter.** All questions will be posted on twitter and I will follow up on them during and after the webinar

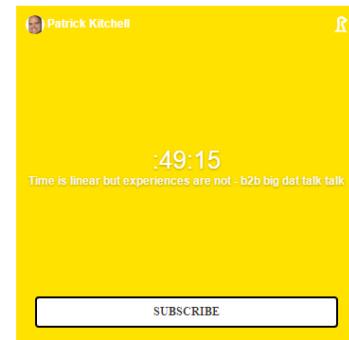
Please engage on twitter or meerkat

THE BLUE COLLAR MARKETER

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[http://bit.ly/sitecore\\_bigdata](http://bit.ly/sitecore_bigdata)

6 Things You Can Do To Get To the Big Data Mountain Top



Comments

# 3 Pleasurable Buying Experiences

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## Question 1:

Think of 1 buying experience you have recently had that left you feeling good. Please share on twitter and tell us about it.

Twitter: @denmark98

Hashtag: #sitecoresummer

Normandy Landings June 6, 1944



# D-DAY 70 YEARS ON

10 km

Saint-Lô

D-Day Objective



THE CANADIAN PRESS

# Clothes

[DAME](#)[HERRE](#)[BØRN](#)[My Summary](#)[Money](#)[Activity](#)[Customers](#)[Tools](#)[More ▾](#)

Bestilling

Tilføjet den

Beløb

Ordrestatus

Leveringsstatus

11304002703804

28-06-15

791 kr

Fuldført ✓

Bliver behandlet

[Se/annuler ordre »](#)

Salg og levering af følgende artikler gennemføres af Zalando

Status: Bliver behandlet

Dickies  
13'' SLIM FIT WORK SHORT - Shorts - sandWrangler  
TEXAS STRETCH - Jeans Straight Leg - blue black

Business Name: Zalando SE (The recipient of this payment is Non-U.S. - Verified)

Email: [service@zalando.dk](mailto:service@zalando.dk)

# GAMES



STORE LIBRARY COMMUNITY DEN\_MARK\_98

store.steampowered.com/

WISHLIST (1)

Browse by genre

Featured Items

Games ▾

Software ▾

Hardware ▾

Demos

News

For You ▾

Free to Play

search the store



My Summary

Money

Activity

Customers

Tools

More ▾

## Transaction Details

Express Checkout Payment Sent (Unique Transaction ID #56G97734TG772984K)

### Original Transaction

Date	Type	Status	Details	Amount
thu. 18. jun. 2015	Purchase From WWW.Steampowered.com	Completed	...	-€4,99 EUR

### Related Transactions

Date	Type	Status	Details	Amount
thu. 18. jun. 2015	Charge From Credit Card	Completed	Details	38,81 DKK
thu. 18. jun. 2015	Currency Conversion	Completed	Details	-38,81 DKK
thu. 18. jun. 2015	Currency Conversion	Completed	Details	€4,99 EUR



Fort Defense



Tormentum - Dark Sorrow



Spaceman Sparkles 2



Similar to games you play

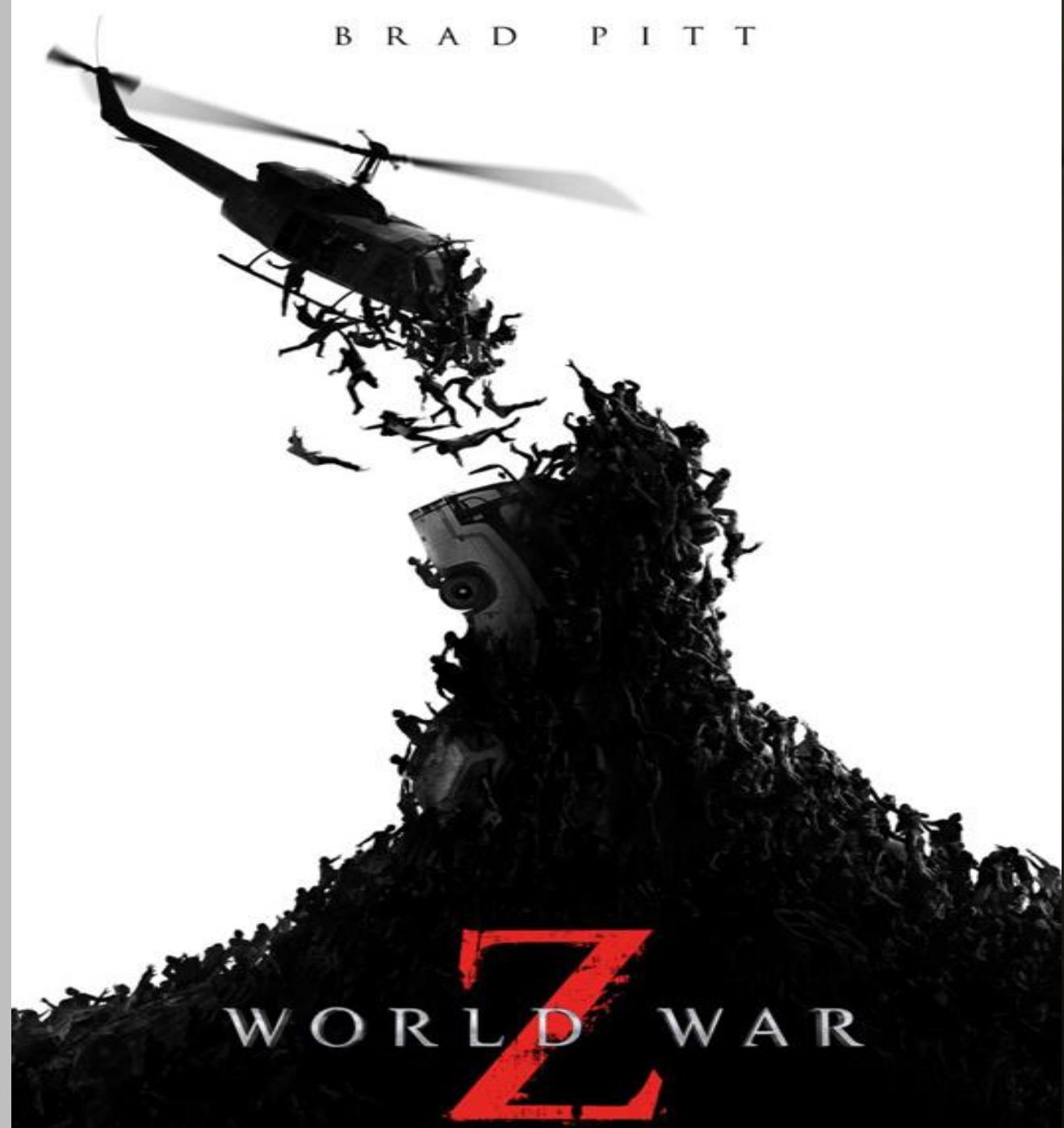
The Customer is a serial killer. No one's better, or more creative.

So the customer leaves crumbs.

**Now the hard part, is seeing the crumbs, the clues there.**

Turns out to be the chink in its armor. And the buyer loves disguising their weaknesses as strengths. The customer a bitch.

B R A D P I T T



# Who are you?

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## Q2: Please Introduce Yourself on Twitter

Twitter: @denmark98

Hashtag: #sitecoresummer

# Who Am I



**Patrick Kitchell Chief Question Asker**  
Owner at The Blue Collar Marketer  
Copenhagen Area, Capital Region, Denmark | Information Technology and Services

Current: The Blue Collar Marketer, Sitecore  
Previous: Sitecore, Keyzone a/s, GN  
Education: Microsoft Certified Business Management Solutions

[Send a message](#) | 1st  
**500+** connections

<https://dk.linkedin.com/in/patrickkitchell> | Contact Info

Work: [pek@sitecore.net](mailto:pek@sitecore.net)  
Private: [patrick@kitchell.dk](mailto:patrick@kitchell.dk)  
Twitter: @denmark98

**LinkedIn** ®

@denmark98 | #sitecoresummer

# What I Do Professionally

Web Channels



sitecore®  
Own the experience™



Web



Email



Mobile



Social



Apps



Analytics



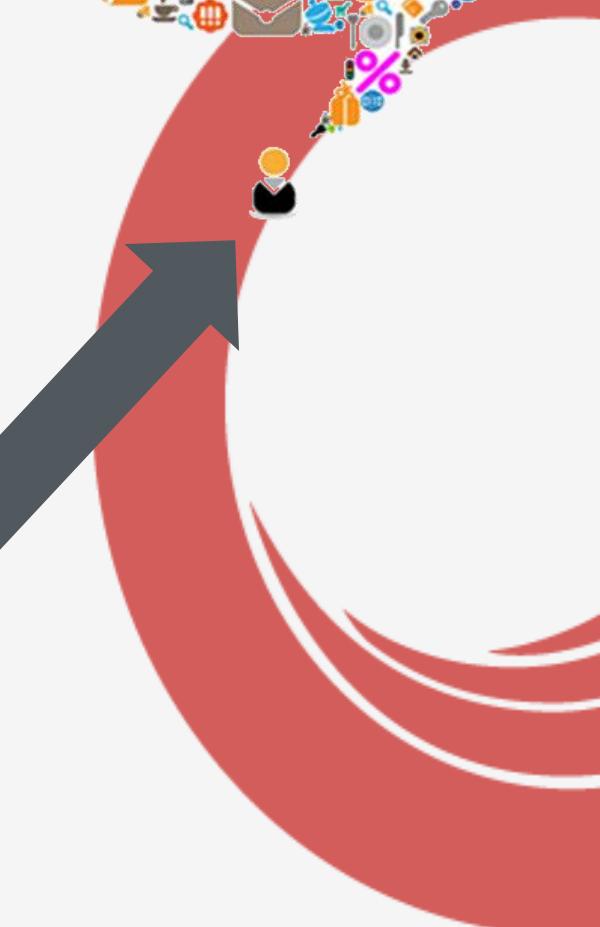
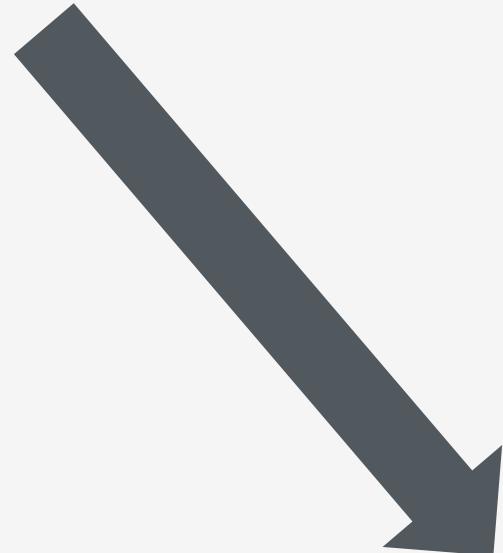
Insights



Decisions



Automation



sitecore®  
Own the experience™

# Claim To Fame: I Spend Time on Twitter



- 1 yr twitter growth 43,000 Follower
- Average Engage Rate over 2.2%



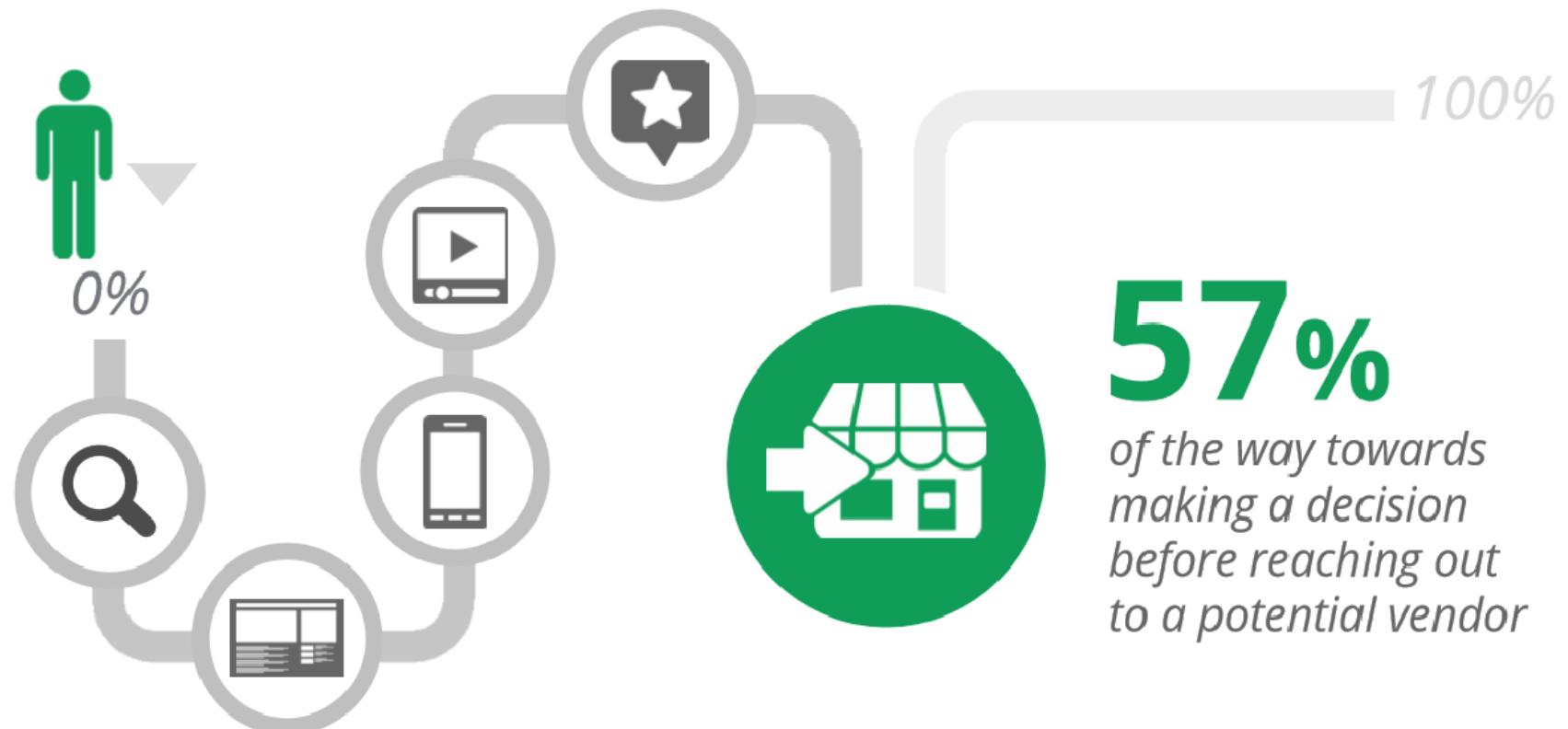
You mock Twitter.

@denmark98 | #sitecoresummer



# Knowing The Journey of the Customer is Key to Survival Today

# B2B research is self-directed



Google Confidential and Proprietary



**75%**



**1** Visit

## Q3: Please Name Others

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I say: Knowing The Journey of the Customer is Key to Survival Today

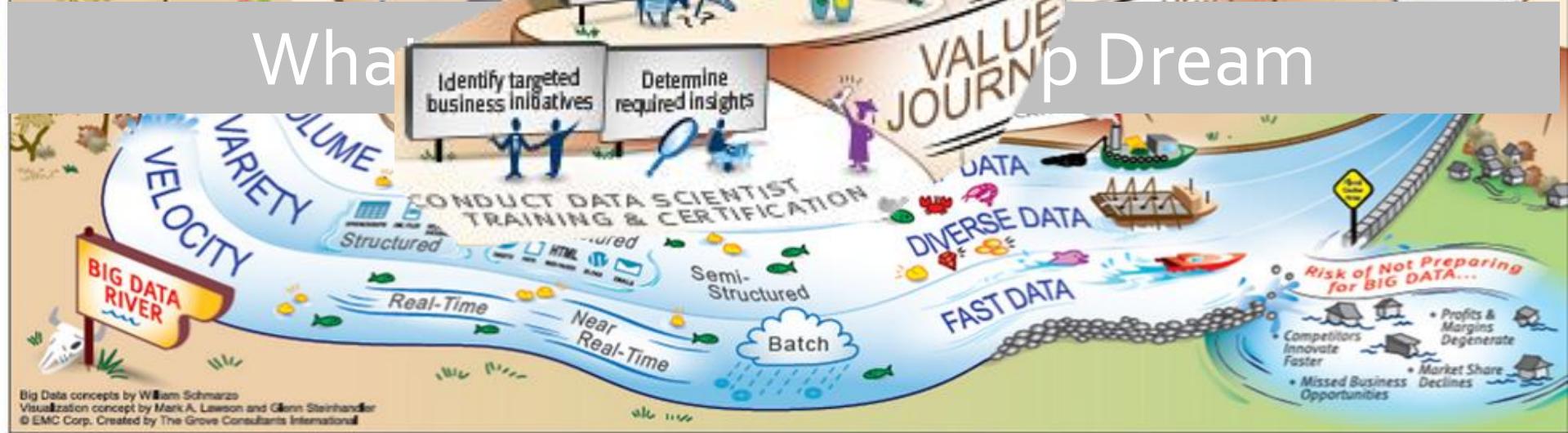
Are there other Survival Items?

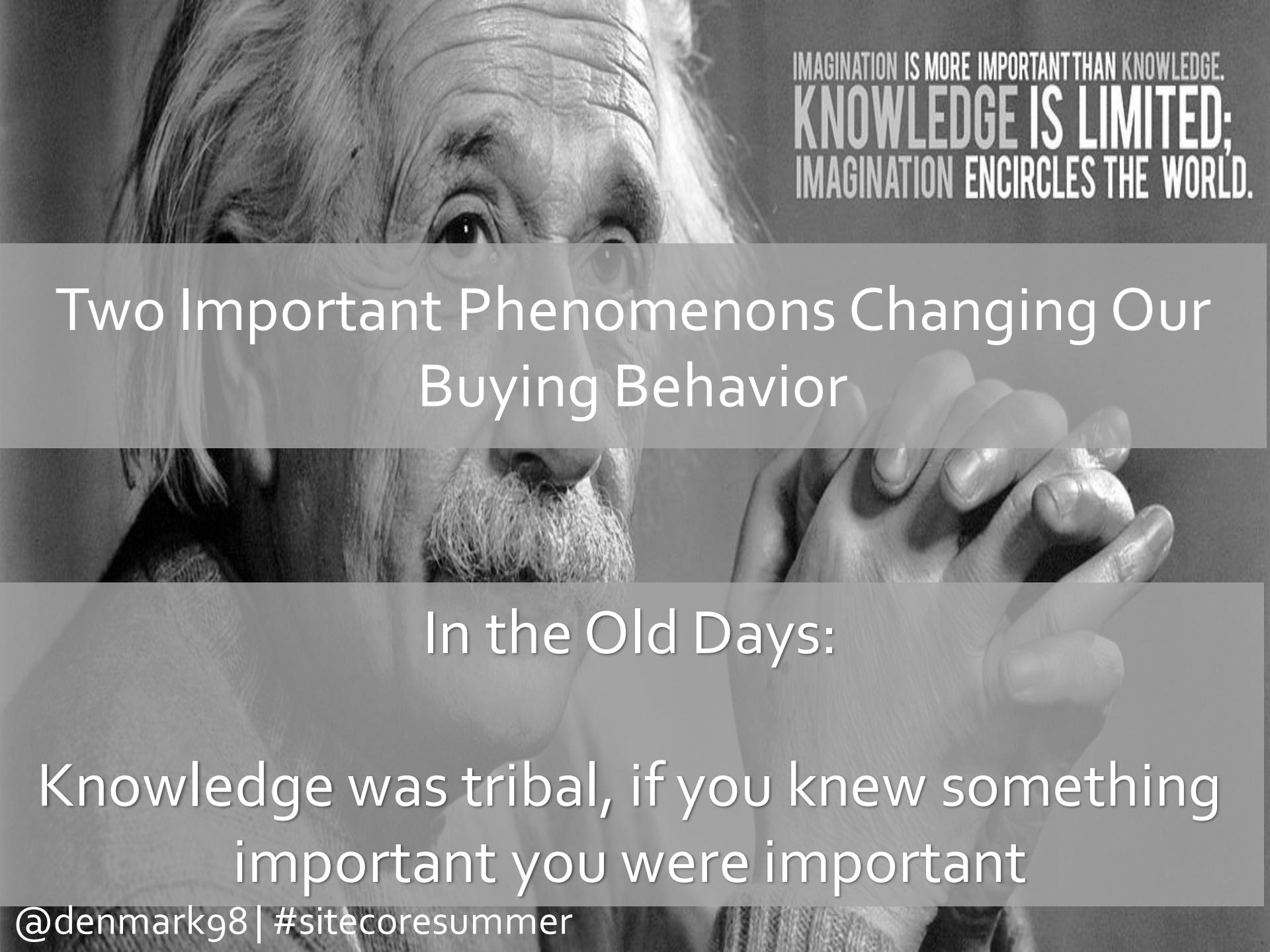
Twitter: @denmark98

Hashtag: #sitecoresummer



# What's Your Dream





IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE.  
**KNOWLEDGE IS LIMITED;  
IMAGINATION ENCIRCLES THE WORLD.**

# Two Important Phenomenons Changing Our Buying Behavior

In the Old Days:

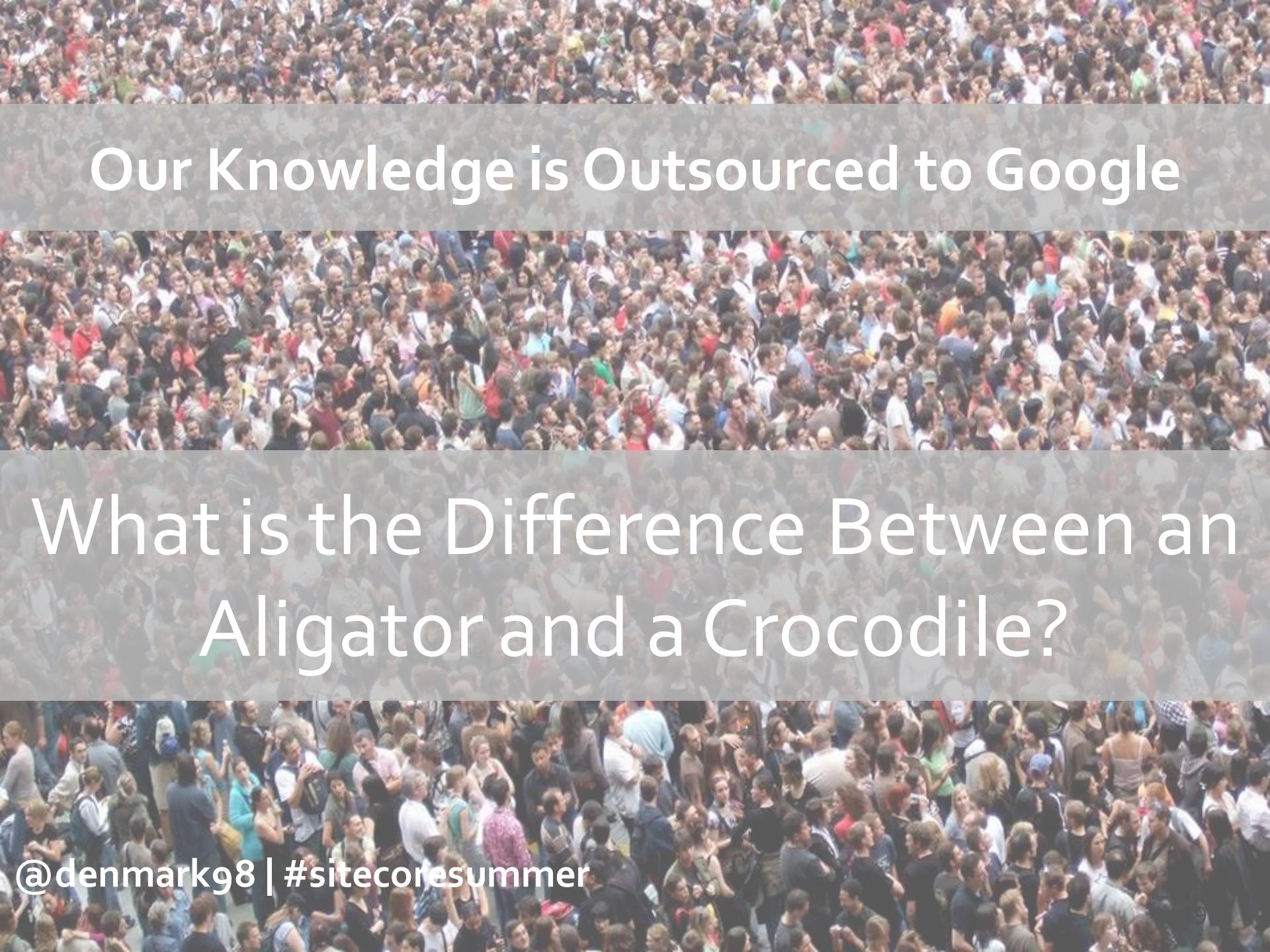
Knowledge was tribal, if you knew something  
important you were important

# The Expansion of Network Knowledge

Our Knownled

oogle

@denmark98 | #sitecoresummer



# Our Knowledge is Outsourced to Google

## What is the Difference Between an Alligator and a Crocodile?



@denmark98 | #sitecoresummer

Google.dk offered in: Dansk Føroyskt

A large, dense crowd of people from an aerial perspective, filling the entire frame. The crowd is composed of many individuals, mostly young adults, wearing various colors of clothing. The image has a slightly hazy, overexposed quality.

# Our Knowledge is Outsourced to Google

## Why is a Tomato Considered a Fruit?

A smaller, denser crowd of people from an aerial perspective, located at the bottom of the slide. The individuals are more clearly visible than in the background image, showing more detail in their clothing and skin tone.

@denmark98 | #sitecoresummer



+Patrick Gmail Images



Google Search

I'm Feeling Lucky

Google.dk offered in: Dansk Føroyiskt



@denmark98 | #sitecoresummer

<http://bit.ly/smartholland>

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# The Telegraph

[Home](#) [Video](#) [News](#) [World](#) [Sport](#) [Finance](#) [Comment](#) [Culture](#) [Travel](#) [Life](#) [Women](#)

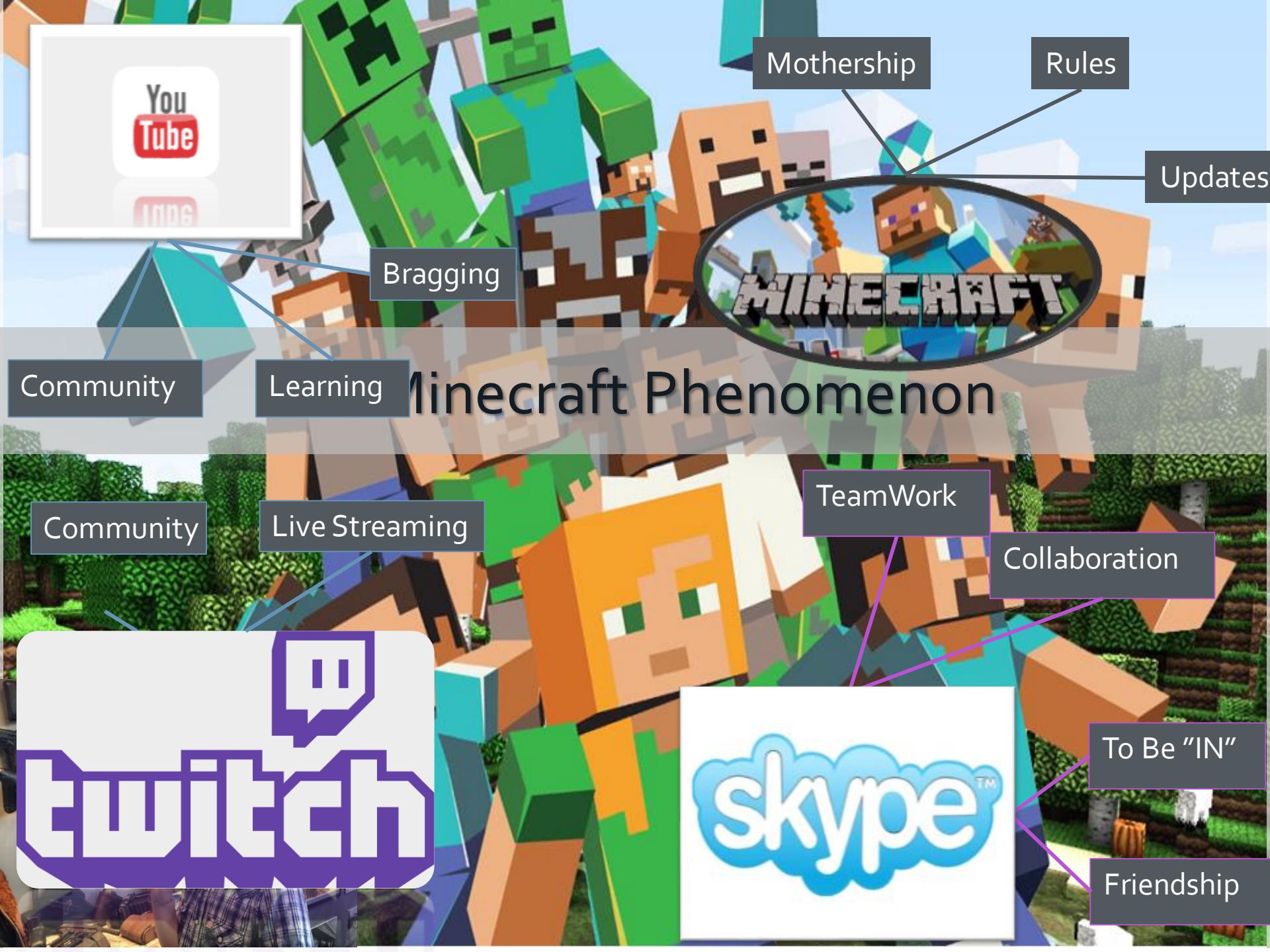
[Politics](#) | [Election 2015](#) | [Investigations](#) | [Obits](#) | [Education](#) | [Science](#) | [Earth](#) | [Weather](#) | [Health](#)

[Science News](#) | [Dinosaurs](#) | [Space](#) | [Night Sky](#) | [Evolution](#) | [Picture Galleries](#) | [Science Video](#)

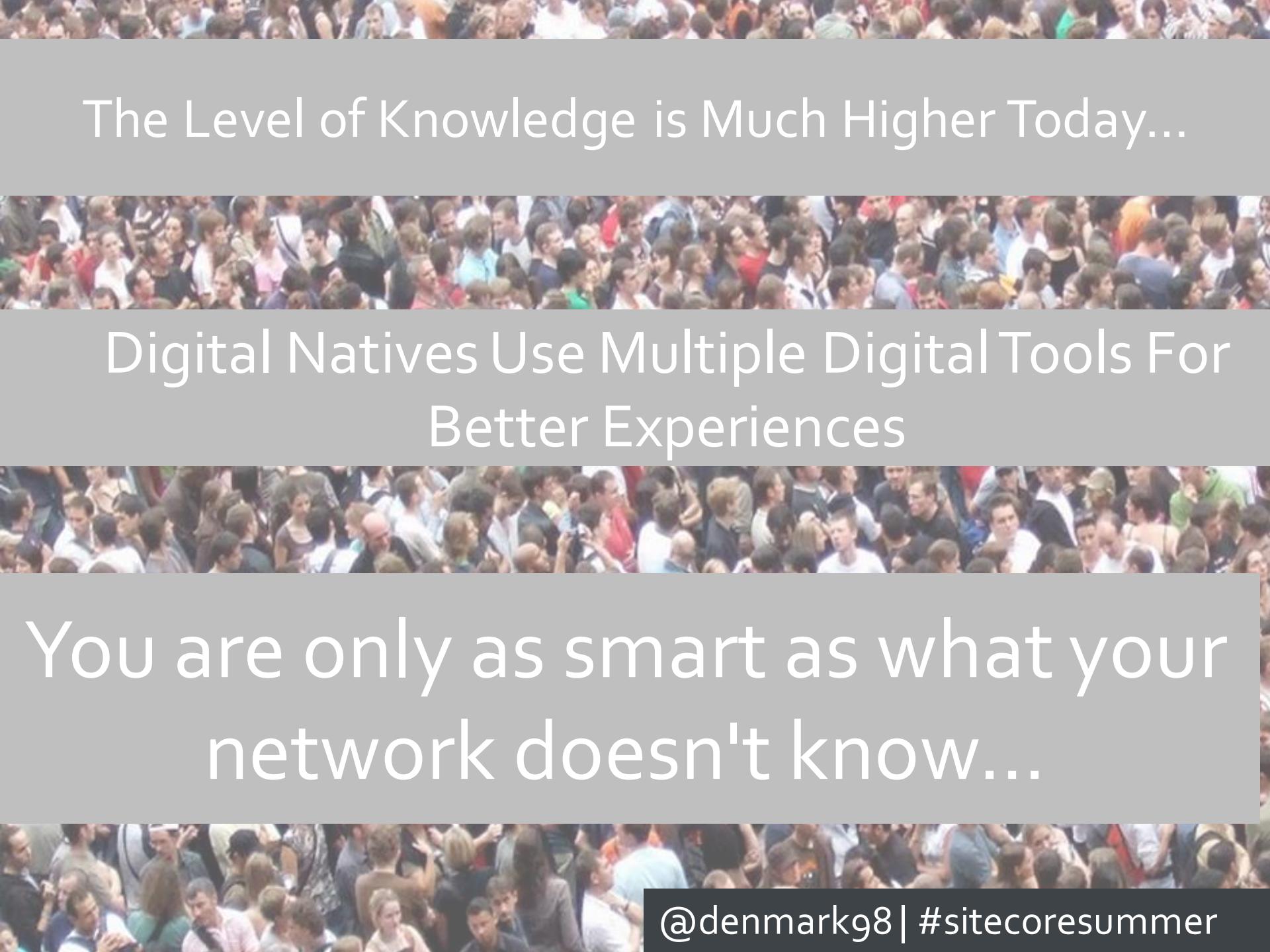
[HOME](#) » [NEWS](#) » [SCIENCE](#) » [SCIENCE NEWS](#)

## Google 'makes people think they are smarter than they are'

Searching the internet for information gives people a 'widely inaccurate' view of their own intelligence, Yale psychologists believe



# Minecraft Phenomenon



# The Level of Knowledge is Much Higher Today...

## Digital Natives Use Multiple Digital Tools For Better Experiences

### You are only as smart as what your network doesn't know...

# What About You?

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Q4: Can you think of other phenomena that has derived from the Internet of Things? Please Share?

Twitter: @denmark98

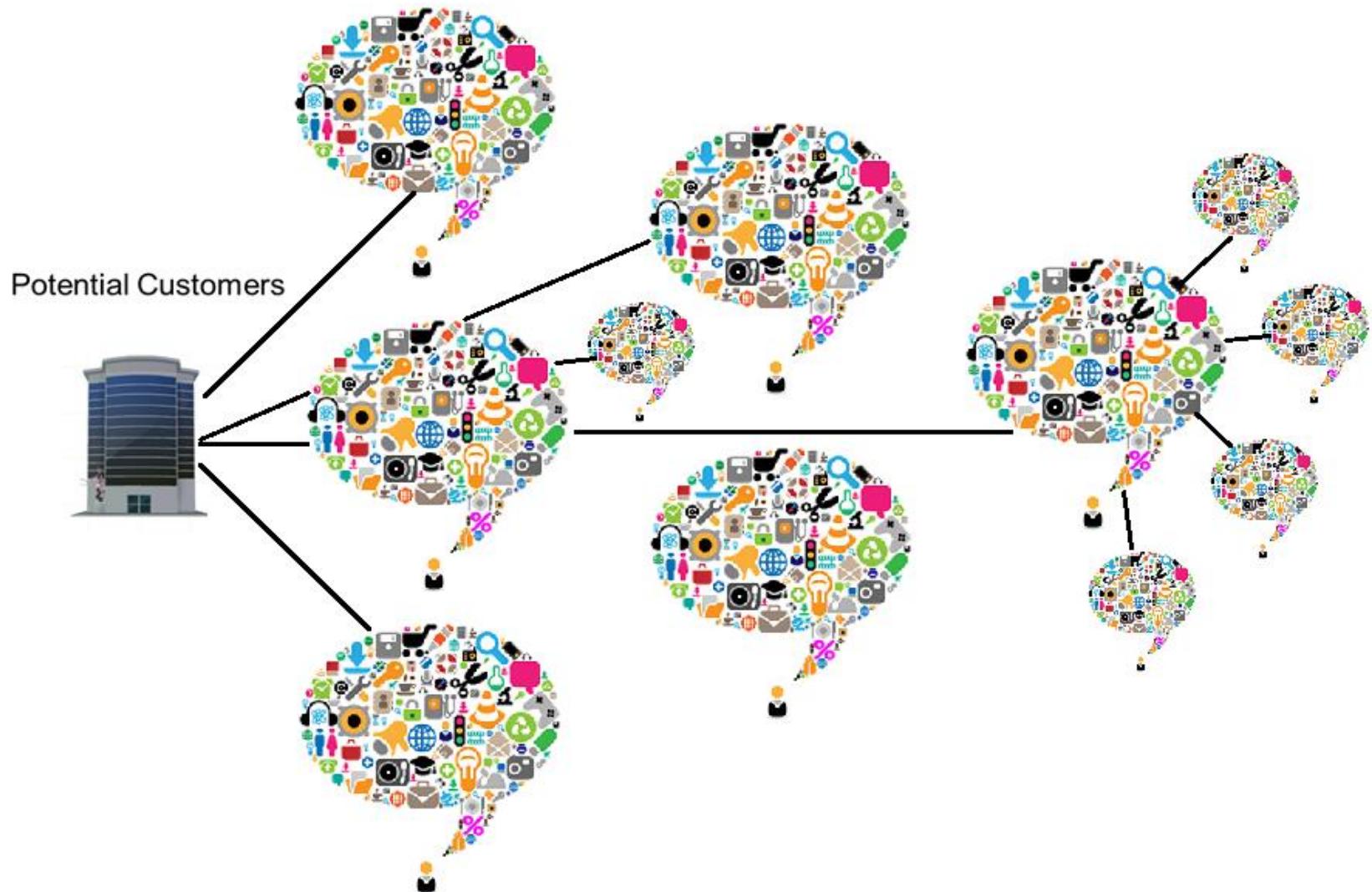
Hashtag: #sitecoresummer

# YOU Live In A Digital Bubble



@denmark98 | #sitecoresummer

# What are Potential Customers?

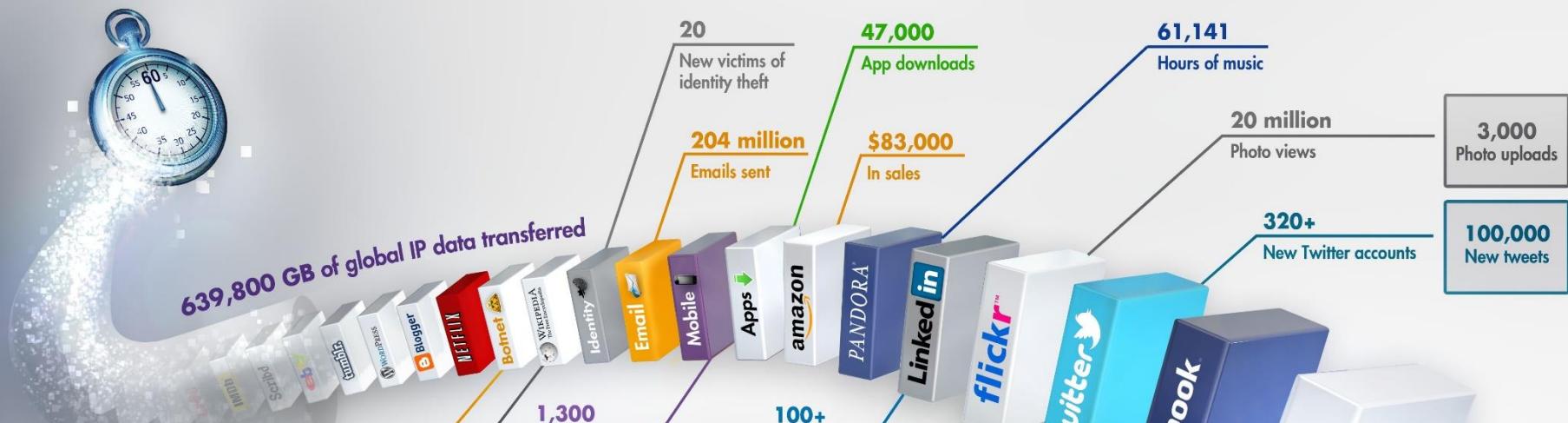


A Group of Network Knowledge Bubbles



This is B2B – Trying to Find Clues to the  
Buyers Behavior

# What Happens in an Internet Minute?



## THE Data Jungle

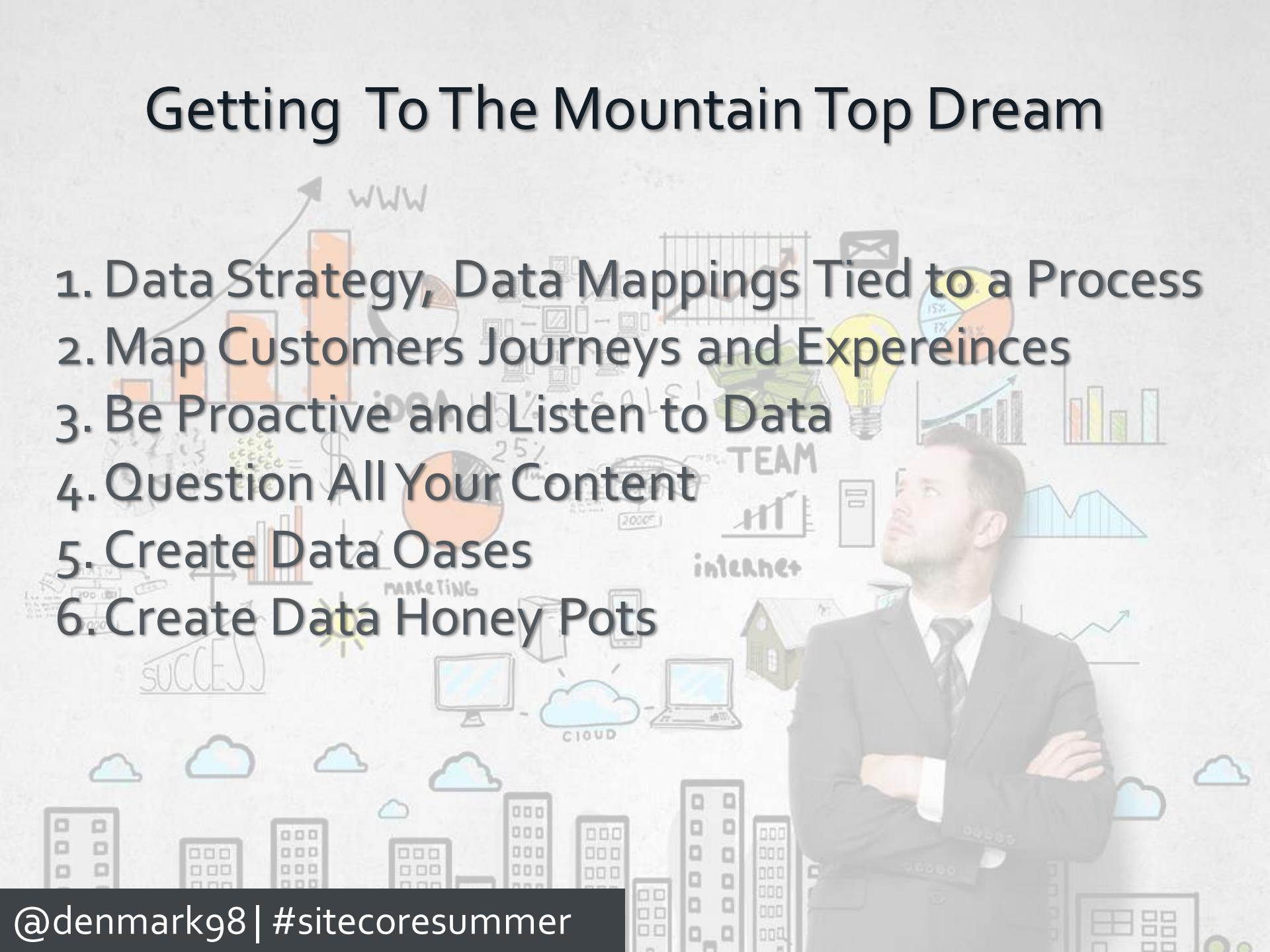
### And Future Growth is Staggering



A close-up photograph of Brad Pitt's face. He has long, wavy hair and a beard. He is looking slightly upwards and to the right with a serious expression. In the background, there is a blue and white sign that says "TAXI".

6 Things You Can Do Now  
Getting To The Mountain Top Dream

# Getting To The Mountain Top Dream

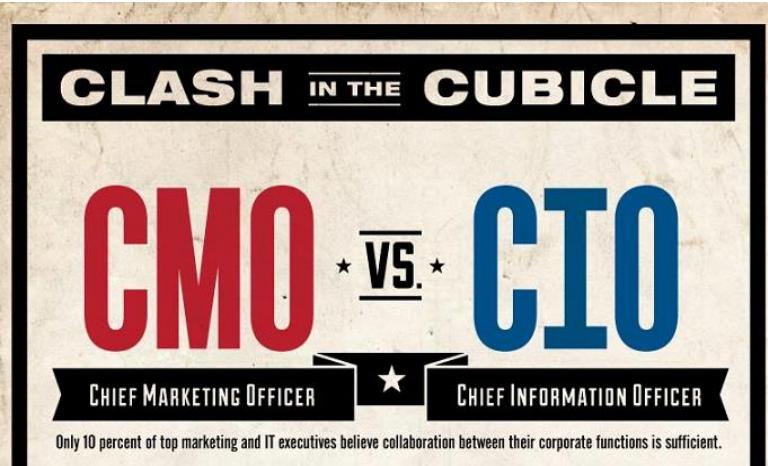
- 
- A semi-transparent background image of a man in a dark suit and tie, looking upwards with his arms crossed. He is positioned in front of a collage of various business and technology-related icons, including bar charts, a lightbulb, a shopping cart, a mail icon, a team icon, a graph, a smartphone, a laptop, a cloud, a sun, a house, and various text elements like 'WWW', 'IDEAS', 'SALES', '25%', 'TEAM', 'INTERNET', 'MARKETING', 'CLOUD', 'SUCCESS', and '2000'.
1. Data Strategy, Data Mappings Tied to a Process
  2. Map Customers Journeys and Experiences
  3. Be Proactive and Listen to Data
  4. Question All Your Content
  5. Create Data Oases
  6. Create Data Honey Pots

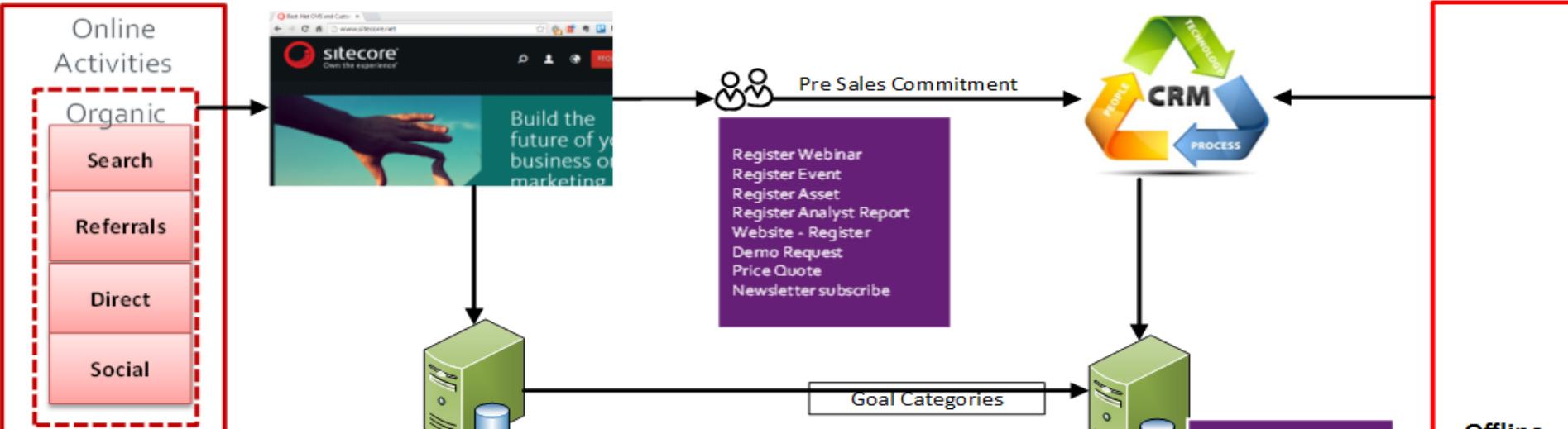
# WHY is CMO and CIO a Hot Topic?



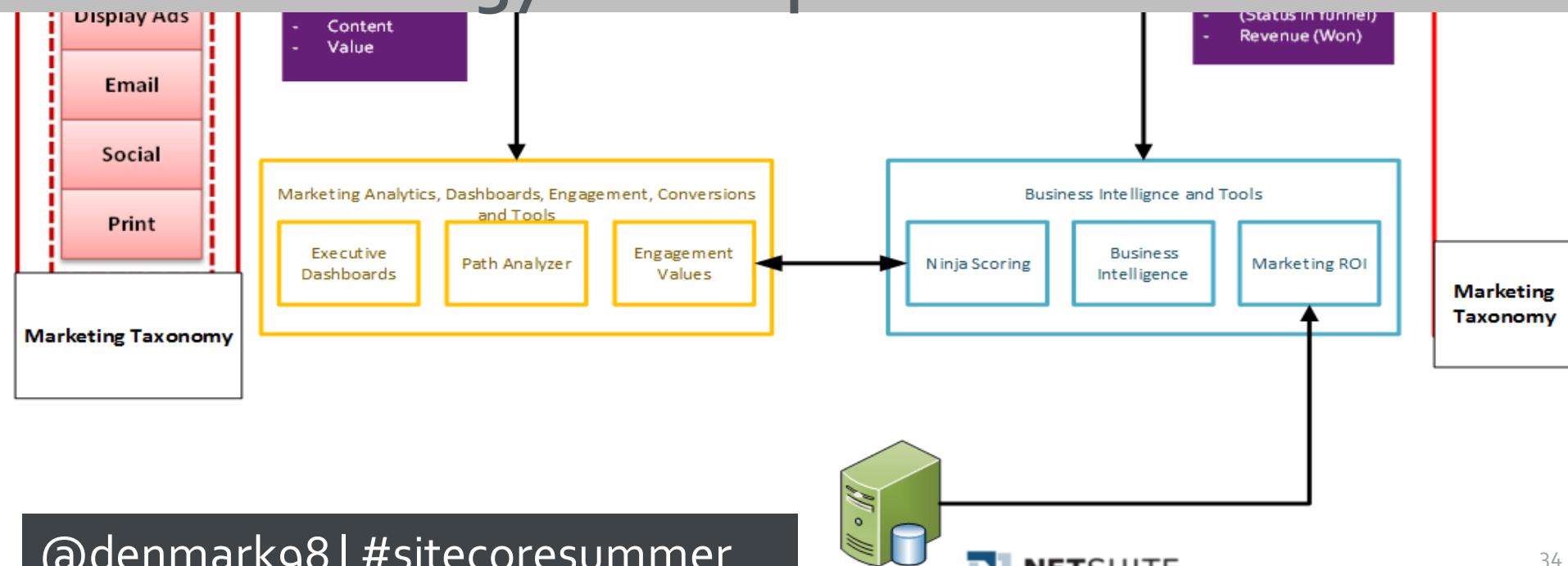
Marketing

The CMO Club spotlights the crossroads in CMO-CIO relationships

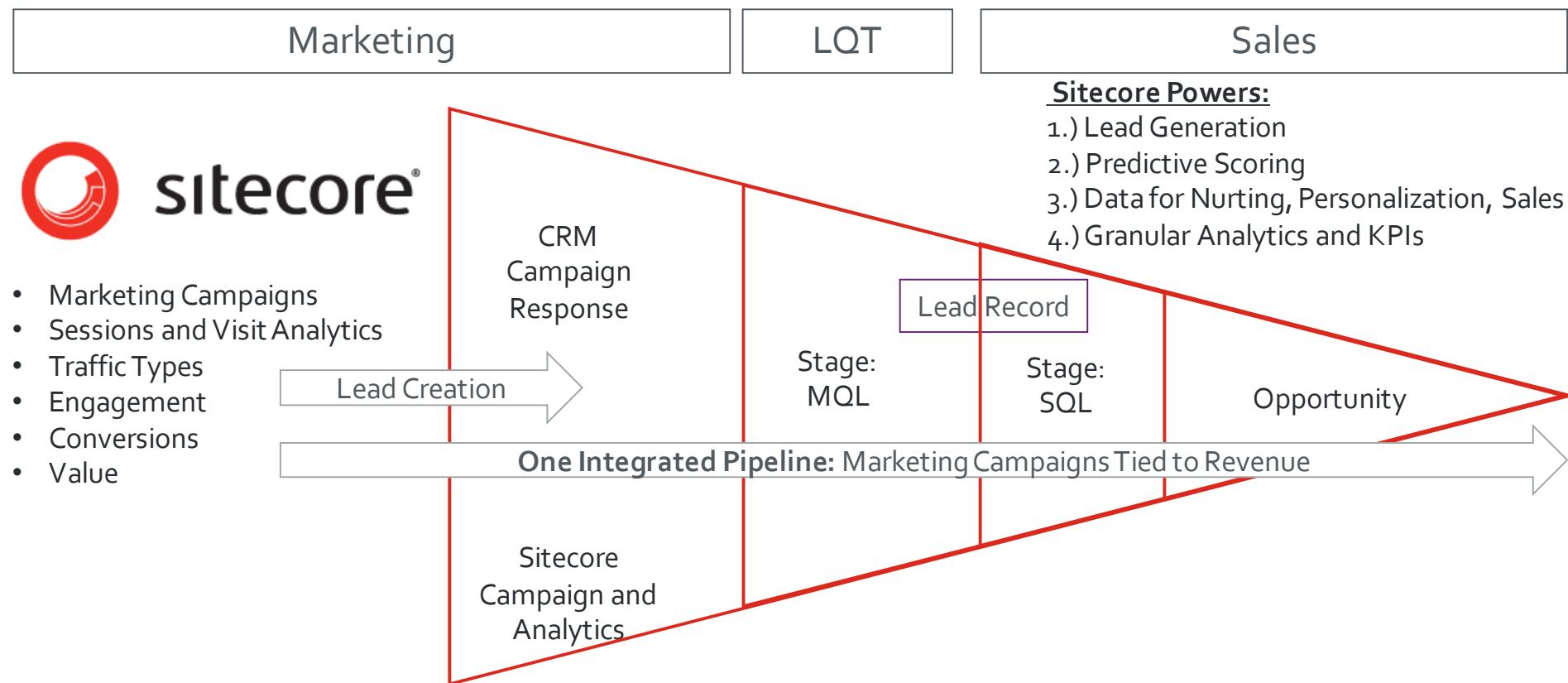




## Organizations are Demanded to Have a Data Strategy and Map Tied to a Process



# Business Value of CRM and Digital Marketing Systems

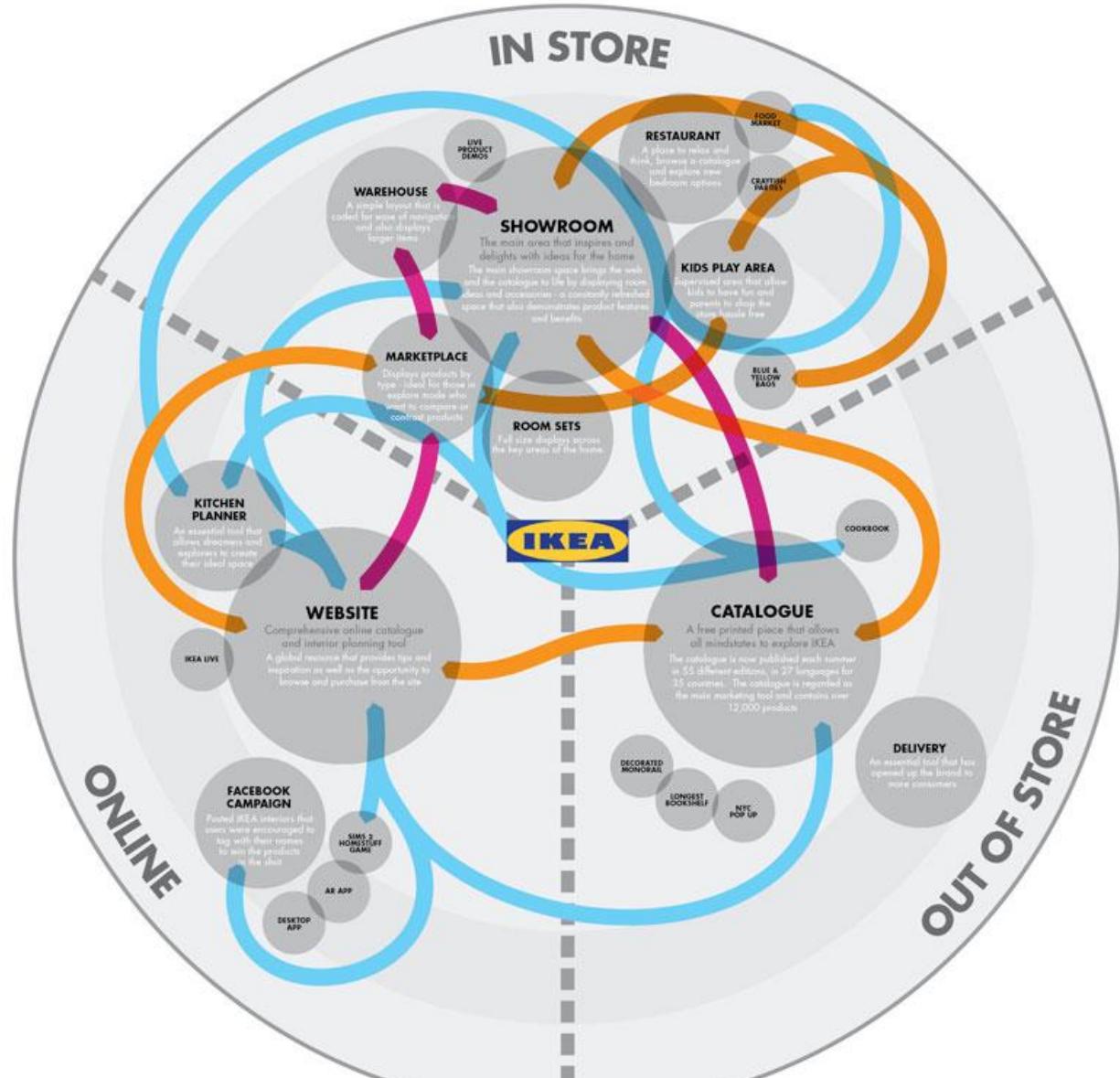


# Data Maps and Processes

Q5: Does Your Company Map Its Data and Tie the Data to a Business Process?

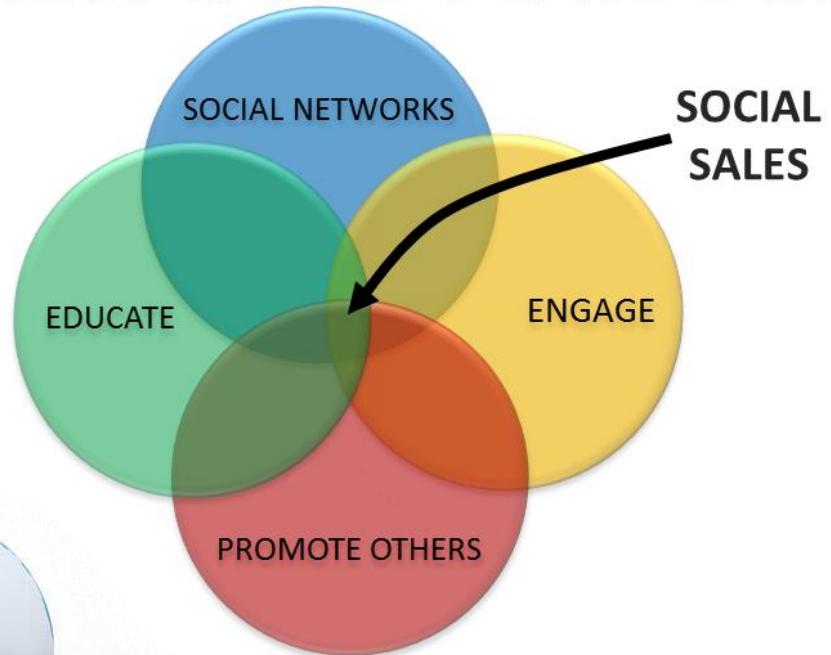
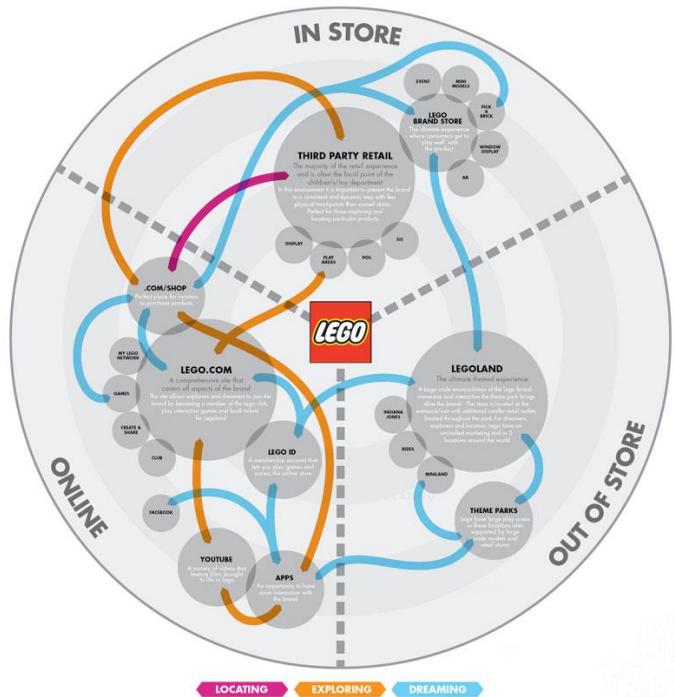
Twitter: @denmark98

Hashtag: #sitecoresummer



## MAP CUSTOMER JOURNEYS and EXPERIENCES

# NEW SALES PLAYBOOK



Listening is Being Proactive  
Be Proactive and Listen More

PINTEREST  
USERS PIN

3,472  
images.

VINE  
USERS

SHARE

8,333  
VIDEOS.

YOUTUBE  
USERS UPLOAD

72 HRS.  
OF NEW  
VIDEO.

EMAIL  
USERS SEND

204,000,000  
MESSAGES.

Google

RECEIVES OVER  
4,000,000  
SEARCH  
QUERIES.

FACEBOOK  
USERS SHARE

2,460,000  
PIECES OF CONTENT.

EVERY

# Question Your Content -- What is the Purpose of Your Content?

REVIEWS.

APPLE USERS  
DOWNLOAD

48,000  
apps.

PANDORA  
USERS LISTEN TO

61,141  
HOURS OF  
music.

AMAZON  
MAKES

\$83,000  
IN SALES.

TWITTER USERS

TWEET

277,000  
TIMES.

INSTAGRAM  
USERS »

POST

216,000  
NEW PHOTOS.

516,422  
PHOTOS.

# Does Your Content Meet The Need Of The Hungry ?



**57%**

*of the way towards  
making a decision  
before reaching out  
to a potential vendor*



# Content

---

Q6: Does Your Content Have Purpose and  
Do You Know the Purpose?

Twitter: @denmark98

Hashtag: #sitecoresummer

# Create Multiple Data Oases



# Data Oases

Contact  
**Patrick Kitchell**

E-mail: patrick@kitchell.dk Score: 0,00

Parent Account: [Service Account\(Patrick\)](#)

Day Week Month Recency: 156

Filter on: All Include: Related "Regarding" Records

Date Created	Actual End	Subject	Activity Type
19-08-2014 09:22	26-08-2014...	Demo Form Short	Response
19-08-2014 09:20	26-08-2014...	Demo Form Short	Response
19-08-2014 09:14	26-08-2014...	Demo Form Short	Response
08-08-2014 13:44	08-08-2014...	Sitecore.net Login	Response
10-04-2014 10:59	10-04-2014...	[MAI EXP] xxxx	Phone Call
01-04-2014 09:57	01-04-2014...	test crm fields	
14-03-2014 14:48	14-03-2014...	TrendspotUK2014_Registration	
10-03-2014 12:51	14-03-2014...	TrendspotUK2014_Registration	
10-03-2014 12:41	14-03-2014...	TrendspotUK2014_Registration	
10-09-2013 10:49	14-03-2014...	MCWB NO Live Webinar 11 September	
10-09-2013 10:46	14-03-2014...	MCWB NO Live Webinar 11 September	
07-02-2014 11:01	07-02-2014...	Call	
18-12-2013 06:48	18-12-2013...	website visited	
05-12-2013 08:33	05-12-2013...	website visited	
25-11-2013 15:02	25-11-2013...	website visited	
20-11-2013 14:49	20-11-2013...	NNNN XC Click Email Link	
20-11-2013 14:49	20-11-2013...	website visited	
18-11-2013 10:13	18-11-2013...	website visited	
14-11-2013 00:02	14-11-2013...	website visited	
31-10-2013 14:23	31-10-2013...	website visited	
25-10-2013 19:09	25-10-2013	website visited	

- Campaign Responses
- Activities
- Web Analytics

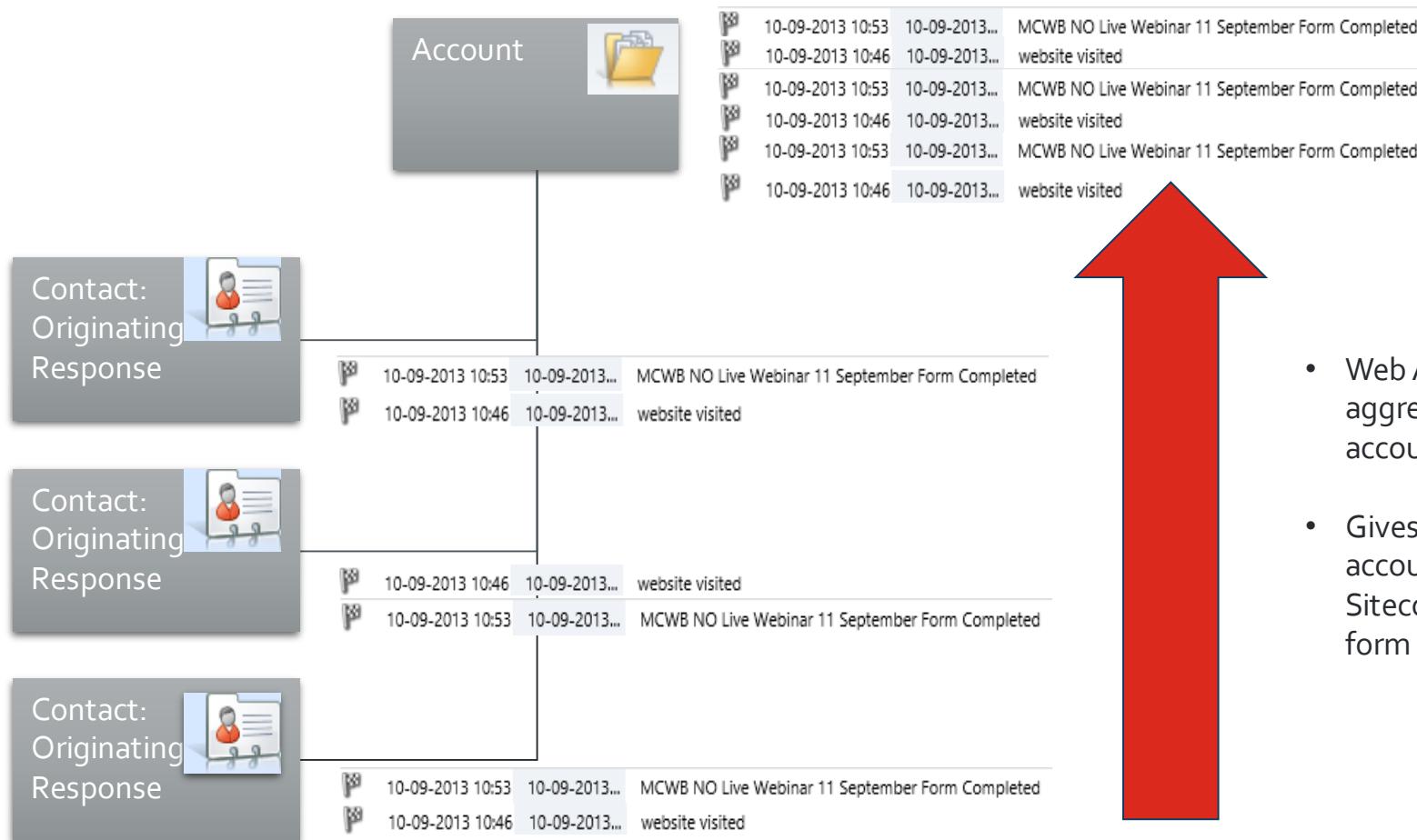
 Website Activity  
**NNNN XC Click Email Link**

Activities ▾  

**General**

Activity Type +	 <a href="#">NNNN XC Click Email Link</a> 
DMS Campaign	 <a href="#">041.30.01/DK/DK13COMSE/NL/NNNNNN/DK Sitecore opkøber commerce</a> 
Date Created	20-11-20  14:49 
Actual End	20-11-20  14:49 
Regarding	 <a href="#">Patrick Kitchell</a> 
URL or Description	<a href="/Company/News/Press-releases/2013/11/CS-Announcement.aspx">/Company/News/Press-releases/2013/11/CS-Announcement.aspx</a>  
Subject *	<a href="#">NNNN XC Click Email Link</a>
Parent Visit	 <a href="#">website visited</a> 
Traffic Type	Email 

# Goals has Web Activities and System Data Aggregation



- Web Analytics aggregate upwards on accounts
- Gives an overview of account activity on Sitecore.net including form submits



## Contact - James Smith

EXPERIENCE PROFILE &gt; Dashboard &gt; Contact

Back

## Single View of the Customer

[OVERVIEW](#) [ACTIVITY](#) [PROFILING](#) [DETAILS](#) [SOCIAL](#)

## Latest events

- Visit  
01.08.2014 09:30:06 (18 days ago)  
Abeville 10.45.17.72, Alabama 10.45.17.72, US  
[/en/Vehicles/Cars](#)
- Submit success  
Request Finance Package  
01.08.2014 09:20:36 (18 days ago)  
[/Financial/Request Financing Package](#)

- Download  
Car brochure  
01.08.2014 09:30:06 (18 days ago)  
[/en/Vehicles/Cars](#)



## DETAILS

Name	James Smith
Email	james.smith@myemail.com
Phone	44 99987 423

[More information](#)

## VISITS

Last visit	09:36:40 August 2014
Recency	18D:1hr:25min ago
City	Abeville 10.45.17.72
Region	Alabama 10.45.17.72
Country	USA

[More information](#)

## Best pattern matches

- Family Visitor  
Latest match: 3 visits, 18 days ago  
[More information](#)
- Interested in small cars  
Latest match: 3 visits, 18 days ago  
[More information](#)
- Searching stage  
Latest match: 3 visits, 18 days ago  
[More information](#)

## Recent campaigns

- Free oil  
Converted: 3 visits, 18 days ago  
[More information](#)

## STATISTICS

Visits	2
Value	150
Value per visit	75
Page views	15
Page views per visit	7.5
Average visit	1min:50s

# Create Digital Honey Pots



## Executive Reports from Forbes Insights

Below are the latest research offerings from Forbes Insights, click each title to learn more and download a copy of the study in .pdf format. See the column on the right for an archive of past studies on a wide range of topics, listed by category.



### Data Driven and Digitally Savvy: The Rise of the New Marketing Organization

More than 300 senior executives share their perceptions of data-driven

## Forbes Insights



### Modern Customer Service: Are You Outpacing Your Executive Peers?

More than 400 customer service executives reveal their goals, their pain points, their use of various channels and knowledge management tools, and the

All topics

All content types

Sorted by:

Published date



How to Achieve Exponential Growth With Marketing Analytics  
Ebook



Listen to Your Advertisers: How Publishers Can Differentiate Themselves  
Ebook



How to Use Blogging to Attract Students to Your School  
Ebook



Demand Generation Benchmarks Report  
Ebook



The Essential Inbound Agency Services Guide  
Ebook



How To Monitor Your Social Media In 10 Minutes A Day  
Ebook



9 Reasons People Are Ignoring Your Emails  
Ebook



The Essential Guide to Social Media Advertising  
Ebook



How to Have Your Best Year on Twitter



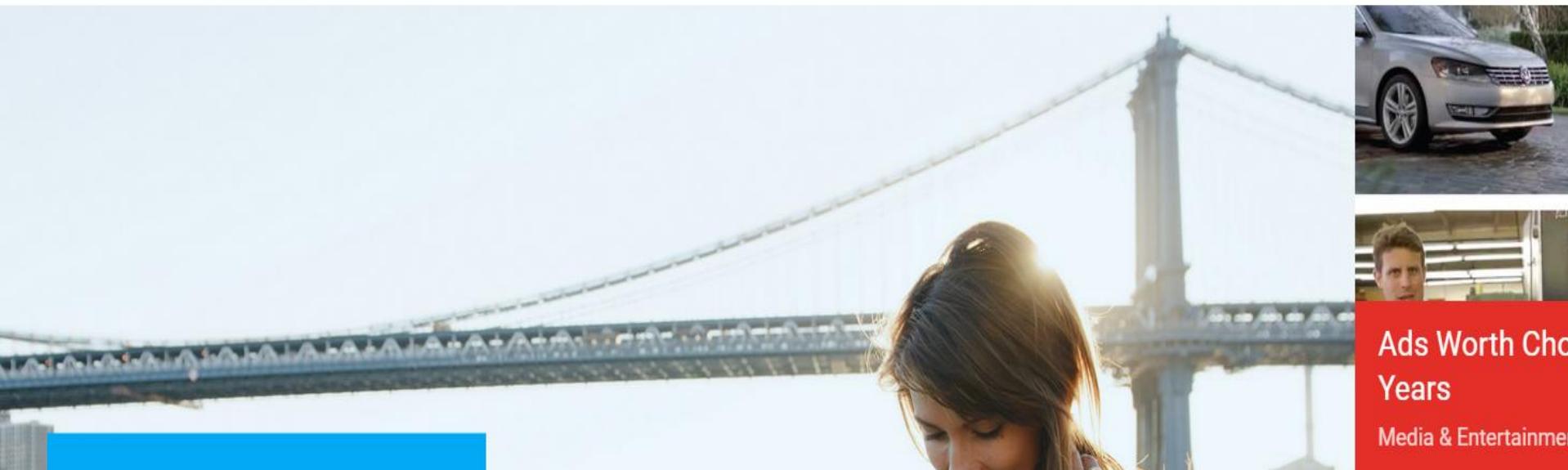
The Ultimate Case Study Creation Kit



Guest Content - The Conversion Marketer's Guide to Landing Page Copywriting  
Ebook



Design It Yourself: The Marketer's Crash Course in Visual Content Creation  
Ebook



Ads Worth  
Choosing  
For Years

Media & Entertainment

# Think With Google

Advertising • Mobile

As location searches grow, are you  
there in the moments that matter?



Proving Markets  
Right

Advertising



**Why:**

The Game has Changed Customers Own the Buying Cycle

**How:**

Having Data Strategies and Data Purpose

**Key Take Away:**

Knowing The Journey of The Customer is No Longer a

**When**

**Yesterday**

# Questions, Comments

## Lets Continue the Conversation!

Twitter: @denmark98

Hashtag: #sitecoresummer