



Harnessing the Power of Marketing Automation

Success with Salesforce Marketing Cloud

Project Overview


The client recognized the potential benefits of marketing automation in enhancing communication and engagement with their customers, and sought to establish a system that would facilitate this. Our team helped them set up and utilize Salesforce Marketing Cloud to deliver automated and personalized messages to their customers.

By segmenting their customer list based on interests and preferences, we were able to ensure that messages were delivered more effectively. The content builder and email studio features of Salesforce Marketing Cloud were used to create the emails, while journeys and automation studio features were used to send them out. Consequently, the client improved customer engagement and increased conversion rates.

Client Profile

US-based company that operates in the personal care, healthcare, and consumer products industries. Their products are designed to meet the everyday needs of people in various settings, such as home, work, and travel.

Business Challenges

- ◊ Ineffective communication of product/service information to customers
 - ◊ Excessive time and high financial investments for email marketing
 - ◊ Low marketing ROI
 - ◊ Lack of knowledge to track and assess campaign performance
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Business Requirement


- ◊ Automate emails
- ◊ Create responsive email design for optimal display on all devices
- ◊ Customize emails based on individual customer interests and preferences
- ◊ Create landing pages and web forms for customer information capture
- ◊ Email list segmentation based on specific criteria for targeted messaging
- ◊ Compliance with anti-spam laws and regulations
- ◊ Analysis of email campaign performance and implementation of improvements

Solution

Our Salesforce architects analyzed the company's marketing requirements and existing strategies to create a plan for implementing a robust marketing automation system.

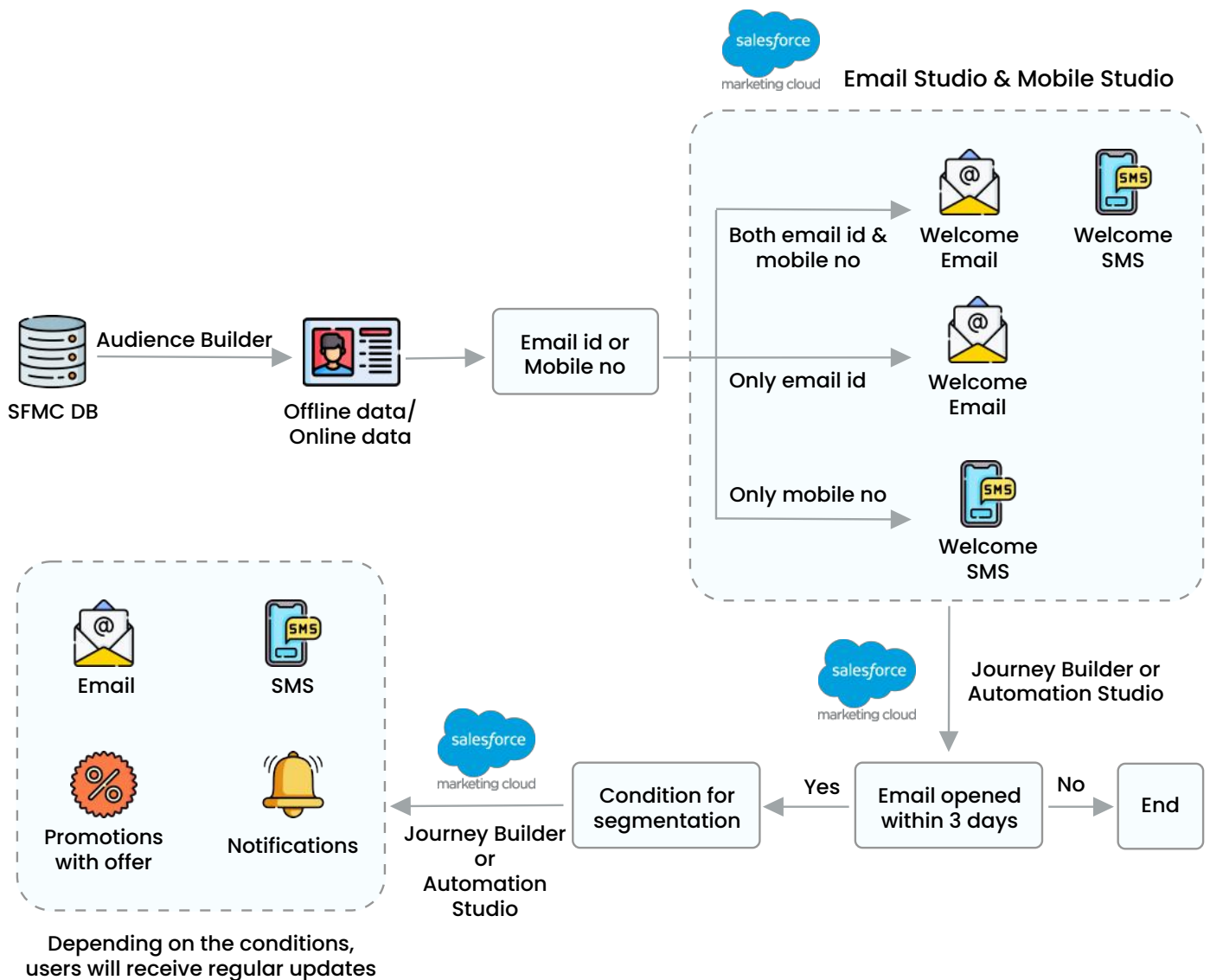
Our development team utilized Salesforce Marketing Cloud's email studio and web studio modules to create email templates and web pages. The HTML-based email templates were designed with reusability in mind, allowing the client's team to save time and effort by using them for upcoming campaigns.

We utilized the journey builder module to create customized user journeys based on individual interests and preferences. By automating these journeys, the client was able to deliver targeted messages to the appropriate users at the right time.



We configured the tables/databases in Salesforce Marketing Cloud to track contacts who viewed, clicked, and filled out web forms. This enabled the client to monitor campaign and message performance, and leverage this data for retargeting and campaign analysis. As a result, retargeting of existing contacts was improved, leading to increased product sales.

Our team also assisted the client in converting contacts to qualified leads and integrating them into the Salesforce Sales Cloud platform. We closely monitored message quality, journey performance, and database performance during the implementation and post-implementation phases, ensuring that the client derived the maximum benefit from their marketing automation system.



Business Benefits

- ◊ The client saw an increase in revenue from product sales and services after implementing the marketing automation system.
- ◊ There were increased interactions with customers and reduction in the number of complaints received.
- ◊ There was significant improvement in campaign performance.
- ◊ The marketing automation system facilitated scalable content marketing for the client.
- ◊ Reusable email templates resulted in time and effort savings for future campaigns.
- ◊ Contacting customers with personalized and relevant messages helped improve their trust in the client's brand.
- ◊ The client was able to qualify a larger number of customers within a shorter time frame.
- ◊ They were able to easily track and analyze campaign performance, enabling them to improve their future engagement strategies.

Technologies Used

- ◊ Salesforce Marketing Cloud
 - ◊ SFMC Datorama
 - ◊ HTML/CSS
 - ◊ JavaScript
 - ◊ SQL
 - ◊ AMPscript
 - ◊ Litmus
 - ◊ Email on Acid
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