



How can **Salesforce enable
manufactures to improve
their conversions?**



WHITEPAPER

A good product is not enough to generate sales. Today's customer is highly discriminating. They also face information overload, with too many products chasing a limited number of customers.

The onus is on enterprises to market their products and prod the customer toward conversion. Marketers need to narrow the gap between the "awareness" stages, and the "purchase and advocacy" stages, and thereby convert the lead. A good CRM suite is indispensable for the purpose, and Salesforce CRM ranks at the very top of the list. Manufacturers usually sell their products to wholesalers, resellers, and corporate buyers, and as hence, the CRM suite needs to cater to the B2B space.

Here are top challenges that manufacturers experience in their marketing efforts and effective ways for them to optimize their lead conversion efforts.

CHALLENGE #1: Understand the Customer

The basic requirement of lead conversion, in any situation, is to understand the customer. Marketers need to understand what attracts the customers, what their are preferences, what their purchase budget is, their value systems, and other factors, to connect with them effectively, and convince them to buy the product. Success on these fronts results in lesser number of leads lost along the way.

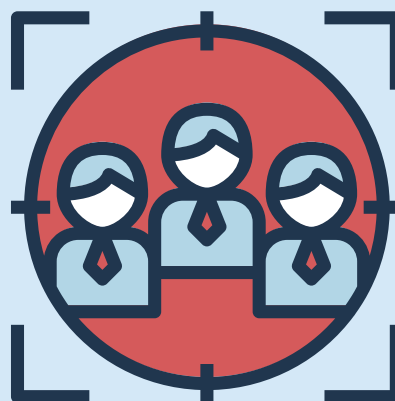
TECH TIP #1

Make use of the slew of integrators on offer, allowing the marketer to deliver a consistent and seamless experience across different channels.

Consider the case of an enterprise where the marketing team uses HubSpot Marketing Software, the sales team uses Salesforce, and the customer service team uses Zendesk. Salesforce integrators allow seamless integration of HubSpot Marketing and Zendesk with Salesforce, creating a transparent data funnel through which the marketing, sales, and customer service teams gain a 360° view of every customer. The spin-off bonus is improved customer service.

A CRM suite is essential to understand customers in a comprehensive way. A unified depository for all customer related data is also essential for a comprehensive view of the customer.

Salesforce CRM is one of the best and time-tested CRM suites in the market, enabling marketers to gain comprehensive and unified insights on their prospects and customers.



TECH TIP #2

Apply advanced analytics, integrated with the CRM, to get real-time and relevant information regarding the customer.

CHALLENGE #2

Apply Personalization and Customization

Personalization and customization are now the Holy Grail of marketing, cutting across sectors. Marketers apply targeted incentives, custom pricing, and various other interventions, to engage with the customer on an individual rather than generic basis.

Incentives are a time-tested way to gain customers. Evidence suggests that sites using targeted onsite coupons have **increased conversions by 18%** and have increased sales as high as 19%.

Various businesses, ranging from hotels and

airlines, to movie theaters have adopted custom pricing to woo customers. Custom pricing allows matching demand with supply and positioning the product to stand out from the competition. Custom pricing is even more relevant in the B2B space, where price-based negotiations are always the norm.

The transparent and centralized CRM offered by Salesforce enables deep personalization and customization. Salesforce CRM enables the marketer to create personalized, one-on-one journey for the customer, from awareness to

TECH TIP #1

Use Salesforce CRM to segment prospects and personalize the message.

Some of the personalization possibilities offered by Salesforce CRM include

- Co-opting name into general email sent to the customer.
- Offering suggestions based on search history.
- Adopting custom templates. The easy integration with Mail Chimp brings to the table beautiful templates, and the ability to send personalized email to up to 2,000 subscribers on their free plan.



TECH TIP #2

Automate: Salesforce offers a slew of automated options, including the ability to set up automated pricing for different customers, and running targeted email campaigns.

CHALLENGE # 3:

Focus on the Right Engagement Strategies

It is not enough to do the right things. It is essential to avoid mistakes as well. Some of the common pitfalls include directing the marketing focus to the wrong place, using the wrong methods to engage with customers, not understanding the customers properly, and more.

TECH TIP #1

Apply predictive analytics to identify the areas requiring maximum attention.

TECH TIP #3

Leverage automated lead qualification methods, to identify the best leads ripe for conversion, and requiring that extra push.

Salesforce co-opts the latest cutting-edge technology into its CRM, allowing marketers to get their engagement strategies right.

TECH TIP #2

Adopt smart analytics to identify the right time and place to engage with each potential customer.



CHALLENGE #4:

Get the Content Marketing Strategies Right

Marketing in today's highly competitive environment is not just about selling to the customer, but more about helping the customer solve their problems.

Today's skeptical and more empowered buyers usually compare prices and specs before deciding to buy a product, and this is more so in the case of B2B sales, where the buyer may look at the best value on offer from different competing manufacturers. Content marketing has a critical role in educating and informing the customers. White papers, videos,

infographics, and other content are critical in clarifying where the product fits in the customer's value chain, and how it will benefit them. Research by Nielsen reveals that **expert content is 38% more effective** compared to content that is simply branded, to convert the customer. Forrester Research estimates that the average customer engages with 11.4 pieces of content before making a purchase.

Salesforce allows marketers to deliver highly informative and relevant content, to empower the customer.

TECH TIP #1

Use the up-to-date information available in Salesforce CRM to publish the latest and most relevant information, and avoid mistakes.

TECH TIP #2

Create compelling "call to action" based on accurate insights, after understanding the customer's needs.



TECH TIP #3

Leverage the analytical tools to gain insights on the content most likely to be effective, the best time to engage, and so on.

CHALLENGE # 5: Getting the Social Strategy Right

A big fallacy in the B2B space is ignoring what is being said about the company in the social space or missing out on social media initiated conversations.

TECH TIP #1

Salesforce for Twitter and Facebook collates all Twitter and Facebook messages relevant to the business into one inbox, offering marketers convenience, and also ensuring they never miss a customer initiated engagement.

TECH TIP #2

Apply marketing automation to deliver automated responses for generic queries.

Salesforce enables effective tracking of customers through their social profile, to understand what they are talking about the company. Such insight is especially useful when meeting or engaging with a customer.



CHALLENGE # 6: Give Customer Service its Due

Many markets make the mistake of considering the customer making the purchase as the end of the process. Accenture estimates 52% of consumers have switched providers due to poor customer service. In the US, the estimated total of lost revenue due to poor customer service is \$1.6 trillion. A root cause for such

poor customer service is inadequate data in the CRM. Access to the service cloud allows the customer support team to engage in an informed way.

The Salesforce Service Cloud is an integrated customer service platform.

TECH TIP #1

Institute a system where the executive engaging with the customer has access to all customer engagement touch points, such as phone, email, social media channels, and connected devices.

TECH TIP #2

Make sure customer support team tracks outstanding customer issues and preempts issues from falling through the cracks.



Happy customers are the key source of repeat orders and referrals and can be the
biggest trigger or catalyst for the next conversion.

Reference:

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