



Salesforce Marketing Cloud **and how it benefits businesses**



EXECUTIVE SUMMARY

Successful marketing requires improvising and meeting emerging challenges head-on. Salesforce Marketing Cloud enables marketers to live up to the challenge.

Salesforce Marketing Cloud enables marketers to overcome challenges related to engaging customers on their terms. Find out how.

Is @Salesforce #Marketing #Cloud a magic-bullet which enables marketers to overcome pressing challenges and facilitate customers? Read on.

Salesforce Marketing Cloud offers a win-win solution to marketers and customers alike. It helps marketers overcome pressing challenges while enabling deep personalization. Find out how.

WHITEPAPER

The Salesforce Marketing Cloud, part of the Salesforce Customer Success Platform, offers an integrated and comprehensive platform for marketers, for all their engagement and communication initiatives. The platform enables marketers to deliver highly relevant and personalized campaigns cutting across channels and devices, overcoming all the pressing challenges easily. The success of the platform may be gauged by its widespread acceptance. Salesforce revenues from the marketing cloud increased almost three-fold, from \$505.3 million in 2015[I] to \$1349.9 in 2018, till date. This is in sync with Wikibon's prediction of enterprise cloud spending to grow a 16% CAGR[II] between 2016 and 2026.

CHALLENGE #1: UNDERSTANDING THE CUSTOMER

In today's highly competitive business environment, sending out mass random emails, in the hope someone will respond, is an exercise in futility. Successful marketers seek out certain behaviors from customers and roll out specific responses to such cues. For instance, the engagement strategy when reaching out to a customer who abandoned a cart should be markedly different from trying to entice a new customer to buy a product.

Listening to the customers enables marketers to understand them, and predict what they are likely to do in any given situation. Marketers may use such information to create and deliver



highly personalized customer interactions, to increase the odds of them responding positively to any marketing overtures.

SOLUTION:

The Salesforce Marketing Cloud offers various tools and resources to enable marketers to understand the customer and guide individual journeys. The platform enables marketers to:

- ❖ Obtain a 360-degree view of each customer.
- ❖ Build a single and comprehensive view of each consumer, facilitating a customer-centric approach and driving one-to-one journeys.
- ❖ Listen to how customers behave, how they make their purchases, or how they react to specific situations, to deliver timely and highly relevant overtures.
- ❖ Assess the customer's buying and behavioral history to predict future actions. Past action is a good indicator for future possibilities. For instance, if the customer always buys an item on sale, triggering a promotional offer may be worthwhile. However, if the customer constructs such messages as spam, sending such messages could risk an unsubscribe.

Integration of the Marketing Cloud with the CRM offers deep insights, based on which marketers may power a customized journey for each customer.

CHALLENGE # 2: GAINING CUSTOMER ATTENTION

Today's customers are not just highly aware, but also pampered, and spoiled for choices. Customers engage with marketers through their favorite channel, and demand a consistent experience across any such channel. Marketers rarely get a second chance, and even the first change is fleeting.

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SOLUTION:

Salesforce Marketing Cloud facilitates easy engagement with customers on their terms. Integrating the marketing cloud with the CRM allows marketers to:

- ❖ Engage with customers using the channel of their choice. The marketer may alternate seamlessly between email, web, social media, and mobile, and offer a consistent experience through any of these touch points.
- ❖ Use the Marketing Cloud Journey Builder to leverage data analytics and manage the customer lifecycle proactively across different channels.
- ❖ Rank customers segments based on behavioral cues, prioritize the likeliest consumers to engage and indulge in predictive recommendations, all done automatically and unobtrusively in the background.
- ❖ Adjust the customers' lifecycle path, depending on their present and predicted behavior.

When the Marketing Cloud is integrated with the CRM, marketers may create highly personalized and relevant content at scale, to deliver powerful and personalized one-to-one communications, which move the customer along in their unique journey.

CHALLENGE #3: SHAPING CUSTOMER EXPERIENCES

Today's marketers have no option but to be proactive. Rarely do customers go seeking marketers. Smart marketers not only understand the customer, but also take the initiative to shape customer experiences according to their preferences, and strive for a win-win approach.

The importance of predictive analytics cannot be understated in such a scheme of things. Marketers have to find a powerful and invaluable tool to shape customer experience.

Continuous integration and continuous delivery (CICD) by DevOps (Operations and Development) is a major driver of this efficiency in IT. This collaboration of developers with IT and the enabling of automated tools has brought about a



revolution in the way businesses operate. A digital culture that encourages innovation and continuous improvement has given way to faster and better operating cycles and processes. Here are a few ways in which Operations can be improved by Digital Transformation:

SOLUTION:

Using the Salesforce Marketing Cloud, marketers may:

- ❖ Integrate all touchpoints and experiences, cutting across marketing, advertising, sales, service, app, and other channels, to get comprehensive insights about customer preferences.
- ❖ Harness customer data from every possible source, including browsing behavior data, and purchase history, and more, to personalize the engagement based on what customers prefer.
- ❖ Aggregate and unify customer-related data to connect discrete interactions across channels, to offer a consistent experience for customers, based on their terms and preferences, in real time.
- ❖ Launch cross-channel marketing strategies across digital and real-world experiences. A customer journey includes all touch points and impressions, including the interactions customers have with the employees, the experiences they gain when visiting the website or an app, the experiences with the products, and more.
- ❖ Induce customers on journeys based on real-time events such as purchases, mobile app downloads, or closed service cases.

When the CRM is equipped with the marketing cloud, the enterprise gets the capability to engage with customers proactively, and remain in control of the customer's journey.

CHALLENGE #4: DELIVER EFFECTIVE COMMUNICATION

Bland communication is useless in today's age of information overload. Getting a customer to open and read a message is hard enough. Any customer would invariably be inundated with literally thousands of marketing messages to pay attention or act on any one message. Marketers need to consider the "health" of the customer when delivering content, to ensure the content strikes a chord and the customer does the required call-to-action.



SOLUTION:

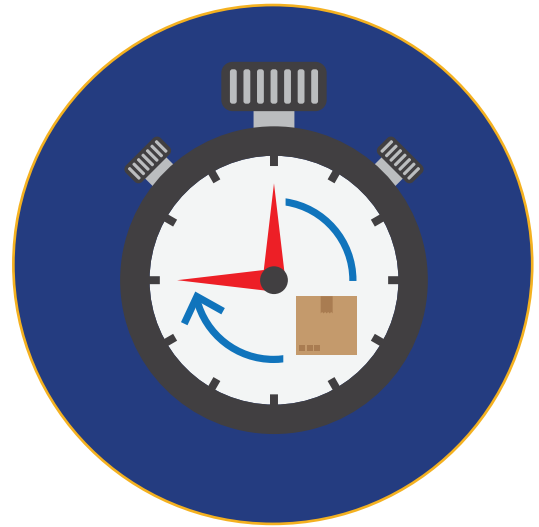
Salesforce Marketing Cloud allows marketers to construct messages depending on the satisfaction level and other circumstances surrounding each customer. The Marketing Cloud:

- ❖ Captures various cues and signals to decipher the customer's mood and preferences, and tailor the engagement accordingly.
- ❖ Adapt and improvise marketing activities in real-time. For instance, sending a marketing message to a customer arguing with customer service is a waste of time, and could even be counter-productive.
- ❖ The tool suspends marketing activities until the difficult issue is resolved, and then prompts a follow-up message to gauge the satisfaction level, along with any offer or other messages.

The presence of the Marketing Cloud makes the CRM intelligent enough to understand customer's moods, and deliver timely and highly relevant interventions.

CHALLENGE #5: THE NEED FOR SPEED

It is not enough for marketers to simply make a move, in today's highly competitive age. They need to move fast. Today's world is extremely fast-paced and the business environment is fluid. Customer preferences keep on changing by the day, based on the various influences he or she is subjected to, over time.



SOLUTION:

- ◆ Offers ready-made and pre-built templates, to execute campaigns on the fly.
- ◆ Facilitates a streamlined messaging flow, to create and execute cross-channel campaigns easily.
- ◆ Offers web-based data and functionality, allowing access to the relevant data and tools on the fly, anytime, anywhere. The marketer need not be hampered by the suite being installed or activated on their devices.

The Marketing Cloud infuses the CRM with the much-needed speed and ease of operations. The “Voice of the Customer” survey by Confirmit[III] reveals that the Salesforce Marketing Cloud has enabled +46% faster campaign deployment and an increase of +43% in marketing ROI, compared to other channels.

CONCLUSION

The Marketing Cloud also facilitates closely aligned teams. Product-aligned teams are able to shift money and resources 90% faster[IV], resulting in faster workflows and speedier execution of deliverables.

The Marketing Cloud is a powerful arsenal in the marketer's armory. It allows the marketer to work with greater insights and infuses the CRM with greater precision. It analyses the strengths and flaws of the marketing process, uses the insights to optimize existing methods in real time, and enables marketers to launch highly relevant strategies.

Several businesses, ranging from big names such as GE, Sony, News Corp Australia and HauteLook, to innumerable small-and-medium businesses have already deployed the Salesforce Marketing Cloud to good effect, to delight customers and increase ROI.

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