

SALESFORCE MARKETING CLOUD

March 2019

DIGITAL MARKETING BY SALESFORCE



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



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CASE STUDIES



JAN MALÝ

Salesforce Practice Lead Czech Republic

VSE graduate 😊

15+ years of technology and business consulting

2 years spent in Australia on management consulting projects for financial services

2 years as sales director in Leaseplan

Focus on financial institutions, leasing, automotive, retail & CPG

#snowboarding #ViaFerrata #yachting #photography #dogFrankie



LEA HARMADY

Salesforce Marketing Cloud manager

Graphic design & CAD/CAM programming

8 years within IT industry with focus on Digital marketing & CRM

4 years experienced on Salesforce Marketing cloud implementations

2+ years working for Ebay Onsite Operations team for European market

2+ years leading global implementation of Marketing cloud

Functional area of E-commerce & Retail, Financial Services, Health & Life sciences

#japan #movies #embroidery #comics

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CASE STUDIES

We help clients
enable their strategic
**MARKETING
PRIORITIES**



Salesforce Marketing GLOBAL PRACTICE



Salesforce expertise and leadership

Accenture is recognized as the
Salesforce leader
(by analysts, Forrester, IDC and /HfS)

Global reach and delivery

Global SF Delivery centers delivered
50+ SFMC projects to date

#1 salesforce partnership

#1 Salesforce Alliance Partner
Global strategic implementation
partner

Multi-Channel Campaign Management Implementations

- B2C & B2B
- Customer Experience
- Social Listening
- Publishing and Advertising and DMP

Innovation and thought leadership

SaaS Delivery Toolkit
Global Deployment Toolkit
SFMC Migration Utility

Salesforce Marketing CZECH PRACTICE



Global implementations

Marketing cloud deployments on a global scale

Salesforce and internal workshops

Variety of SF Partner education programs and internal workshops

Certified and skilled team

10+ SFMC Professionals

THE MOST COMPLETE CRM IN A SINGLE PLATFORM



Intelligent Customer Success Platform

SALESFORCE & FS CLIENTS



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CUSTOMER EXPERIENCE IMPERATIVE



Connected

Deliver one experience across Sales, Service, Marketing, Commerce and Apps



Personalized

Tailor experiences based on the preferences and behaviors of each customer



Real-Time

Respond to customers in the moment they need and want

67% of consumers and 64% of businesses state they will switch if brands don't recognize them and anticipate their needs¹

THE CUSTOMER EXPERIENCE GAP

77%

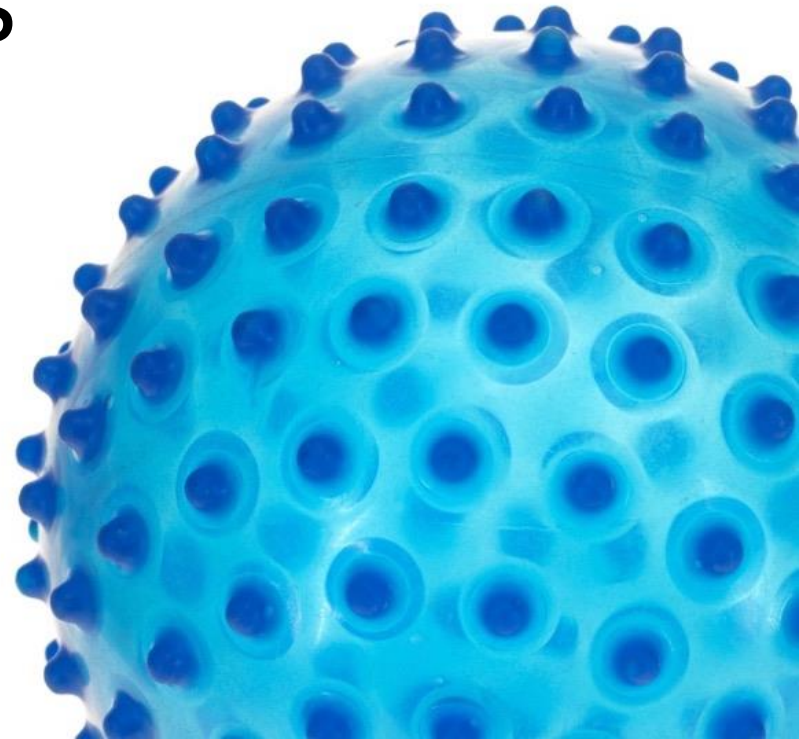
of customers are not
engaged with companies

Personalization

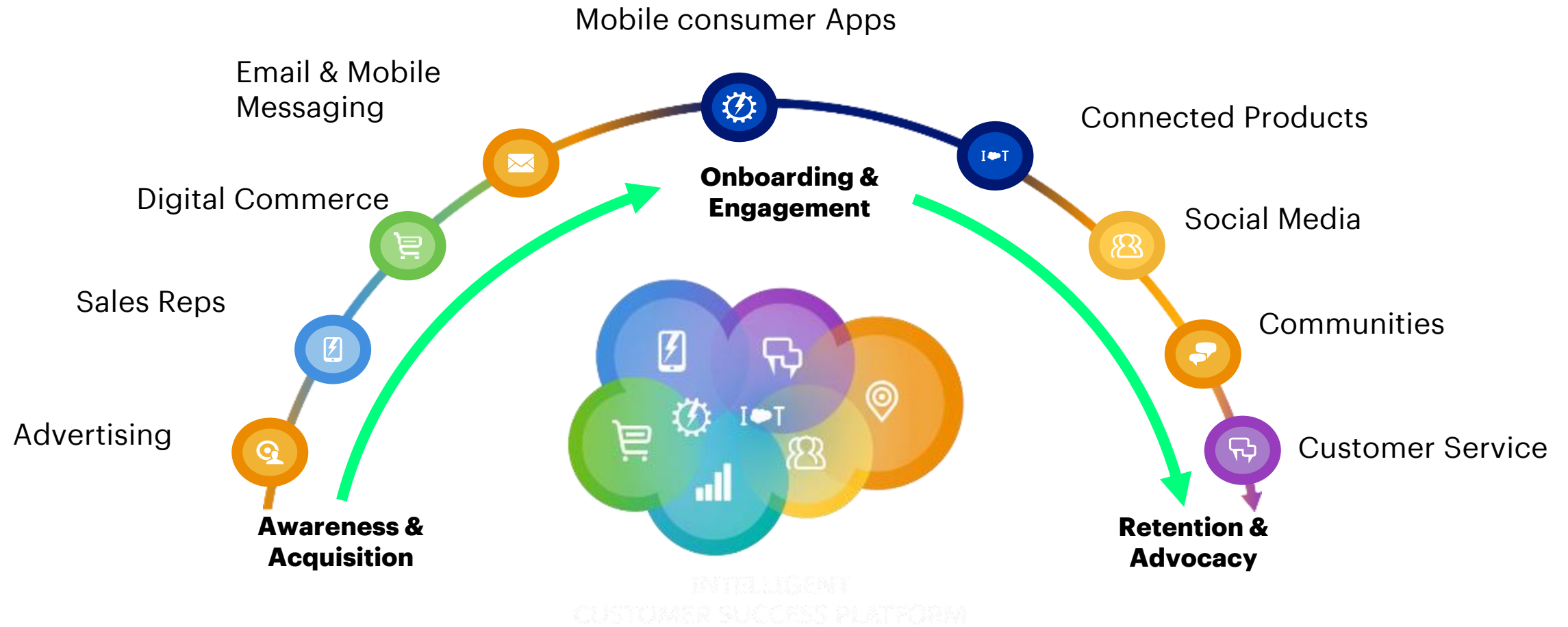
**Trusted
Relationships**

Seamless Experiences

**Inherently
Mobile**



DIGITAL MARKETING USING SALESFORCE



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WHY SALESFORCE MARKETING CLOUD



COMPLEX

Solutions for B2B & B2C



PERSONALIZED

Intelligent Marketing with AI
1 to 1 journeys



TRUSTED

real-time information
on system performance
trust.marketingcloud.com



CUSTOMER 360°

Most Complete CRM
in a Single Platform

COMPONENTS OF MARKETING CLOUD



Email Studio

Email Marketing Platform



Journey Builder

Cross Channel Consumer Engagement



Mobile Studio

Mobile Messaging



Content Builder

Content Creation & Management Platform



Advertising Studio

Audience & Campaign Management



Audience Builder

Advanced Segmentation & Retargeting Platform



Social Studio

Social Media Marketing



EMAIL STUDIO



EMAIL STUDIO

SEND PERSONALIZED EMAILS THAT DELIVER RESULTS

Rapid campaign execution

Use powerful tools to build great emails quickly

Smarter email messages

Leverage machine learning in each email to create 1-to-1 journeys

Mobile-first emails

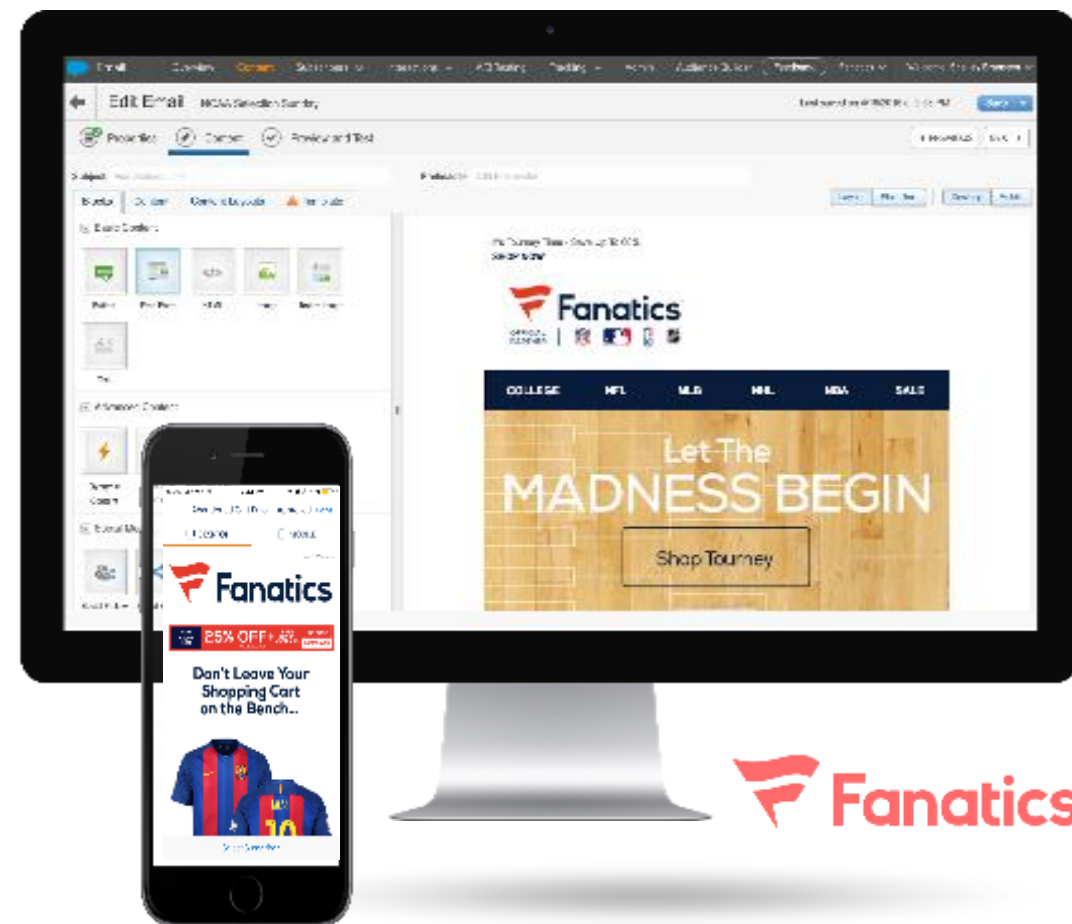
Build emails that look great on every device

Built to scale

Send millions of messages in minutes and collaborate across the organization

38x

return for every dollar spent on email marketing
VentureBeat Survey



CONTENT BUILDER





CONTENT BUILDER

CREATE & MANAGE ALL CONTENT IN A SINGLE LOCATION

Design & Build Content

Create new and intelligent content to be used for campaigns and can be accessed across channels

Manage Content & Assets

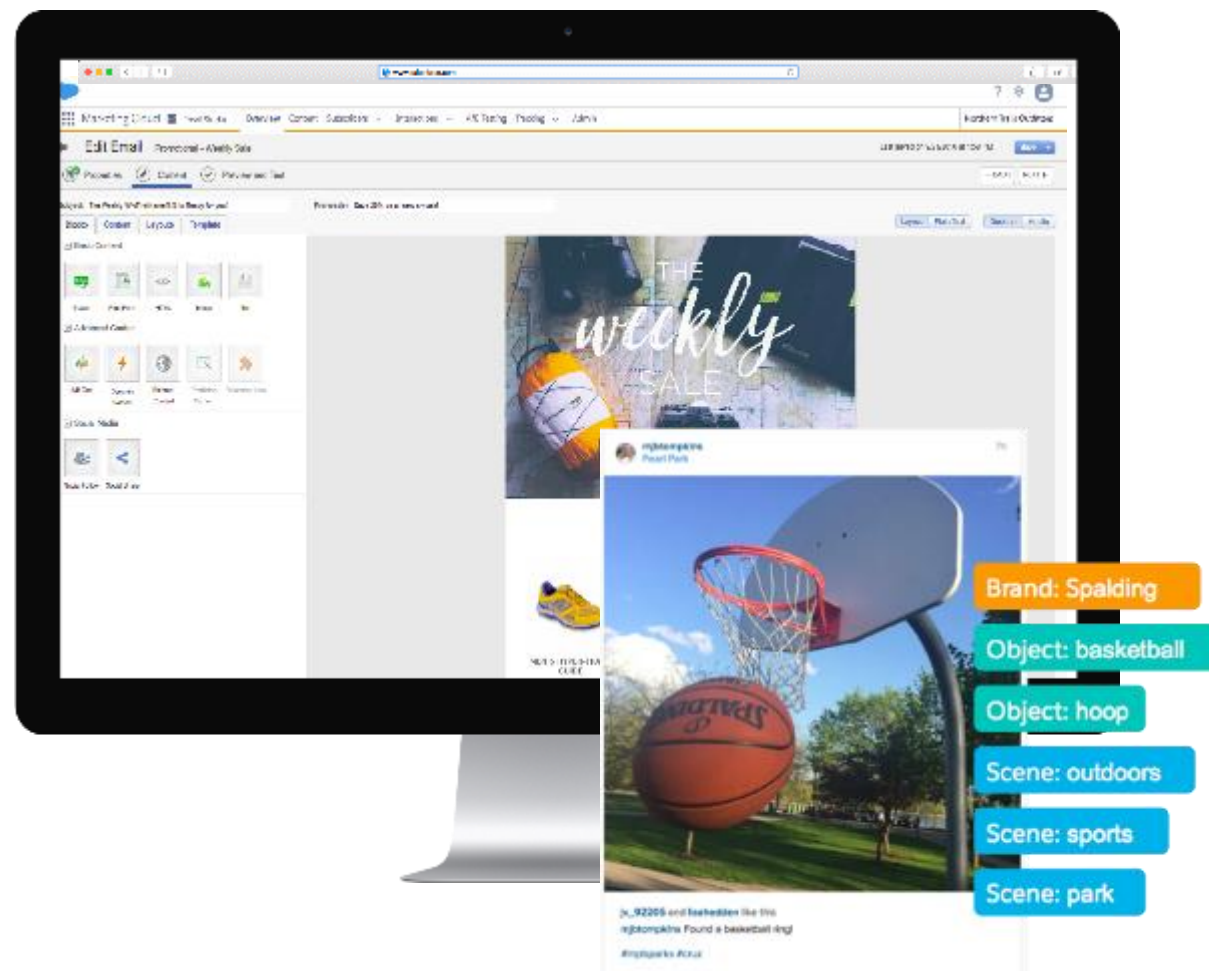
Consolidate images, documents and other content in a single location

Drag & Drop Interface

Easily move content from location to another using the drag & drop feature

Advanced Search & Tagging

Enrich content by easily searching and tagging effective content from different channels



MOBILE
STUDIO





MOBILE STUDIO

SEND SMS, PUSH AND GROUP MESSAGES IN REAL-TIME

Cross-channel Messages

Send SMS, MMS, push, and chat app messages alongside other channels like email and social

Time-sensitive Interactions

Deliver personalized reminders and alerts

Mobile App Engagement

Drive app adoption and keep your brand top of mind

Location-based Push Marketing

Target on-the-go customers with geo-fences and beacons

90% of all SMS is read within 3 minutes
Conversational Advertising



LIFETIME
FITNESS

CONTACT BUILDER



Contacts

What is Contact Builder?

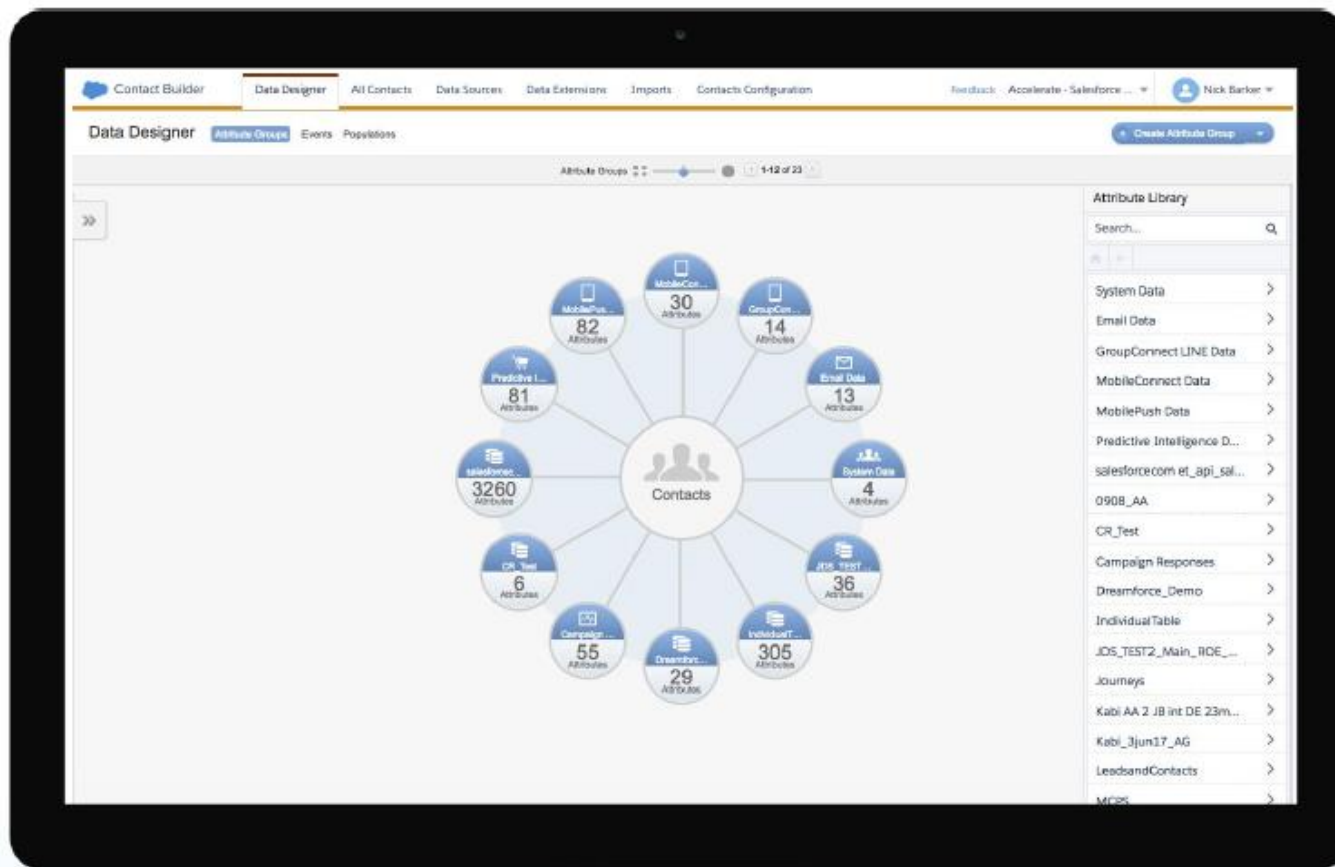


Contacts Framework

The Contact Framework refers to the underlying data structure where demographics and behavioral activity about people are stored.

Contact Builder

Contact Builder is the UI portal to the framework to organize this information into a single view of the customer.



AUTOMATION **STUDIO**



JOURNEY BUILDER

BUILD 1-1 CUSTOMER JOURNEYS

Listen For Customer Cues

Meet the customer where they are in their journey by anticipating – and reacting to – events in real time

Connect The Entire Experience

Connect marketing, sales, and service to onboard, engage, re-engage, sell and support

Automate Interactions

Build it once, then offer a unique customer journey for every individual, at massive scale

Analyze To Offer The Best Experience

Remain agile in your marketing by understanding what's working and what's not, and pivot easily

73% of high-performing marketers say journeys positively increase customer engagement
Salesforce State Of Marketing



SOCIAL
STUDIO





SOCIAL STUDIO

LISTEN, PUBLISH, AND ENGAGE TO CREATE CUSTOMER ADVOCATES

Complete Social Marketing Platform

Powerful platform for social listening, analytics, publishing, and engagement.

Connected Social

Connect social to marketing, service and sales and trigger 1-to-1 journeys based on social insights

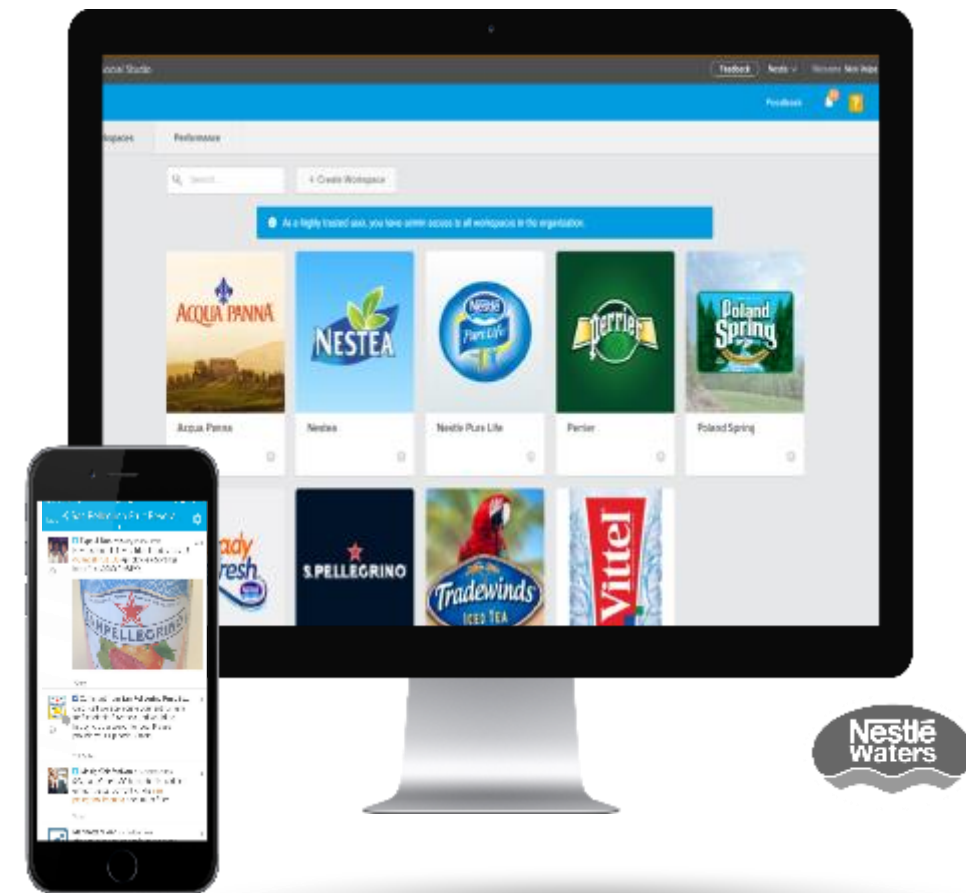
Mobile-first Social

Manage social campaigns on the go with the social studio mobile app

Create Alignment With Command Center

Display and analyze all of your digital interactions across email, social, customer care, and more.

67% of consumers have used a company's social media page for customer support
J.D. Power and Associates 2013 Social Media Benchmark Study



ADVERTISING STUDIO





ADVERTISING STUDIO

USE CRM TO POWER 1-1 ADVERTISING

Driven From Customer Data

Securely use your customer data to drive all your google, facebook and display advertising at scale

Connected To The Journey

Use journey builder to connect your advertising to the rest of your marketing, sales and customer service

Integrated Lead Generation

Drive powerful lead generation campaigns across facebook's network and automate leads directly into salesforce

Bring CRM To Adtech

Connect CRM and salesforce DMP and other ad tech partners to reach customers in display

47% Higher engagement for advertising powered by CRM

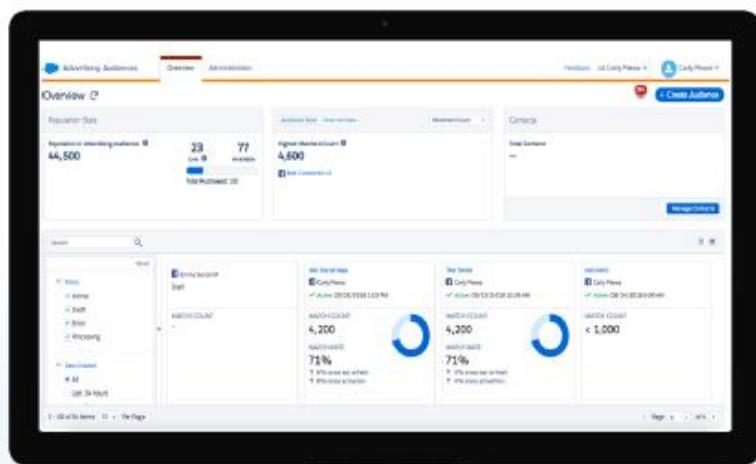


Advertising Studio

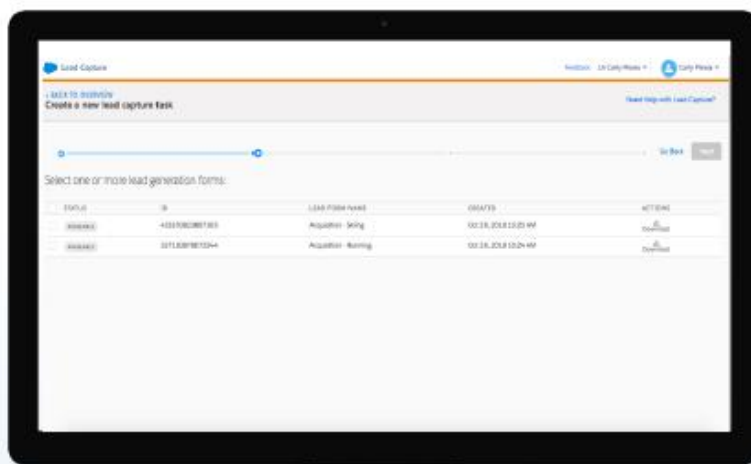
An Overview



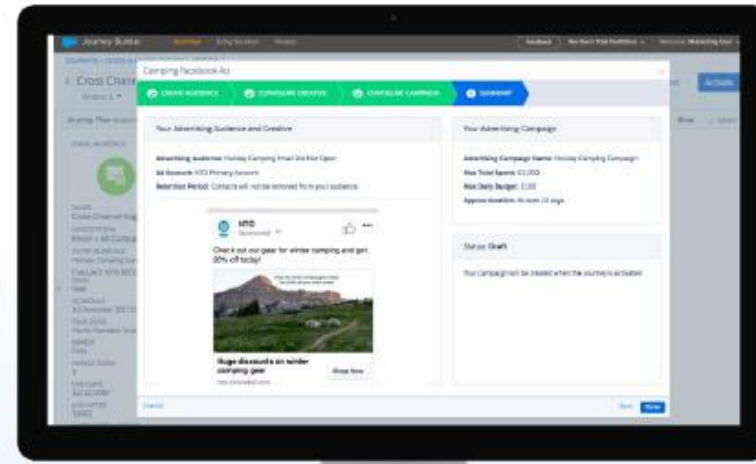
Advertising Audiences



Lead Capture



Journey Builder Ads



STRENGTHS

Salesforce Marketing Cloud is an automated marketing system for the enterprise, delivered via cloud for lower cost and faster deployment

Consolidate and Manage

Consolidate and manage critical aspects of customers in a central place to create unforgettable 1-to-1 journeys that are tailored to each customer.

Automate and Scale

Automate marketing to scale capabilities and reach customers with relevant messaging through personalized email marketing, mobile messaging, social marketing, managing ad campaigns, predicting the right content on the web, and creating cross-channel journeys.

Leverage Data Analytics

Marketing cloud utilizes data analytics to manage customer relationships and understand the impact instantly of marketing campaigns.

Artificial Intelligence

Automation and Einstein Assists the segmentation process to ensure marketing campaigns operate efficiently, ensuring meaningful interactions with customers, reducing operational inefficiencies and driving superior omni-channel marketing.

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GLOBAL AUTOMOTIVE CLIENT

CONSOLIDATE TWO BRANDS TO A SINGLE INSTANCE

Multi-channel journeys created for each brand as a baseline for the agencies to use.

Including **direct mail integrations** and **multiple data extensions** to leverage the personalization data.

Make data accessible directly to Marketing cloud and **remove manual lists imports** done by the agencies.

Functionality Deployed

Journey Builder

Campaign Management

Marketing Cloud Connect (Service cloud)



MAJOR PHARMACEUTICAL COMPANY

SFMC IMPLEMENTATION ACROSS 14 BRANDS

Standardized the email campaign lifecycle across specialty brands to provide accountability to all parties through campaign concept design-build-test-deploy and **improved deliverability**.

Supported **deployment of email campaign(s) 3 days after product approval**

Automated Welcome Campaign for all newly opted in customers that requires **no future involvement from marketing team**.

Functionality Deployed

Email Application

Journey Builder

Audience Builder



SPANISH BANKING GROUP

DIGITAL BANKING PLATFORM TRANSFORMATION

Client decided to launch the **digital transformation** initiative aims to make the bank where industrialization of the implementation of proactive and **reactive campaigns (event-based client)** on a new platform of digital marketing, Salesforce Marketing Cloud.

Functionality Deployed

Automation Studio

Journey Builder

Audience Builder

Channel integration

MULTINATIONAL ELECTRONICS COMPANY

SCALABLE CLOUD PAGES FOR EVENT DATA CAPTURES

Implement analytics on website to track customer behavior for predictive intelligence and cloud pages on website for **capturing customer opt-in preferences** and integrating across salesforce orgs

Harmonize the voice of the company across all channels & **decrease cost** of ownership using one Salesforce platform

Functionality Deployed

Social studio

Journey Builder

Predictive Intelligence



RETAIL COMPANY

CAMPAIGNS BASED ON CONSUMERS BEHAVIORAL DATA

Implementation of **email campaigns based on consumers behavioral data** with the aim **to improve customer's engagement.**

Real-time dialogue marketing services to engage consumers in e-mail, SMS and social channels.

Automated Welcome Campaign with completely dynamic personalized emails.

Functionality Deployed

Social studio

Journey Builder

Email studio



VISIT OUR OTHER GUEST LECTURES THIS SEMESTER

DEVOPS

- 4.4.2019, 12:45
- -> TOMORROW
- RB 213
- 4IT421

JOURNEY TO CLOUD

- 11.4.2019, 9:15
- SB 228
- 4IT528

THE ROLE OF INTELLIGENT AUTOMATION IN TODAY'S SOCIETY

- 12.4.2019, 12:45
- SB 240
- 4SA331

ROBOTICS AND ARTIFICIAL INTELLIGENCE

- 30.4.2019, 9:15
- SB 412
- 4IZ231

THANK YOU