TRAILBLAZERS OF EMAIL ANTHOLOGY
The Legendary Feats of an Email Marketing Hero
DEDICATED TO THE
TRAILBLAZERS OF EMAIL

Heroes who bring together things that belong together, making perfect matches.
TABLE OF CONTENTS

FOREWORD:
The Legend Begins ............................................................................................................. 3

CHAPTER 1:
Birth of an Email Legend ................................................................................................. 4
Send Email of Mythic Proportions .................................................................................... 6

CHAPTER 2:
The Buried Treasure of Advertisers’ Cove ....................................................................... 8
Tap into the Treasure ......................................................................................................... 10

CHAPTER 3:
Taming the Data Tornado ................................................................................................. 12
Sweep Customers, New and Old, off Their Feet ................................................................ 14

CHAPTER 4:
The Ballad of Manual Market .......................................................................................... 16
Let Your Message Shout from the Mountaintop ................................................................. 18

CHAPTER 5:
The Forging of the Infinite Paths ..................................................................................... 20
Clear the Way – in More Ways Than You Can Imagine ..................................................... 22

EPILOGUE:
The Story Continues ....................................................................................................... 24
In the early days of digital marketing, email was the new frontier. It took heroic, trailblazing email pioneers to find new ways of matching people with the products and services they loved. Of all these consumer engagement masters, one brave hero stood taller than the rest: the Email Legend.

Today, all email marketers should aspire to be matchmakers, like the Legend. The new standard for digital marketing is to create emotional connections between people and the things that matter to them. And email is still the foundation on which these relationships are built.

The Email Legend is still among us, working harder than ever: a mighty marketing matchmaker inventing new ways to know each consumer, personalize content, and engage at every touchpoint. What’s the source of this hero’s incredible powers?

Determination, brains, bravery – and, as the story goes, they’ve got a secret weapon: the #1 email solution; Salesforce Email Studio.

Here are the stories of this Email Legend.
Our story begins ages ago …

These were dark times for email marketers and their customers: the days of batch and blast – and overflowing inboxes. Folks all over the world were afraid to open up their accounts, wary of the swarm of unwanted messages they’d surely be forced to face. Pointer fingers everywhere were sore from all that clicking “DELETE.”

Until the Email Legend appeared.

Rumors abound about this famed figure’s origins. Some say a child was lost in the wilderness, raised by carrier pigeons, and taught the ways of delivering important messages. Others swear the Legend was delivered into the world through email itself.

What we do know is that the Legend blazed the trail for the industry’s most acclaimed and accomplished marketers. New email innovations over the years have improved subscribers’ experiences and created powerful relationships between brands and consumers. It was our hero who first personalized a message so precisely, readers felt like they’d been sent a note from a dear friend.

Responsive design that adapts magically to the device that opens the email; A/B tests between alternate emails to determine the strongest of the pack; billions of messages sent, reliably, with a single click: The Email Legend started it all.

And this fabled marketer continues on the path of innovation to this day.
It may sound impossible to carry on a conversation with a million people a day, but that’s what email marketers do. Email remains a personal and direct way to communicate. No wonder it’s the marketing channel consumers prefer. It’s also the only one in which the marketer has total control – from content to timing. That makes it well worth the time and investment to make sure the perfect message gets communicated to a precise audience. Email marketers like the Legend use Salesforce to move mountains and shake the trees with data-driven, targeted content.

Salesforce email opens up a new world of possibilities, so users can:

**Show off incredible agility with responsive design.**
Automatically tailor content for different screen sizes, and create fluid designs powered by Content Builder.

**Send with the precision of the noble hawk.**
Salesforce’s email deliverability rate soars past that of other providers because it enforces security policies others don’t. That means your emails will reach your subscriber’s inbox – not the limbo of a spam folder.

**Grow as big as your dreams carry you: There’s room.**
Build email in a highly scalable product, and deliver with confidence whether your audience is hundreds, thousands, or millions. Plus, use email data to determine optimal send times and watch your subscriber list blossom.
COLOSSAL FIGURES

60% of U.S. consumers prefer email for receiving updates and promotions from brands.*

122% is the median ROI of email marketing.**

* MarketingSherpa Consumer Purchase Preference Survey
** Direct Marketing Association and Demand Metrics
Early in the Email Legend’s travels, there came into view an empty cove along the shore. How empty? No tourists, no seagulls or seals – not even a drop of water left in the entire lagoon. So: rather empty.

Upon entering the gulf, our hero found a pair of lonely advertisers, slipping messages into bottles and chucking them out into the sea beyond.

“How do you know who your message is reaching?” asked the Legend.
“We don’t,” one answered.
“We don’t even know if it’s reaching anyone,” said the other. Something had gone wrong here. Our hero decided then and there to get to the bottom of it.

With a brave plunge into the surrounding ocean, the mythic marketer sent up a terrific splash so forceful, the harbor was refilled with falling water. Not too deep under the surface, the Legend found it: a treasure trove of data. Emerging, the Legend hoisted the thousand-pound chest with ease and opened it, spilling a plethora of customer data riches.

“This is yours,” our hero said.
“Wow,” said one advertiser.
“That was there all along?” the other asked.

The Legend gave a chuckle – just as the collective sparkle of years of email data attracted a gaggle of intrigued gulls, curious vacationers, smiling seals, and many more patrons to come. The cove was alive and hopping once more. With a tip of the hat, the Legend was off again.
When it comes to targeted advertising, customer data is priceless – but like the wayward advertisers the Email Legend met, many marketers don’t realize just how much precious data is right under their noses. Consider this: Because of the email marketing your team is already executing, you already know a great deal about your customers – when they open emails, how they interact with your content, what drives them to purchase, or when unsubscribes occur. All this data is yours and only yours. Your subscribers opted in to interact with your brand, so put the data to work in your advertising.

With the customer data generated and retrievable in Salesforce, your marketing team can:

**Rally inactive subscribers.**
Inboxes can get crowded. Your customers might miss your email message, but putting ads in front of the MIA members of your mailing list might just inspire a return to the fold.

**Boldly extend the reach of email campaigns.**
Reinforce your message by showing advertising in multiple channels: It’s known to increase open rate. According to ReturnPath, 22% of your emails are opened on the best day. Get your content in front of that other 78% elsewhere.

**Suppress advertising for email explorers.**
Did someone already open and respond to your email message? Great. Then use the suppression function to make sure customers don’t see the same content all over their favorite social channels and websites.
The marketing team at Rack Room Shoes uses Salesforce to get more consumers engaged and opted into brand journeys. With 20 unique journeys that include email and ad interactions, the company saw a 15% increase in email click-through rate and 100% return in ad spend.

Watch the webinar “5 Tactics to Make Your Great Email Program Even Better with Advertising.” View on demand at sfdc.co/5tactics
Several untold adventures later, the Email Legend’s hat suddenly flew off and away into an approaching whirlwind. From the crest of a rolling hill, the incoming tornado was hard to miss – stretching from the grass into the clouds. The swirling gust kicked up quite a ruckus on its random, unfocused path. The hat was long gone.

The Legend kicked up a dust cloud, too.

Sensing a tap on the heel, the Legend looked down and found a familiar mop of white hair: an old friend, Einstein.

“I could use a hand,” the genius said. “I’m looking for some folks, but they’ve been swept away in that whirlwind of customer IDs, preferences, and histories. If we could just look into the eye of the storm, I’m sure I could pick them out of a crowd. Could you help?”

Our hero didn’t need to be asked twice. A pair of massive heels dug into the dirt. Out came the trusty lasso. Using super marketing strength, the Legend hogtied the data tornado and pulled it forward. Together, Einstein and the Legend lulled the tumult of customer profiles into a more manageable state.

In the blink of our hero’s eye, Einstein had organized billions of spinning data points to find a customer he was looking for. The new customer, a little windswept, smiled and shook the genius’s hand.

The tamed tornado belched and sent something flying upward: the Legend’s hat. It landed right on our hero’s head.
Einstein and the Email Legend make a perfect pair – because Salesforce Einstein AI is built right into the platform. The world’s smartest CRM for marketing requires no AI experts or training: It works for you from the start. It’s that smart.

Wrangle any cyclone of data from known and unknown consumers automatically, then make easy, surefire predictions and gather actionable insights – with the confidence of an Email Legend lassoing an oncoming storm.

With Einstein, marketers can:

**See through a whirlwind of activity to pinpoint customer engagement.**
AI-driven engagement scoring combs through consumer attributes and actions to determine who is engaged and who is likely to continue patronizing your business.

**Blow consumers away with spot-on recommendations.**
Make product or service recommendations based on multiple factors, from purchase history to browsing activity. Drive purchases with customers who may not discover the right product without your help.

**Hyper-personalize the journey.**
Finally, predictive scoring can anticipate the next move of the customer’s journey with your brand. Personalize email content for different personas, nurture at-risk subscribers, and drive similar audience segments to the next level of conversion.
Colossal Figures

65% of consumers say personalized or exclusive offers and discounts influence their loyalty.*

75% of enterprise application users will have access to intelligent personal assistants to augment their skills and expertise by 2019.**

*Salesforce “State of the Connected Customer” Report
Everyone remembers the time the Email Legend came to the village of Manual Market. A short pitstop along the Legend’s travels revealed a sad sight: every man, woman, and child tethered to desks. They scarcely stopped to eat or sleep as they transcribed, by hand, countless notices inviting others to shop at their produce market. Once the lifeblood of the village, the marketplace had seen better days. The farmers who grew the food and the merchants who sold it were too busy drafting these messages.

Things changed when the Email Legend strolled into Manual Market with the trusty goat sidekick, Cloudy. Unnoticed by the busy ad-drafters, the Legend hoisted that entire marketplace onto a massive wooden cart, wheeling it up the side of a nearby mountain (with an assist from the helpful goat).

Once at the precipice, the Legend took a deep breath of cool air and bellowed with a mighty voice. Shouting praises of Manual Market’s fresh produce, the Legend could be heard across the land. Even today, the echoes can be heard, loud and clear, by anyone who needs to hear them. The Legend’s resounding message varies from person to person, depending on what they need to hear — or so they say.

Now folks from all over make the trip to Manual Market for the fruits, veggies, and great view. The villagers are free to farm, sell — and most importantly, have a lot more fun.
Your team’s time is valuable, so why spend it drafting countless messages by hand? Get back hours of staff time and effort with email automation and dynamic content from Salesforce. The resources to power personalized messages are already yours: Invest in setting up your email autopilot now and listen for the resounding benefits to come. Email Studio’s customizable templates are fun and easy to build or adjust – and their benefits ring loud and clear.

Marketers who establish automated email campaigns have awakened newfound abilities to:

**Size up the strength of every campaign.**
Conduct A/B tests effortlessly to measure the effectiveness of various messaging and offers. Use your findings to optimize email campaigns and manage updates with detailed performance reports.

**Hit the right notes by calibrating your message to each and every ear.**
Populate emails with dynamic content. Using everything from simple drag-and-drop tools to masterful HTML elements, make sure your customers see exactly what you want them to see.

**Always stay on-key.**
Reduce errors caused by sending without proper approvals, thanks to sophisticated brand-protecting functions in your automation program.
The Total Economic Impact™ Of The Salesforce Email Studio, a September 2017 commissioned study conducted by Forrester Consulting on behalf of Salesforce.

**COLOSSAL FIGURES**

- **40%** improvement in productivity across marketing, creative, IT, and engineering FTEs delivered by automation and segmentation tools.*

- **221%** ROI achieved by a composite organization using Salesforce Email Studio.*

*The Total Economic Impact™ Of The Salesforce Email Studio, a September 2017 commissioned study conducted by Forrester Consulting on behalf of Salesforce.
There came a time when this Email Legend reached the threshold of uncharted territory. Wishing to forge ahead, the brand champion did just that. With the sweep of a massive, powerful arm, our hero cleared a perfect path to a beautiful valley. Nearby travelers were amazed and thankful, but soon an adventurer on horseback reared up and called out.

“That trail you’ve paved is great,” the pilgrim said, “but I’m headed elsewhere, and the way ahead is still pretty murky. Can I get a hand?”

Happy to oblige, the Legend used a massive, masterful finger to trace a personalized path into the terrain for this new friend. The traveler was more than pleased to embark on a unique and necessary journey without fuss.

The story of the Legend’s trailblazing deed carried quickly, and soon intrepid wayfarers from all over were lifting their voices to the mythic marketer’s ear. “Help us get where we’re going,” they asked. “We need to see the way ahead!”

It was easy, not to mention rewarding, for Email Legend to clear the way. After all, every individual is unique and deserves an easy route to that person’s desired destination. Soon our hero was not only carving trails the good folks requested – but predicting future paths for them, as well, making these journeys a satisfying stroll for everyone.

To this day, if any courageous customers need a hand with a direct path to purchase, they know just who to call.
It’s no myth: Consumers are more connected than ever, and their expectations get higher as new technologies and trends emerge. The most intrepid email marketers know there’s a way to turn every brand interaction into a step along one seamless, smooth, and incredible journey.

With Salesforce Journey Builder, mapping the customer journey ceases to be a colossal task and becomes an effortless pleasure. As the backbone of digital marketing, email plays an integral role in any worthy expedition. Email marketers drive success in these multichannel, cross-department paths to customer loyalty.

Make email the bedrock of your most connected, personalized journeys. Try this:

**Get customers on board and up to speed – incredible as that is.**
Email marketers are the sales and service teams’ best ally. Create adaptive onboarding journeys for setting up a new service or product – increasing adoption and reducing customer service calls.

**Give your best customers even more to love about your brand.**
Begin upsell and renewal journeys for the individuals on your mailing list who are most likely to purchase. Connect with your sales team – and tie their calls into the overall journey.

**Build journeys set entirely on the #1 digital marketing channel.**
Send the messages your subscribers want to receive: Listen and react to customer behavior and actions to personalize each piece of content you deliver. Then analyze the results to sharpen your tools to cut a cleaner pathway next time.
Ultra Music Festival collected customer preference data in Journey Builder to launch a series of new music events. The Ultra team kicked off an email journey to match customers with the shows that they couldn’t miss — and it paid off.

“No only did we see an increase in opens, CTRs, and content engagement – we saw the opportunity to open an entirely new series of music events because of our data working in Salesforce,” said Albert Berdellans, Marketing and New Media Manager, Ultra Music Festival. The company also saw a 15%–20% increase to bottom line.
These stories hardly scratch the surface of one Email Legend’s exploits. Theories about the protagonist’s accomplishments abound, but at Salesforce we believe this Email Legend is you.

You and your team have the determination to make your marketing feel more like matchmaking than ever. You can deliver profoundly engaging emails at scale – as you mine your data for greater value than ever, target current and future loyal customers, and drive captivating journeys with email.

It will take a dependable sidekick with equal commitment to launch you into folklore status.

Salesforce is the only partner up to the task.

In the pages ahead, take some time with your team to begin formulating ideas, hopes big and small, and questions based on the skills and tools detailed in this book. Then save your notes for a conversation with a Salesforce representative. We’ll be glad to answer your questions and discuss your goals.

After your call, we’ll enroll you in the Legends of Trailblazers for Email series – five e-books full of even more detailed tactics, real-life use cases, and email marketing stories for the ages.

Call 1-800-667-6389 or visit salesforce.com/marketingcloud
NOTES:
BUILD YOUR OWN LEGEND
THE LEGEND IS REAL.
THE LEGEND IS YOU.
Blaze your trail.