

REVIEW: MARKETING CLOUD:

Improve Feature Adoption

Find out how to get more value out of Marketing Cloud.

Team up with one of our experts and learn how to make Marketing Cloud work harder for you. We'll look at the way you're using Marketing Cloud and provide recommendations on messaging, lifecycle stages, and the relationships between your digital channels. You'll learn how to improve planning, automate processes, and reduce implementation and maintenance costs so you can get the most out of Marketing Cloud.

What it can do for you.

- Grow your customer relationships with more effective marketing campaigns
- Improve productivity and efficiency of marketing campaign practices

How it works.

A Certified Specialist will guide you through the process via three- four calls totaling 4 hours over 2 to 4 weeks.

Discover

A Specialist will review your marketing strategy and how it aligns to your company's goals; review how Marketing Cloud is integrated into your current data and organizational structure; and look at how you are using Marketing Cloud to achieve lifecycle marketing goals across all digital channels. Our review will focus on strategy, technology, operations and customer lifecycle.

Delivery

- Strategy: We'll identify opportunities within your organization to improve planning, focus on key metrics, and align with an executive sponsor.
- Operations: Based upon our discovery process, we'll provide best practices around data management, integrations, personalization, segmentation, deliverability and testing.
- Campaigns: We'll walk you through best practices on messaging, lifecycle stages and the relationship between your digital channels.

Outcomes

- Actions to improve use of key Marketing Cloud features across all digital channels (email, mobile, social and web).
- Map out-of-the-box features that will enable you to automate your processes and lower your implementation or maintenance costs.

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 4 hours

GOAL

Achieve Faster ROI.

INTENDED USER

You want to improve the business value you receive from Marketing Cloud and looking for help building a plan.

PREREQUISITES

- Must have Marketing Cloud licenses and Marketing Cloud Premier or Signature Success Plan
- A leader or executive who is committed to the success of the project
- Key business stakeholders and administrators to attend Accelerator discussion
- Willingness to complete a customer satisfaction survey at the conclusion of the Accelerator.

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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