5

Things You Should Know About Salesforce Marketing Cloud

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We could list 100 reasons why you should choose Marketing Cloud as your digital marketing provider, but you're busy—so we narrowed it down. Here are the five most important things you should know about Marketing Cloud:

1. **We're the world's most powerful digital marketing platform.**

2. **We help you connect with customers across any channel.**

3. **Our powerful platform helps you plan, personalize, and optimize customer journeys.**

4. **Our app marketplace was created *for* marketers, *by* marketers.**

5. **We run on customer success, inspiring the world's best marketers and delivering powerful results.**

① We're the world's most powerful digital marketing platform.

Marketing as you know it will never be the same. There's a fundamental shift in relationships between brands and customers — fueled by smartphones, social media, and today's always-on, always-connected mentality. Marketers have access to more customer data (big data) than ever before. But the quantity of data only matters if you're smart about using it to power 1:1 customer journeys.

It's never been more important to develop real relationships with your customers. As the world's most powerful 1:1 digital marketing platform, Marketing Cloud helps you make the most of every customer interaction — creating personalized, cross-channel customer journeys that deliver exceptional brand experiences.

"Salesforce Marketing Cloud transforms how companies connect with their customers in real time. Marketing Cloud is the platform for marketers to plan, personalize, and optimize 1:1 customer journeys across all channels and devices."

Scott McCorkle
CEO, Salesforce Marketing Cloud

2 We help you connect with customers across any channel.

Journey Management

From sophisticated tracking and reporting to step-by-step customer journeys, campaign management has never been easier.

Email

Because we serve businesses of all sizes and industries, you have access to over hundreds of features to execute any possible use case. From basic email marketing solutions to sophisticated features, we can help.

Mobile

Every channel is now mobile through the adoption of mobile devices. From marketing to transactional messages, our mobile solutions put you in touch with customers' ever-changing context — from smartphone to tablet to laptop.

Social

Social media can quickly turn chaotic when you're juggling various accounts, teams, content, and tools. Keeping your social strategy aligned with your overall marketing efforts complicates this challenge. Organize it all with Radian6 Buddy Media Social Studio, bringing you closer to your social customer.

Ads

The tool of choice for agencies and advertisers, Social.com helps you create highly effective social advertising campaigns that generate sales and maximize ad spend. Connect your CRM data to social channels like Facebook and Twitter to reengage audiences with targeted messaging.

Web

Gather real-time data around customer preferences and purchase habits, then act on that data to increase conversions and order values — while building loyalty.

Predictive Intelligence

Whether you're looking to collect behavioral data and infer preferences, predict the next best content, or deliver personalized messages across channels, we've got the tools to achieve your ROI goals and beyond.

Content & Messaging

Marketing Cloud provides a single location for all your cross-channel content and enables your brand to speak with one voice on all the digital channels where you interact with your customers.

Customer Data Platform

From sophisticated tracking and reporting to step-by-step customer journeys, managing your customer data has never been easier.

3 Our powerful platform helps you plan, personalize, and optimize customer journeys.

It's more important than ever to develop real relationships with your customers. Journey Builder transforms our already-trusted solutions into an intuitive 1:1 marketing engine, so you can create an exceptional brand experience — with results to prove it.

With Journey Builder's easy-to-use interface, you can trigger timely, meaningful messages across online and offline channels, from email to direct mail, based on real-time customer behavior. Plus, you can also use that behavior to automatically update your customer's profile with critical information about their engagement, buying habits, and more.

Plus, Journey Builder for Apps provides everything you need to connect your apps, products, and spaces to customer journeys — nurturing customers into deeply engaged, long-term fans. Map your complete strategy, and then execute your plan and engage users across channels with in-app messaging, in-product messaging, email, mobile, social, ads, and the web.
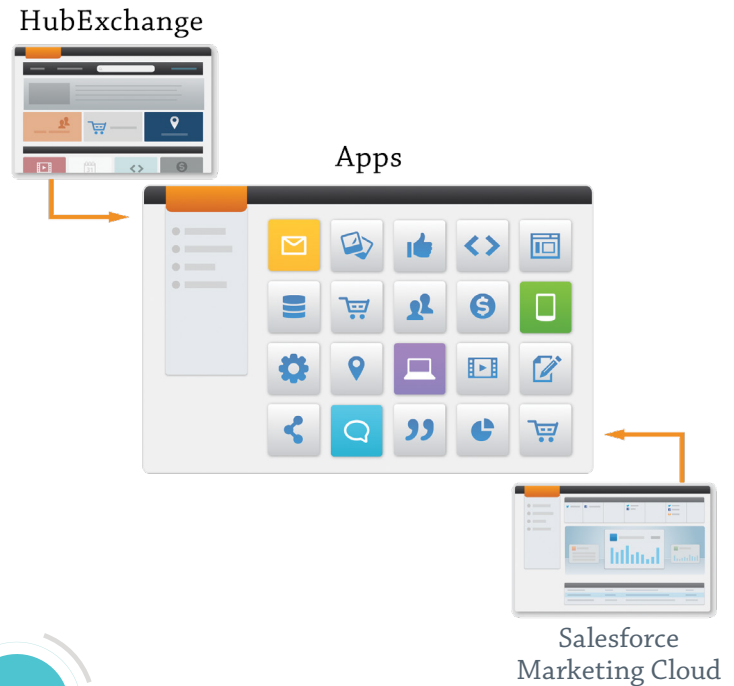
What good are meticulously planned campaigns if they don't produce results? Journey Builder gives you the power to measure your campaigns against the goals that are meaningful to your business — beyond clicks and web conversions. You can track and test every campaign element in real time, while measuring results over time with campaign version control.

4 Our app marketplace was created *for* marketers, *by* marketers.

Much like you download apps on a smartphone, HubExchange app marketplace lets users install drop-and-go apps, making it easy to customize Marketing Cloud with additional digital marketing capabilities. HubExchange also allows marketers to easily use apps built by Marketing Cloud and our wider ecosystem of marketing technology providers. HubExchange brings marketing apps and data together in one place, so you can easily execute campaigns, deliver more relevant messages, and acquire, engage, and retain more customers.

Through the HubExchange Partner Program, independent software vendors, marketing agencies, and systems integrators can plan, build, and market HubExchange applications that are fully integrated into Marketing Cloud. These partners have the chance to develop on the industry-leading Fuel platform, integrate existing applications into Marketing Cloud's cross-channel marketing automation solutions, and sell apps on the marketplace built just for marketers.

HubExchange

Apps

Salesforce
Marketing Cloud

5 We run on customer success, inspiring the world's best marketers and delivering powerful results.

We're driven by a single mission: to inspire and enable organizations to drive powerful business results with digital marketing technology. We power customer journeys across every touchpoint — email, mobile, social, web, and beyond — helping marketers put customers at the center of everything they do. Our customers range from business-to-business and non-profits to some of the largest business-to-consumer companies in the world — like Bank of America, Nike, and Unilever. Below, we share a few examples of our customers' success.

Email Success | + HAUTELOOK

HauteLook needed a single messaging platform to communicate personalized details about its daily product availability to always-connected customers. With Marketing Cloud, HauteLook developed a sophisticated email strategy to send customers a targeted selection of daily offers, automate lifecycle campaigns, and collect data to further customize future marketing. HauteLook's email strategy coordinates with app notifications, giving customers a consistent brand experience and up-to-the-minute content — all from a single platform.

Mobile Success | + PEI WEI

Pei Wei Asian Diner, the casual dining cousin of P.F. Chang's China Bistro, wanted to drive a new online ordering initiative — but first needed to build its subscriber list and better understand its data (such as subscribers' nearest restaurant locations). By asking customers to text in for a "buy one, get one free" coupon delivered via email, Pei Wei gained 5,000 new subscribers in two weeks.

Social Success | + jetBlue

With the rapid adoption of Twitter and Facebook, international airline JetBlue needed a better way to manage the social conversations happening around the brand. Marketing Cloud's social solutions allow the JetBlue social media management team to stay on top of what's happening with customers worldwide and engage in an immediate, personal way. JetBlue now responds to 90% of all tweets within 15 minutes, and has grown its social presence to include more than 1.8 million followers.

Web Success | + amazon.com

Amazon.com had an enormous inventory of printer ink and toner products, but because determining printer-to-ink compatibility can cause shopping frustration, the company was concerned it was missing out on sales. Amazon wanted a way to simplify and improve the customer experience. Utilizing Predictive Intelligence's accessory finder platform, Amazon.com's Ink & Toner Finder now displays three simple choices to help consumers find and select the right product.

Power Your Customer Journeys

As the world's most powerful digital marketing platform, Salesforce Marketing Cloud helps you make the most of every customer interaction — creating personalized cross-channel customer journeys.

Check out salesforce.com/marketingcloud to learn more!

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