



# Things You Should Know About Marketing Cloud

---

The world's best platform for 1-to-1 cross-channel digital marketing.

“Marketing as you know it  
will never be the same.”

Scott McCorkle  
CEO, Marketing Cloud

# 5 Things You Should Know About Salesforce Marketing Cloud

We could list 100 reasons why Marketing Cloud is the world's best platform for 1-to-1 cross-channel digital marketing. But you're busy – so we narrowed it down for you. Here are the five most important things you should know about Marketing Cloud:

- 1 We're in the Salesforce family.
- 2 We're the world's fastest-growing CRM marketing platform.
- 3 No matter your industry and audience, we help you manage customer journeys.
- 4 Our platform connects you with hyperconnected customers on every channel and device.
- 5 We power customer success for companies of all sizes.

In this e-book, we'll shed light on each of these five facts. By the end, you'll have a clear picture of how Marketing Cloud helps you build customer journeys that are precise, personalized, and connected to every channel and device. Welcome to the dawn of the digital marketer. We're here to help you succeed.



# ① We're in the Salesforce family.

Marketing Cloud is Salesforce's digital marketing platform. We're fully integrated with Salesforce to help you guide your customers on seamless and unique journeys.

You might have heard of different Marketing Cloud components that were previously separate companies – like ExactTarget, Buddy Media, Radian6, and Social.com. Through the acquisition of these companies, Salesforce's vision of reaching customers in entirely new ways has been realized.

Marketing Cloud gives marketers the power to deliver relevant, personalized experiences to customers across channels and devices – sending the right message, at the right time, throughout all phases of the journey.

To make that journey even more successful, you can integrate your Salesforce sales, service, and analytics data with Marketing Cloud for a fully connected customer view. It's the complete Customer Success Platform, all powered by the data-driven intelligence you need to know your customers better.

“

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

Scott McCorkle  
CEO, Marketing Cloud

”



## ② We're the world's fastest-growing CRM marketing platform.

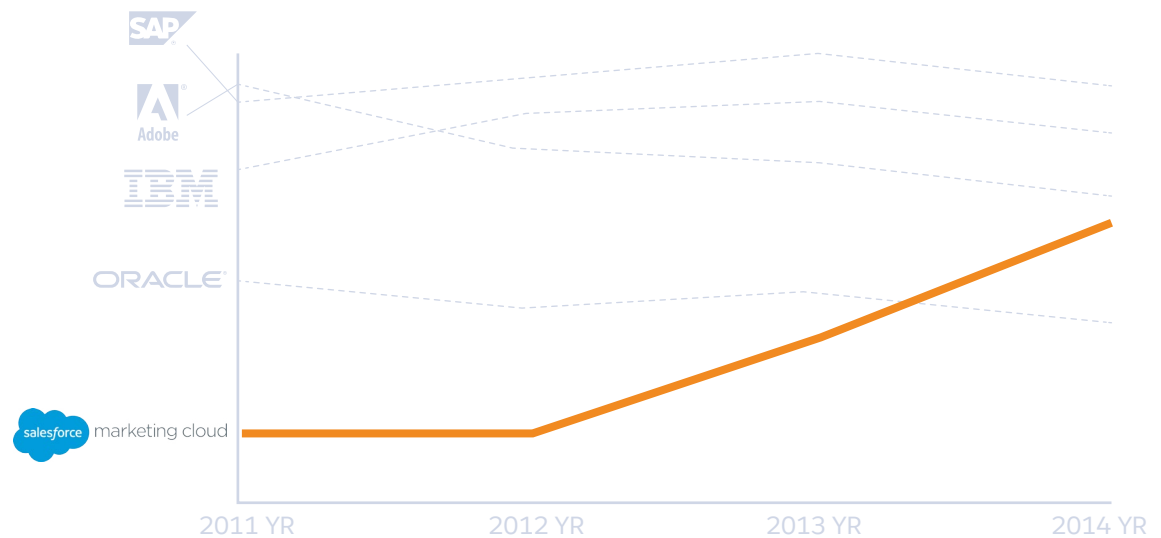
A technology revolution is all around us. It's visible in the screens we tap, the ways we connect, and the connected objects we use. To move forward with this revolution and reach customers wherever they are, marketers increasingly rely on Marketing Cloud. According to Gartner and based on 2014 market share revenue, Marketing Cloud is the industry's fastest-growing CRM marketing vendor.

In today's connected world, every customer interaction matters. Marketing Cloud helps you make the most of every touchpoint and use data to deliver 1-to-1 messages and recommendations.

When you consider that 90% of the world's data was created in the last 12 months, yet only 1% of customer data is analyzed, it's clear that marketers have a major opportunity to use data to know customers better. Our platform is growing faster than all the rest as a result.

### Fastest-Growing CRM Marketing Vendor in the Industry

*Based on 2014 market share revenue*




## Customer Spotlight

# Chemical Bank

For more than 95 years, Chemical Bank's approach to banking has focused on community and exceptional customer service. Innovating for the future, Chemical Bank needs a way to optimize its digital customer experiences to the level of service that customers expect. So Chemical Bank uses Marketing Cloud to power its localized customer journeys across all digital platforms.

[Read the story](#)

A woman with long brown hair and black-rimmed glasses is sitting at a wooden table. She is wearing a blue button-down shirt over a white top. She is using a credit card machine, with her right hand on the keypad. A white coffee cup is visible on the table to her right. The background is blurred, showing an indoor setting.

“We are so proud of the results. Salesforce Marketing Cloud helps us tackle our toughest challenges.”

Megan Burr, Digital Marketing Coordinator, Chemical Bank



## ③ No matter your industry and audience, we help you manage customer journeys.

At its core, Marketing Cloud manages your complete customer lifecycle from the earliest phases of awareness and acquisition to transforming customers into brand advocates. Here's how we envision these five stages in the customer lifecycle:



**Acquire.** Customer acquisition has never been more complex, thanks to evolving media and mobility. Whether you acquire customers through ads, email, social, or another channel, this is where the journey begins.

**Sell.** In this phase, it's all about providing a great experience during the transaction. For companies with sales teams, sales and marketing must work together to move customers through this phase.

**Onboard.** Modern marketing is less about individual transactions and more about long-term engagement. Set the stage now to bring a customer deeper into a relationship with your brand.

**Engage.** After a customer has made a purchase and you've onboarded them into a journey, your marketing should continue engaging them with the right message at the right time.

**Advocate.** In the social media age, when a single message can gain millions of impressions in minutes, customers can be your best advocates or your worst detractors. Ensure they remain advocates with relevant marketing and excellent service.

Marketing Cloud helps marketers engage customers at every step of this journey. Plus, it helps companies in every industry. Check out our [latest customer stories](#) to see how Marketing Cloud helps companies like yours, including technology and manufacturing, retail, financial services, and more.

## ④ Our platform connects you with hyperconnected customers on every channel and device.

The future of marketing has never been so exciting. Thanks to the rise of the hyperconnected and multi-device consumer, we have new ways to reach customers wherever they are – and Marketing Cloud is the best way to reach them. These six technology shifts are happening right now, which enable marketers to revolutionize the customer experience:

**Cloud.** Cloud technology brings unparalleled computing power straight to marketers' fingertips. With Marketing Cloud, every innovation is built on Salesforce's trusted, multitenant platform.

**Email.** Email remains an innovative, high-ROI marketing channel. Consumers now read email more on mobile than desktop, so wherever they go, email goes with them.

**Social.** Customers constantly find new places to spend time digitally – and Marketing Cloud lets marketers join them, whether that's on Facebook, Instagram, or somewhere new.

**Mobile.** For the first time ever, humanity has a unifying technology platform that lets people reach each other anytime, anywhere: mobile. With Marketing Cloud, be wherever your customers are.

**Data science.** Personalization is the bedrock of modern marketing. If we have data about our customers, we can personalize every message precisely for them. Marketing Cloud empowers you to do just that.

**Internet of Things (IoT).** The IoT creates a new level of rich context for marketers to understand customer needs and wants. With Marketing Cloud and [IoT Cloud](#), your marketing can be as connected as your customers.

All these shifts combined have blended the physical and digital world. This blended world creates a unique opportunity for marketers to lead the expanded customer experience and manage it with digital tools – including ads, Web, email, mobile, apps, service, and much more. Marketing Cloud lets you use all of these tools to reach your customers.



Ads



Web



Email



Mobile



Social



## ⑤ We power customer success for companies of all sizes.

At Salesforce, customer success is why we exist. We're successful when our customers are successful. And with Marketing Cloud, successful marketing is at the heart of everything we do.

Regardless of your business size or level of expertise, delivering relevant, targeted messages to your customers is imperative. So whether you're a small business or midsize business looking for a reliable and easy-to-use marketing solution, or a large enterprise business that requires scalability and sophistication, we have the solution to meet your changing needs.

**Small business.** We make it possible for small businesses to execute flawless marketing campaigns – no technical expertise required – with the industry's most user-friendly digital marketing platform. Your business may have fewer employees, resources, and customers (for now!), but we don't think your results should be any less phenomenal. We're here to help you grow.

**Midsize business.** You'll never outgrow Marketing Cloud. We help you determine a strategic roadmap for your digital marketing campaigns, including small steps you can take now to reach big, long-term goals. When you're ready to explore new channels – whether that's mobile, social ads, or Web personalization – you'll have access to the world's most reliable, scalable marketing platform to take the next step.

**Enterprise.** Our powerful platform helps marketers at enterprise companies deliver data-driven campaigns. With Marketing Cloud, you can engage at scale, consolidate all data to create a common view of the customer, and deliver targeted messages to as many customers as you acquire. You have a lot of data, and the security of that data is always our top priority.

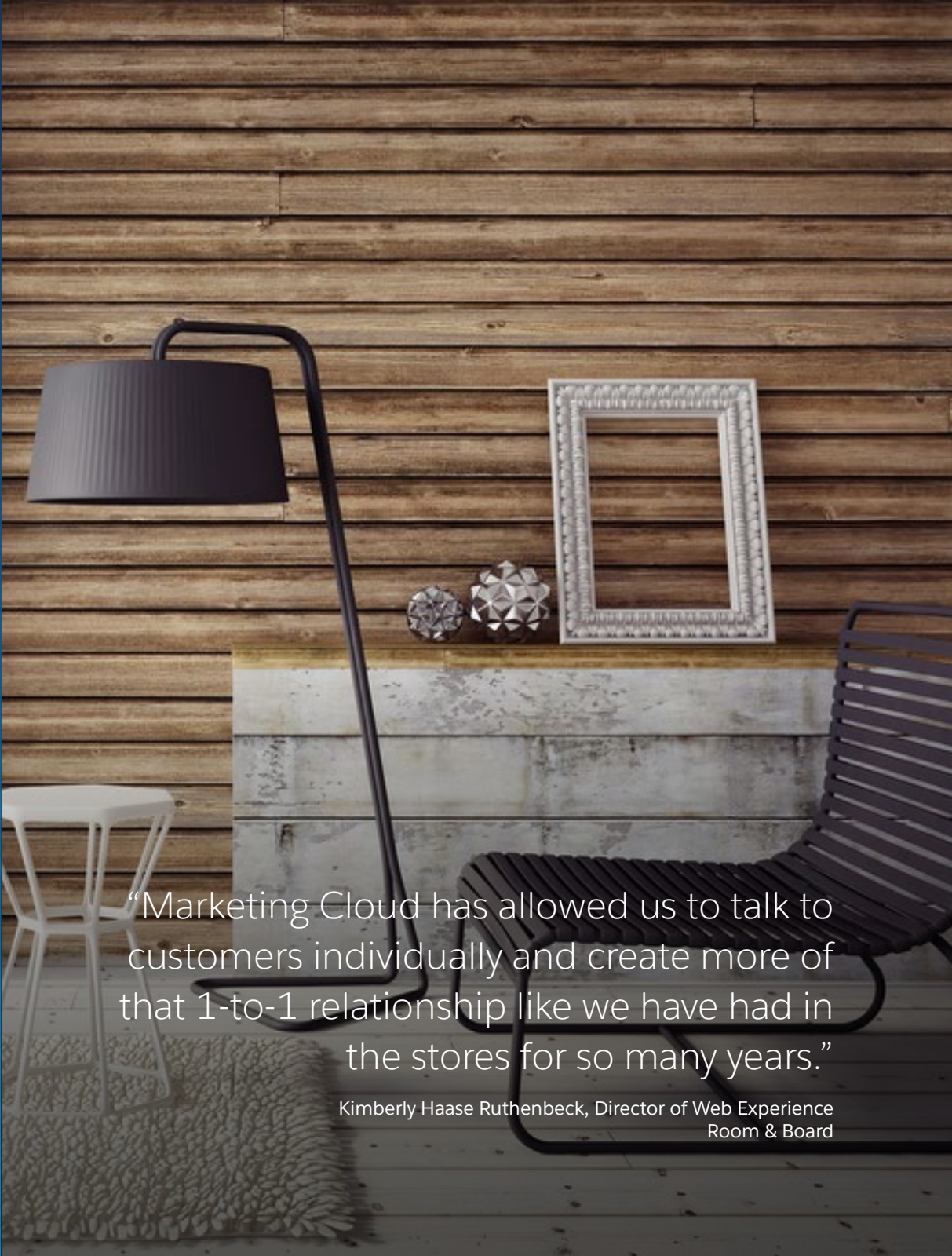


## Customer Spotlight

# Room & Board

Luxury furniture retailer Room & Board's mission is to deliver extraordinary customer experiences that keep loyal customers coming back. To support that mission, Room & Board selected Marketing Cloud to provide timely, relevant customer communications. Since implementing Marketing Cloud to re-create a personal in-store experience for online customers, Room & Board realized a 2,900% return on investment.

[Watch the film](#)



“Marketing Cloud has allowed us to talk to customers individually and create more of that 1-to-1 relationship like we have had in the stores for so many years.”

Kimberly Haase Ruthenbeck, Director of Web Experience  
Room & Board



A blurred, high-speed photograph of a modern office interior. In the foreground, a man in a dark suit and blue tie is walking towards the left. In the background, two women are walking away from the camera towards the right. The scene is brightly lit, suggesting large windows or skylights, and the overall atmosphere is one of a busy, professional environment.

## CONCLUSION

As you manage customer journeys from acquisition to advocacy, every touchpoint matters. Marketing Cloud unites all of these touchpoints for journeys that treat your customers like true individuals.

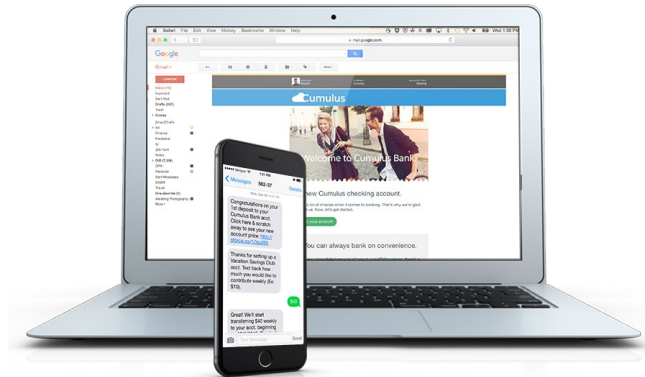
Whether you're just starting out with email marketing or want to take Web personalization to a new level of sophistication, Marketing Cloud has you covered. It's a new era for digital marketers, and as the industry's fastest-growing CRM marketing vendor, we're leading the way. Check out [marketingcloud.com](https://marketingcloud.com) to learn more.

## Resources you might also like:



Marketing Cloud  
Quick Peek

[DOWNLOAD E-BOOK](#)



Any Journey Is Possible

[SIGN UP](#)



5 Blueprints for  
Building Smarter Emails

[DOWNLOAD E-BOOK](#)

See what Marketing Cloud can do for you.

[REQUEST A DEMO](#)



**THE CUSTOMER SUCCESS PLATFORM**  
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS IoT