Blazing New Trails

The new customer experience is always on: connected across every digital channel, and over both in-store and online interactions. Every customer's relationship with your organization forges a unique path to brand loyalty and advocacy. Navigating the ever-evolving landscape of technology and customer expectation might feel overwhelming, but with some perspective – and integrated, immersive customer journeys by Salesforce – you'll reach your destination in no time.

Connect your marketing with sales and service, apps, and communities for a singular, seamless brand experience. Touch your customers' lives when it matters, and foster lasting relationships across every stage of the consumer lifecycle.

Read on to see four sample journeys to success – both for the brand and the customer.



ACQUIRE | Embark with a Growing Audience

"The first step is the hardest," as the old adage goes – but it doesn't have to be. Getting potential customers to choose your brand over the competition is a matter of a well-plotted course. The first interaction with your brand sets a precedent for the relationship, so relevancy and timeliness are crucial from the outset. Take a look at this path for a view of how a successful customer acquisition journey can begin:



rospect clicks on

a bank's social ad:

"Open a checking

account online and

receive \$250."

Campfire Story | Chemical Bank

Chemical Bank uses Salesforce to send highly personalized email. Each message includes a CTA to help customers reach the next step of their banking journey, such as downloading the mobile app, signing up for online banking, or applying for a credit card. The unsubscribe rate for these emails is virtually nonexistent.

See the full story at marketingcloud.com/chemicalbank.

82% of smartphone users say they consult their phones on purcha consult their phones on purchases they're about to make.

Keep Trekking | Learn more about creating the perfect mobile app – for any industry or in any skill level. Get the e-book "Anatomy of a Mobile App" here: sfdc.co/mobileapp.

Ad leads to landing page. Account application is completed with name email and mobile number.

Customer checks box to opt into SMS updates.

First message: URL code to download the bank's app.

Customer makes a deposit and pays a bill using app.

Customer receives an email reminder about automatic bill pay.

Email sent containing product recommendations and an invitation to join a personalized financial

advice newsletter.

ONBOARD | Start Off on the Right Foot

After the first transaction, new customers will be at the height of their interest in your brand. Show them you're excited about building a relationship. Take a moment to get to know them better, collecting useful data to remain relevant and top of mind. Educate new contacts about other services or products that would be pertinent to them. Remember that onboarding doesn't only pertain to end customers: It's also crucial for business partners and employees. Whoever your audience is, keep its preferences in mind and let it guide the process with its actions. Here, we have one such onboarding journey:



users switch between screens to complete tasks.

New subscriber opens email from retailer: "We'd like to get to know you better. Complete your profile in our preference center."

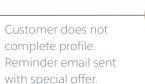


complete profile. Reminder email sent

Customer clicks

ompletes profile.

through and



Customer completes profile and makes purchase. Welcome email (and first reward points) sent.

Thank-you message

issues with first

eward points.

Onboarding Campfire Story | Life Time

Successful onboarding leads to customer retention. Life Time – The Healthy Way of Life Company – uses customer data obtained during onboarding and beyond for a personalized multichannel experience. A member who enters a Life Time location with her two children receives different email or mobile messaging than an athlete training for a triathlon.

See the full story at marketingcloud.com/lifetime.



SMS message invites customer to review his or her experience.

Negative customer review: SMS message triggered to esolve. A service case opens.

Positive customer

message sent.

review: Thank-you SMS

you're onboarding customers, employees, or partners, make sure you're delivering content that's relevant to each individual's experience. See how Berkshire Hathaway Travel Protection orients its sales teams with 1-to-1 journeys, the five steps it used to develop its strategy, and the results they've seen since implementing it. Watch the webinar now at sfdc.co/bhtp-onboarding.

Keep Trekking | Whether

ENGAGE | Forge a Perfect Path – Together

As your organization no doubt knows, every customer has a unique set of preferences that determines how he or she interacts with your brand – and whether that customer will choose to continue doing so. The longest journey in the customer lifecycle is maintaining in personal needs or tastes. Avoid becoming stagnant in your interactions to keep the relationship fresh and interesting. As time goes by, your data will become more refined for each member of your audience; take advantage of this information to deliver personalized, 1-to-1 messages and keep subscribers and shoppers captivated. Check out highlights in this example engagement journey:



email is sent.

tient gets annual

appointment reminder

email with a link to join

the provider's online

community.

73% of top marketers say that a customer journey strategy has positively impacted overall customer engagement.

redeem offer. A reminder or another offer – arrives.

Social ads display the bandoned items.

email is sent.

triggered when the product's price is cut or

when stock is nearly out.

Keep Trekking | Fanatics engages customers – even in the off-season – with highly personalized, relevant content. Get an in-depth look at its strategy in the Fanatics Customer Journey Playbook. Download now: marketingcloud.com/fanaticsplaybook.



the purchase.



arrives next day.

Engagement Campfire Story | Fanatics

Fanatics is the #1 fan brand worldwide for a reason: The team delivers only the most relevant and timely messaging to fans via highly personalized, predictive email and ads. five marketers drives revenue with 3.5 billion personalized emails annually.

See the full story at marketingcloud.com/fanatics.

RETAIN | Win Back Customers When They Wander off the Trail

Just as important as balancing customer engagement is recognizing when members of your audience are at risk of leaving. Pay attention to your customers' behaviors, determine where they lose interest, and respond appropriately. How you handle disengaged customers could actually be the key to winning brand advocates. Keep your contact lists tidy, and ensure that your exit journey is cordial and leaves the door open for a convenient return at any time. Here is one ideal retention journey spun from what could have been a



Retention Campfire Story | Preventure

Wellness solutions provider Preventure helps companies improve employee health with community wellness solutions powered by Salesforce. Employees use custom Preventure communities to fulfil corporate wellness programs, interact with teammates, view performance stats, pay fees, and automatically import data from fitness tracking devices.

See the full story at marketingcloud.com/blog/preventure. **Keep Trekking |** The benchmarks of a high-performing service department are shifting. Learn what it takes to deliver a more satisfying experience and enhance customer relationships with a connected community. Get started with your copy of "How to Build Customer Loyalty with a Customer Community" at sfdc.co/customerloyalty.



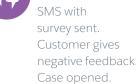
more spent acquiring new

link and accesses the community to schedule a checkup.

the browser

a purchase.

without completing





Case is closed, and follow-up survey issued via email.



completed in one week. SMS reminder sent.

follow-up survey is completed. Thank-you message sent.

Let the customer be your guide.

Ready to start mapping your own customer journey? Get inspired to blaze new trails with Salesforce's customer journey webinar series. Experience an in-depth walk-through of planning and executing your journeys across the customer lifecycle.

Visit marketingcloud.com/customer-journey-map-examples to learn more – or call 1-866-362-4538 to talk to us about the trails that matter most to you.