Dawn of the Digital Marketer

Highlights and announcements from the Marketing Cloud Keynote at Dreamforce '15

salesforce marketing cloud

Introduction

The dawn of the digital marketer is here. Right before our eyes and within our devices, the physical and the digital worlds have converged. And with those changes, the traditional boundaries of CRM have blurred. Every marketer now has an unprecedented opportunity to connect with customers in entirely new ways.

In every business, someone needs to lead the transformation toward customer centricity – and marketers are in the precise position to do it. At Dreamforce '15, Salesforce Marketing Cloud CEO Scott McCorkle unveiled an incredible amount of innovation in his keynote. These innovations will help you seamlessly manage your customer lifecycle from acquisition to advocacy. This e-book reveals every stage of that lifecycle and shares how Salesforce Marketing Cloud can help you deliver truly 1-to-1 marketing.

The Customer Gap

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, in real time. These five technology shifts are happening right now, enabling marketers to revolutionize the customer experience:

Cloud. Cloud technology brings unparalleled computing power straight to marketers' fingertips. At Salesforce, every innovation we offer is built on our trusted, multitenant cloud.

Social. Our customers constantly find new places to spend time digitally – and brands must join them, whether that's Facebook, Instagram, Snapchat, or somewhere new.

Mobile. For the first time ever, humanity has a unifying technology platform that allows people to reach each other anytime, anywhere. That technology is mobile.

Data science. Personalization is the bedrock of modern marketing. If we have data about our customers, we can personalize every message for them. Data science is the foundation of personalization.

Internet of Things (IoT). Connected devices, sensors, cars, fitness trackers, and even toothbrushes permeate our world. The IoT creates a new level of rich context for marketers to understand customer needs and wants.

All these shifts combined have blended the physical and digital world. And as marketers, this blended world creates a unique opportunity for us to lead the expanded customer experience and manage it with digital tools.

Manage the Complete Customer Journey

Ads   Web   Email   Mobile   Social   Group Messaging   Apps   Sales   Service   Community

Salesforce Marketing Cloud gives you a common view of every customer, delivers the ability to deliver messages on any channel, and integrates with the Salesforce Customer Success Platform. That means Salesforce covers every customer touchpoint, from sales to service. We wrap it all together in the customer journey, where Salesforce Marketing Cloud helps you decide what's next for individual customers and how to convert them into long-term advocates.

At Dreamforce '15, Salesforce announced IoT Cloud. IoT Cloud and Marketing Cloud have a special relationship because the growing number of connected devices provides valuable data to marketers who need to better understand their customers. IoT Cloud informs Marketing Cloud of events that start customer journeys and tracks the data that will move customers forward to the next stage of their journey.

At its core, Marketing Cloud manages your complete customer lifecycle from the earliest phases of awareness and acquisition to the transformation of customers into advocates – who are also your company's best marketers. Next, we'll walk through each of these five stages in the customer lifecycle and explain how Salesforce Marketing Cloud empowers each stage.

Acquiring Customers in a Whole New Way

TV & mass media

Acquire

Sell

Advocate

Onboard

Engage

Personalized media at scale

Ask any marketer what their primary goals are, and it's a safe bet that customer acquisition will be near the top of the list. Customer acquisition has never been more complex, thanks to the proliferation of devices and channels where customers spend their time. We as marketers want to know and serve our customers as individuals, but too often, customers slip in and out of a journey and remain unknown.
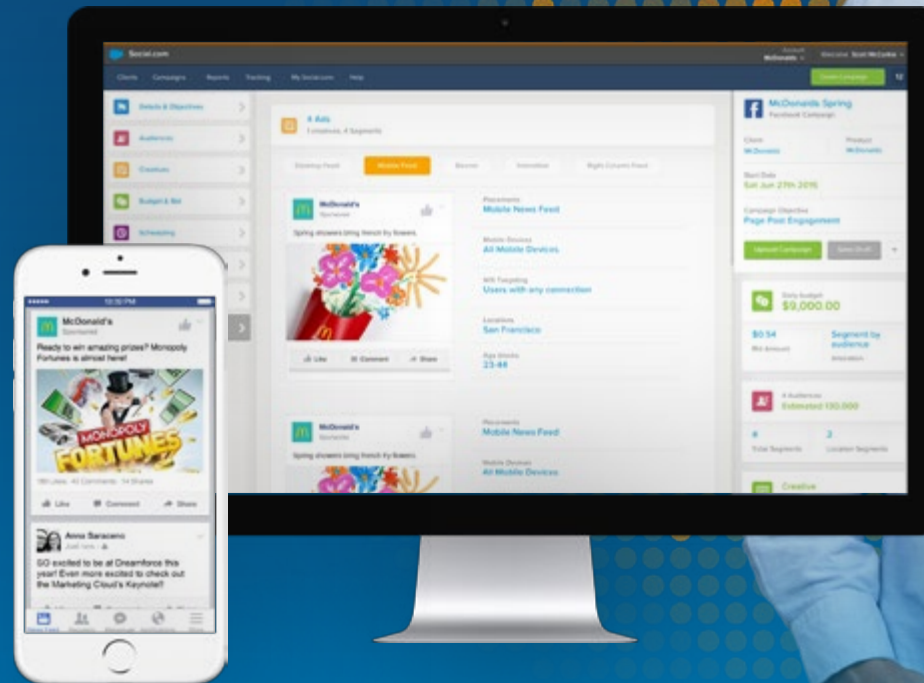
That's the challenge McDonald's was facing. McDonald's serves 68 million people a day and opens a restaurant every 15 minutes. The fast-food brand doesn't have a shortage of customers, but it wants to better know its customers and create 1-to-1 relationships with them, not just facilitate transactions.

McDonald's

Through Salesforce Marketing Cloud, McDonald's is now delivering personalized messaging at scale. With targeted ads through the Marketing Cloud advertising platform, McDonald's is promoting a new program allowing customers to customize menu items just the way they want. These personalized social ads resulted in a 5x increase in engagement over past campaigns.

Because the Marketing Cloud advertising platform connects to your existing CRM platform, you can reach customers your company already knows through social ads. To test the power of ads for customer acquisition, we recently conducted a study with Facebook and a leading online retailer. The retailer found that email openers reached with advertising were 22% more likely to purchase than those who weren't. Supporting email with advertising is just one way that Salesforce Marketing Cloud can help you acquire new customers more efficiently and with the power of data.

Selling Powered by Marketing Automation

Acquire

Sell

Advocate

Onboard

Engage

Campaigns not aligned with sales

Pipeline generators

For companies with sales teams, a solid relationship between marketing and sales can be the difference between business success and failure. Unfortunately, sales and marketing aren't always tightly coordinated and communicating. On the other hand, when sales and marketing work together, a company can better generate and qualify leads, shorten sales cycles, and ultimately close more business.
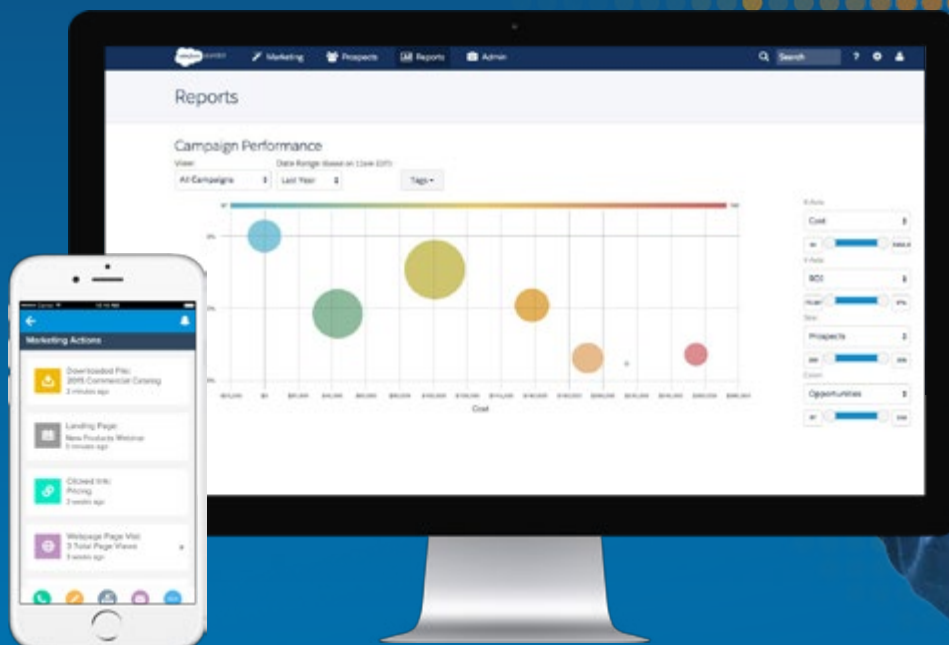
Fitness manufacturer Precor has sales teams across the world that sell fitness equipment to gyms. Precor knows its marketing efforts must be synced with sales so that marketing can be a true pipeline generator – not just a disjointed messaging or campaigns center. Precor uses Pardot, the Salesforce B2B marketing automation platform, to achieve better sales and marketing alignment, which ultimately drives more business.

Precor

By using Pardot to nurture leads and drive them forward, Precor has tracked a 45% increase in marketing-generated leads and a 60% increase in time for leads to convert. All data is integrated with Sales Cloud for a seamless customer experience during the selling process. With the combination of sales-marketing alignment and the right technology, you'll always know exactly who you're selling to – and how to move the person through the pipeline.

If you're using Sales Cloud and B2B selling is a part of your company, you need to see how Pardot can unify your sales and marketing efforts. Request a demo to see how it works.

///PRECOR®

Onboarding with 1-to-1 Customer Journeys

Acquire

Sell

Advocate

Onboard

Engage

Offline anonymous users

Online, known users

Every marketer wants customers to convert as a result of marketing efforts. But modern marketing is less about individual transactions and more about long-term engagement as a result of an initial purchase. Once a customer has made a purchase, the journey isn't over – it's just beginning. During the onboarding stage of the customer lifecycle, it's time to bring a customer deeper into a relationship with your brand.

Toy manufacturer Mattel understands the importance of onboarding customers. As a 70-year-old company, Mattel also understands transformation, and the company has updated products and marketing efforts to align with hyperconnected customers in the digital age. Many of Mattel's products are offline and non-connected, but Mattel knows that to create a relationship, it needs to bring products and relationships online to know customers better.
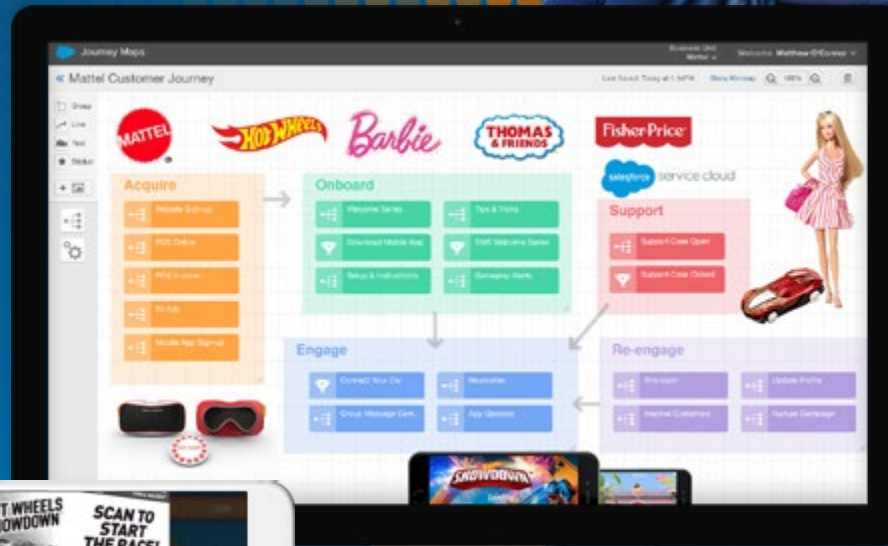
Mattel

As the #1 toymaker in the world, Mattel stays on top by listening to customers and future customers wherever they are. Through Salesforce Marketing Cloud, Mattel is envisioning a full-scale customer journey across all channels.

Mattel's customer journey goals began with the desire to send better marketing emails. The company realized that some email journeys were ending as customers grew too old for certain toys and Mattel brands. With Marketing Cloud, Mattel removed the silos between brands so that onboarding a customer to another part of Mattel is just a click away.

To bring it all together, Mattel's vision is to use Salesforce Marketing Cloud Journey Builder to map these 1-to-1 customer journeys. With email, mobile, Web, and ads, Mattel will be able to drive mobile app downloads to connect physical toys to digital experiences, whether for young children or adult collectors – and that means a customer journey truly mapped to every customer.

Engaging through Personalization at Scale

Disconnected episodic experiences

Acquire

Sell

Advocate

Onboard

Engage

Holistic customer relationships

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. The goal is to deliver personalized content that keeps your brand top of mind, even if the customer isn't ready to make another purchase just yet.

Room & Board is a luxury furniture retailer that understands the importance of the engagement phase in the customer lifecycle. Most people don't buy new furniture every day, yet Room & Board creates an ongoing, lasting relationship with customers through tailored messages sent through Salesforce Marketing Cloud. These messages keep engagement strong long after the new sofa has appeared on the living room floor.
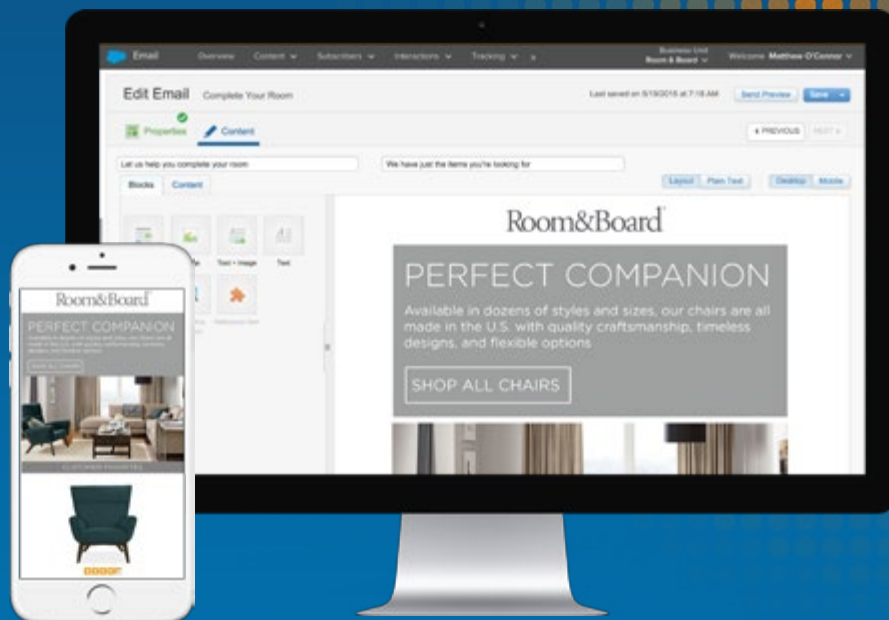
Room & Board

With predictive intelligence, Salesforce Marketing Cloud records information about every customer's interests and furniture preferences with every website click. Then, emails are sent with personalized recommendations for each unique customer. These recommendations introduce customers to items they didn't think they needed, which delights them and strengthens engagement.

Room & Board's engagement strategy through Salesforce Marketing Cloud has resulted in a 40% higher average order value via Web and 60% higher in stores. Conversions are up 600%, and ROI is near 2,800%. By putting the customer's wants and needs at the center of marketing efforts, Room & Board has crafted a journey that's holistic, connecting every touchpoint from brick and mortar to Web.

No matter how a customer communicates with your brand, engagement will only continue if your marketing efforts reflect that it's the same person, no matter the channel.

Creating Loyal Brand Advocates

Siloed social

Advocate

Acquire

Sell

Onboard

Engage

Integrated Marketing,
Sales, and Service

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. An integrated experience with your product and customer service is key, and nowhere is that more important than social.

Creating brand advocates is a top priority for AT&T, a $160+ billion company with more than 140 identities on 11 social networks. AT&T tracks tens of millions of social interactions each month. The company understands that to resolve customer issues efficiently and create loyal brand advocates, social can't be a siloed function. AT&T integrates social throughout the entire organization with Salesforce Marketing Cloud Social Studio.

AT&T

Social Studio allows AT&T to manage engagement at tremendous scale. With one million interactions a month that require engagement, agents route interactions to the right person through Social Studio so customer needs are quickly met. Through Social Studio, AT&T has seen a 70% decrease in time for cases to be resolved over the past year, and a 35% reduction in cost.

Customer messages on social media may require involvement from customer care teams, marketing teams, and beyond. Your customer service reps must offer customers the same personalized service when responding on social that they would provide over the phone. With the right technology and the right social strategy, people from different departments can collaborate to help your customers and more quickly resolve issues shared on social.

Imagine if every customer who contacted you on social media received a response within minutes by someone with full knowledge of their case and the best resolution. Customer satisfaction would probably increase – as AT&T's has with a 5% increase year over year – and so would the number of mere customers who become loyal and vocal advocates. That's the power of social within the customer journey.

Introducing Marketing Cloud Connect

You've seen the power of customer journeys. Now make them even more powerful with Marketing Cloud Connect.

Announced at Dreamforce '15, Marketing Cloud Connect is the integration of Marketing Cloud across the entire Customer Success Platform.

With Marketing Cloud Connect, your Marketing Cloud data is seamlessly synced with all parts of the Customer Success Platform – not only marketing, but sales, service, and beyond. Every touchpoint is connected, allowing you to power journeys across every stage of engagement.

salesforce sales cloud

salesforce service cloud

salesforce community cloud

salesforce analytics cloud

salesforce app cloud

salesforce IoT cloud

salesforce marketing cloud

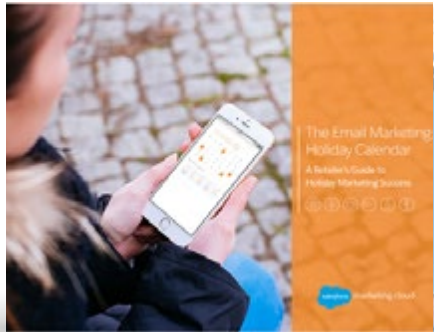Email

Mobile

Social

Advertising

Website

Devices

Conclusion

The customer experience is more than marketing. It's the sum of every interaction a customer has with your brand, and that includes service, advertising, the selling process, and much more. No matter the size of your company or the type of industry in which you do business, your goal should be marketing that's so good, it's customer service – and customer service that's so good, it's really marketing.

As we manage our customer journeys from acquisition to advocacy, every touchpoint matters. With Salesforce Marketing Cloud and the new announcements we shared at Dreamforce '15, you can unite every customer touchpoint for journeys that are precise, personalized, and connected to every channel and device. Welcome to a new era for digital marketers.

Resources you might also like:

Email Marketing Holiday Calendar

DOWNLOAD

How to Measure Your Content Marketing

DOWNLOAD

The Business Leader's Guide to Becoming a Social Business

DOWNLOAD

Find even more helpful marketing content,
visit the Marketing Cloud Resource Center.

LEARN MORE

thank you