Marketing Cloud at Your Service

Connecting the Digital and Physical Customer Experience

On the journey from first-time customer to lifetime advocate, Marketing Cloud has you covered.

In the age of the digitally connected customer, there are more opportunities to reach prospects and patrons than ever, but it can feel overwhelming to keep up with ever-changing technology.

Marketing Cloud is here to help.

Marketing Cloud helps the world's most innovative companies create personalized customer experiences across email, mobile, social, ads, and the web. Use data to manage automated individual journeys with your brand – for every stage of the customer lifecycle. Build loyalty with unique, seamless experiences online and in person, tailored to customers' preferences.

With Marketing Cloud, businesses of every size power customer journeys and create lifelong advocates. You can, too.

Meet Julie.

Age: 30

Occupation: sales representative

Favorite foods: wedge salad, grilled salmon and brown rice, French onion soup

Favorite dessert: chocolate mousse

Acquisition and Onboarding

As a traveling salesperson, Julie has sat down to – or rushed through – many great restaurant, market, and food cart meals. On a business trip to Boston, Julie stops at a local favorite seafood location, Leopold's, for lunch. The server points out a special offer: diners who opt in via text will receive an instant SMS message containing a code for a free appetizer.

Julie texts the code LEOS to the number on a table display. She instantly receives her coupon code, orders the flatbread, and begins her customer journey with Leopold's.

Goal

Convert customer from SMS program to loyalty/ rewards program

SMS OPT-IN

Julie opts in by texting the keyword LEOS and her email address, triggering an instant SMS reply. The text contains a short URL linking to her coupon code and final opt-in step.

WELCOME AND LOYALTY INVITE

When Julie redeems her free appetizer, a triggered welcome email from Leopold's is already waiting in her inbox. It contains an invitation to join Leopold's customer loyalty program (Leo's Rewards) and build her member profile.

LOYALTY PROGRAM REMINDERS

Julie enjoyed her meal and might be back in Boston soon, so she begins her rewards profile. Her boss calls, and she is unable to finish.

The incomplete registration triggers:

SMS REMINDERS

A friendly text message reminds Julie her profile – and perks – are waiting.

SOCIAL ADS

Scrolling through Twitter, Julie sees an ad for Leo's Rewards.

During coffee the next morning, Julie taps the Twitter ad and completes registration for Leo's Rewards on her mobile device. An email arrives with an instant reward of 15% off her next meal.

Dinner on her last night in Boston is Leopold's famous lobster bisque and a glass of red wine.

Re-engagement

It's been 60 days since Julie's trip to Boston and her Leopold's visit. She may return soon, but in the meantime, Leopold's has big news: it's opening a second location in Julie's hometown of Chicago. It's the perfect time for the restaurant to re-engage Leo's Rewards member Julie.

Well-timed re-engagement across a variety of digital channels places the restaurant at the top of Julie's mind. Using her customer data to generate specific content in any messaging she receives means it's more relevant to her and likelier to catch her eye.

Goal

Repeated customer business and download of mobile app

EMAIL OFFER

Based on Julie's profile data, Leopold's sends her an offer to enjoy a free dessert during the opening week of its new location in her hometown.

UNENGAGED REMINDER

When Julie doesn't redeem her dessert that first week, the restaurant sends her a renewed invitation and offer – a discount on her first entrée at the new location – good for the next two weeks.

SOCIAL ADS

Social advertising in Julie's Facebook and Twitter feeds promotes the perks that Leo's Rewards offers to members – a free meal on birthdays, discounts, a complimentary entrée every tenth visit, and more.

MOBILE APP INVITE

Julie receives an SMS offer and short link to download the Leopold's mobile app.

Thinking back on that great meal in Boston, Julie downloads the app, logs in, and visits the new Chicago location for lunch later that week. One meal later, she's received her first reward point of what will hopefully be many.

Advocacy

Julie has returned to Leopold's a few times since its closer-to-home location opened. Work has her out of town and busy often, however, and it's not easy to build a relationship with a favorite restaurant – no matter how much she loves the menu.

Fortunately, the team at Leopold's strives for convenience and easy accessibility. A multichannel campaign means her engagement is natural – on her terms, wherever she is. The right approach (along with great food) can make Julie a s atisfied brand advocate.

Goal

Engagement of app and regular purchases

EMAIL AND MOBILE PUSH PROMOTIONS

Through Leopold's app, Julie gets push notifications for exclusive rewards, like a free entrée on her birthday. She also receives occasional email coupons.

GEOFENCING NOTIFICATIONS

The mobile app uses geofencing technology to reach Julie in the right moment, based on her location. When she's back in Boston for a follow-up with her client, a push notification arrives with a code to redeem for a discount on a dish available only at the Boston location.

REFERRAL OFFERS

When Julie recommends the restaurant in a social media post, it triggers a response that offers a two-for-one coupon for the next time she brings in a friend.

PREFERENCES STEER ENGAGEMENT

As she uses Leopold's app to earn and redeem reward points, Julie's profile becomes more comprehensive. Over time, the offers she receives apply only to her culinary tastes.

Julie likes going to Leopold's for lunch or dinner because she enjoys the food and service. What makes her an invested brand loyalist, however, is the effortless customer journey that engages her between visits. The messaging engages her as an individual with specific tastes
and behaviors.

It's the same great feeling as when a favorite server knows you by name – and that's a feeling Julie values.

Your customers are waiting to hear from you.

Whether one-time guests or returning regulars, your guests are connected – in every channel. Personalized engagement in digital platforms is no longer just a pleasant surprise. It's an expectation. Keep ahead of competitors and stand out with a connected customer experience.
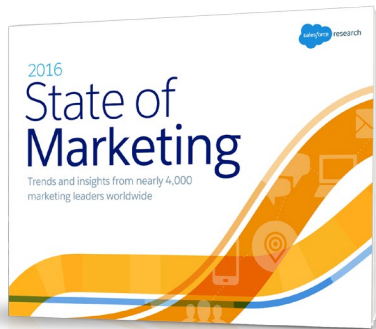
See how Marketing Cloud can help you create meaningful customer journeys like Julie's. Discover a new way to engage your customers, increase ROI, and grow revenue.

Make your reservation.

Give us a call at **1-866-558-9834** to speak about your needs and how we can help.

Other Resources You May Enjoy

2016 State of Marketing Report

GET THE E-BOOK

Any Journey is Possible

TAKE A JOURNEY

5 Blueprints for Building Smarter Emails

GET THE E-BOOK

salesforce

CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY