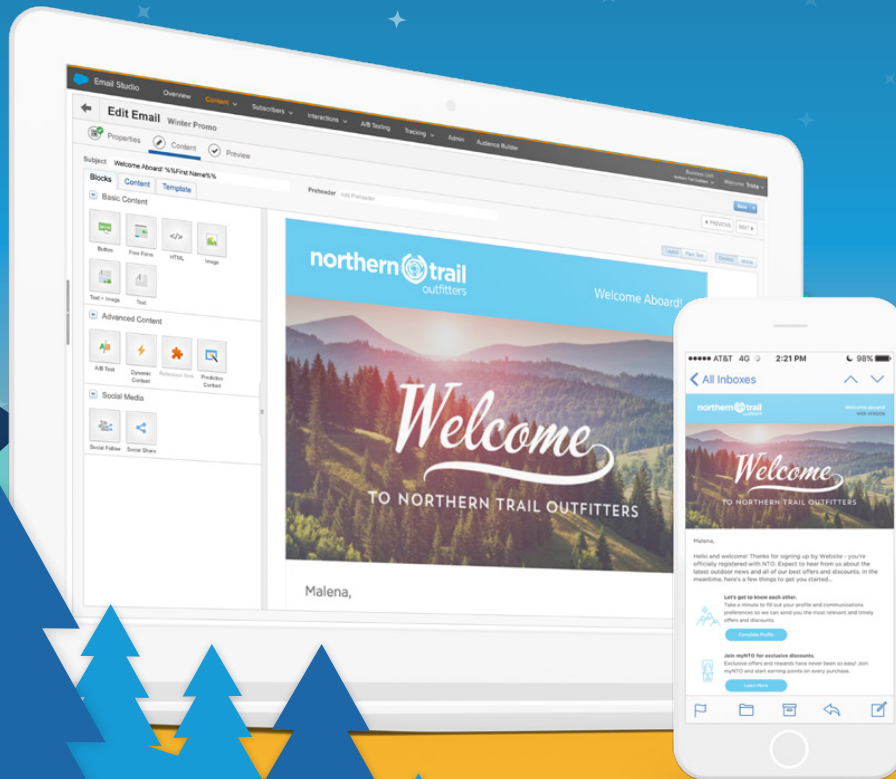


salesforce

Migrating to Salesforce Email

Deliver with the #1 Email Marketing Solution



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Help Your Team Forge a Path to Better Email

Your team shares a vision of success – for your customers as well as your brand – across every department. It's marketing that ties it all together, putting the message you've created together out into the wild. It all begins with email, your highest-performing channel and the foundation of cross-channel marketing.

Your customers deserve great email.

You deserve the best email solution.



Email Studio by Marketing Cloud is the solution to exceed business goals for marketing, sales, service, and commerce. As part of the Salesforce Customer Success Platform, Email Studio helps teams of any size deliver the best possible email with speed, security, scalability, and excellent deliverability.

Email Studio is the #1 email solution in the industry for good reason:

- Salesforce Email Studio has been named a service leader by customers.
- It works for teams of any size.
- It offers total integration with the Customer Success Platform.
- Salesforce commits to continual feature updates and innovation.

Only Salesforce can do all that – and it doesn't stop there. Keep reading to gear up and lead your team to greener email pastures. When you're done, click below to generate an email you can send to your manager to share the exciting possibilities of a switch to Salesforce.

GET THE EMAIL



Why Switch to Salesforce?

There are countless reasons to migrate your email campaigns to Salesforce. Here are four customer favorites.



Set Up Camp with the #1 Email Solution

Salesforce was named the email marketing solution Leader by our customers in G2 Crowd's "Email Marketing: Best of Breed."

- Customers rated solutions based on quality of support, ease of use, interface, deliverability and scalability, segmentation, and integration.
- Customers called Salesforce's Email Studio "a robust tool for email marketing" and a "highly scalable product."
- Email Studio users reported an 83% recommendation rate.

READ THE REPORT

Looking for new ways to segment your audience?

Email Studio customers rated it an industry leader in segmentation. See why – and get new segmentation ideas – in this blog: [Audience Segmentation Ideas >](#)

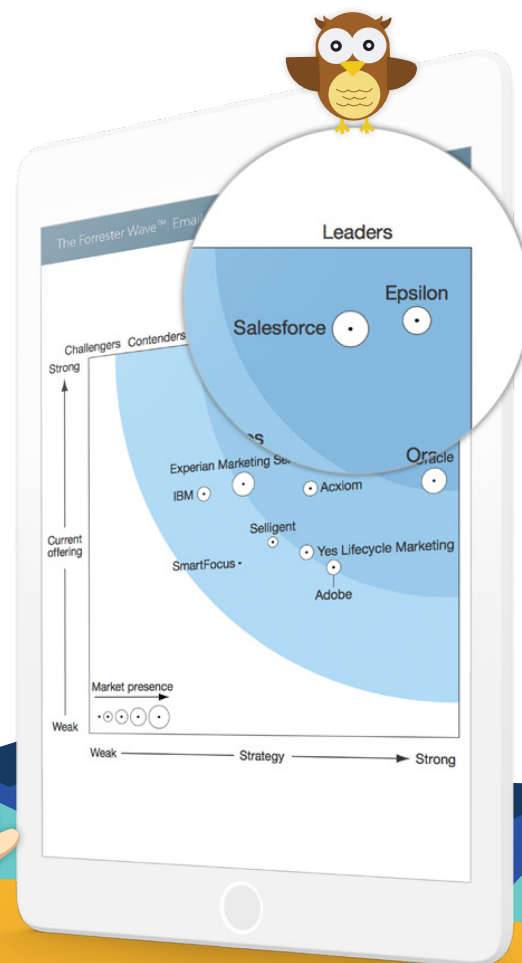


Salesforce was included as a Leader in “The Forrester Wave™: Email Marketing Service Providers, Q3 2016.”

- One Salesforce customer told Forrester, “I have not found an [email service provider] that can compare to the customization and integration [Salesforce] has.”
- Forrester also noted in the report that “ [Salesforce’s] dynamic content, analytics and reporting, security, and support of distributed business models are top-notch.”

Salesforce also boasts the most satisfied customers Forrester surveyed. “Email leaders at [Salesforce] drive broader company strategy, so email marketers of all sizes will know their voices matter.”

[READ THE REPORT](#)



Small Fish. Big Pond. No Problem.

Because of its versatility and ease of use, organizations of every size use Salesforce email to deliver timely, relevant messages at scale. Take a look at how these businesses delivered major wins with Email Studio.

LIFE TIME

THE HEALTHY WAY OF LIFE COMPANY

Life Time differentiated itself from other fitness-focused companies with a unique 1-to-1 journey for every customer. Key to these journeys is highly dynamic, customized email created at scale with Salesforce. This highly relevant content even reduced unsubscribe rates for Life Time emails by 15%.

- ▶ **154% ROI**
after implementing customer journeys
- ▶ **80% increase in open rate**
over a period of 2 years
- ▶ **7 million email sends**
per month – with help from Salesforce

SEE THE STORY

“We want to follow [members] ... through each point in their journey with us, no matter who they are or why they're here ... It has to be unique to them. The way we're going to do that is with the help of [Salesforce].”

RENEE MAIN

VP, Marketing, Member Acquisition & Retention
Life Time – The Healthy Way of Life Company



Room&Board[®]

Modern furniture seller Room & Board has helped create the perfect living space for customers since 1999. Embracing the digital space, the team at Room & Board uses email to mirror the personal experience of a brick-and-mortar store – online. It also uses Salesforce Audience Builder and artificial intelligence to automate personalized promos and offers.

- ▶ **1 : 30.2 Cost : Benefit Ratio**
within 2 months of implementing Salesforce solutions
- ▶ **2,900% ROI**
after implementing targeted campaigns with Email Studio
- ▶ **60% average order increase**
when customers first view predictive recommendation emails

SEE THE STORY

“Making the right offer to an engaged customer at the optimal time is every retailer’s sweet spot. That’s when we see the most conversions, and that’s what [Salesforce] helps us achieve.”

KIMBERLY RUTHENBECK
Director of Web Experience
Room & Board





The world's biggest supplier of sports merchandise knows that fandom is very personal. That's why the marketing team at Fanatics sends only the most finely tailored emails to sports fans around the world.

- ▶ **300+ brands**
represented in customized marketing content
- ▶ **3.5 billion personalized emails**
sent last year
- ▶ **5 team members**
achieved all this – with help from Salesforce

Get a closer look at the Fanatics team's winning strategies in the "Fanatics Customer Journey Playbook."

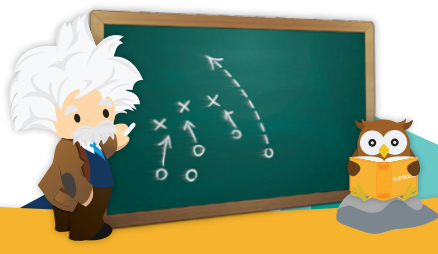
SEE THE STORY

GET THE PLAYBOOK

Whether on a team of five or 50, marketers can use Salesforce to deliver email journeys that drive revenue, increase conversions, and – most importantly – bring every unit of business together in a shared vision of customer success.

“Marketing Cloud gives us the tools we need to deliver email – at scale, with speed ... to deliver content to customers that will delight them faster.”

MATTHEW SMITH
VP of CRM and Loyalty
Fanatics, Inc.



All Your Gear – Together

Salesforce works for marketing teams of any size because it's the platform that grows with your business. When you win, Salesforce cheers you on. No matter where your brand is in its journey to success, we're confident our solution will fit your email needs – and that's just the beginning.

Why carry around multiple tools when you can just use a Swiss Army knife? Salesforce is the single solution for businesses across every step of the customer journey. Break down department barriers and work as one team.

- Native integration with the Customer Success Platform
- Save time and cost of moving data across siloed point solutions
- Automate interactions between marketing and sales or customer service

Partner with the email solution that can suit your needs today and in the future. Be ready for anything with Salesforce's top-tier functionality.



Keep Marketing on the Cutting Edge

Salesforce commits to three product releases every year, so companies always have the latest and greatest in marketing technology – without any infrastructure hassle. Email marketing with Salesforce means enjoying the benefits of features like:

- **Einstein for everybody**

Salesforce's state-of-the-art AI means predictive journeys for your customers.

[Learn more at the Salesforce Blog >](#)

- **Dynamic content**

Populate emails with highly personalized content effortlessly.

[Get tips from the Marketing Cloud Blog >](#)

- **A/B testing**

Automate real-time testing and comparison of two campaigns.

[Read on at the Marketing Cloud Blog >](#)

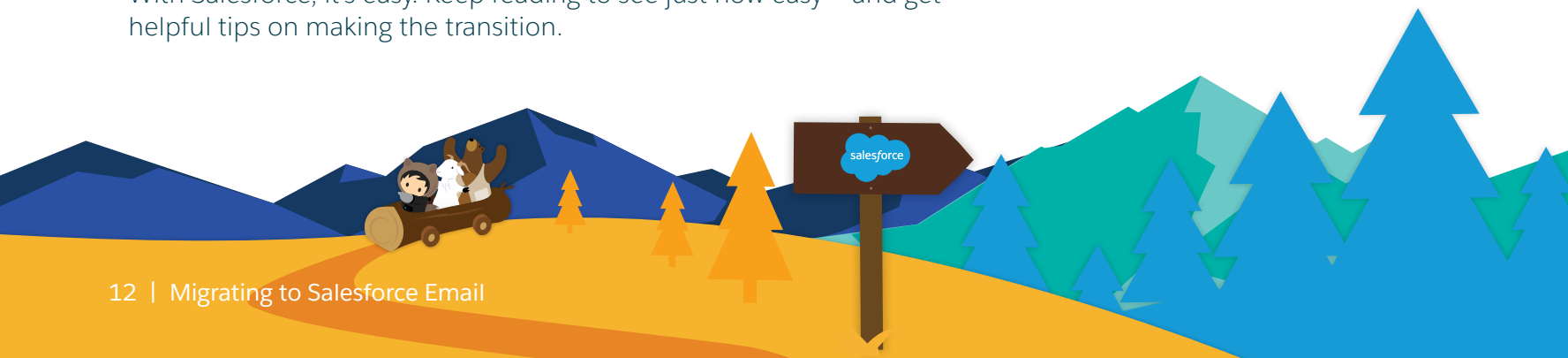
- **Data flexibility**

Customize data fields for your customers according to your marketing needs.



Now you've seen why Salesforce is the #1 solution for email marketing – and how making the switch will help you cultivate success for your business and customers alike. Even so, changing email solutions can seem daunting.

With Salesforce, it's easy. Keep reading to see just how easy – and get helpful tips on making the transition.



How Do I Migrate?

Changing email service providers might seem intimidating, but migrating to Salesforce is a stroll in the park with this simple starter guide.



Cross Over and Kick Back – Switching to the #1 Email Solution in 4 Steps

When you adopt the Salesforce email solution, you can be up and running with industry-leading tools and integration in a matter of hours. Take a look at our tips to switching and see just how simple it is.

1. Migrate

Moving your data from your current email service provider into the Salesforce ecosystem is a breeze. Migrate your subscriber list data one of two ways:

- Upload from your hard drive or current email solution.
- Generate a report of your Sales Cloud or Service Cloud data.

2. Create

One of Salesforce email's most unique features is its combination of a drag-and-drop templated editor with HTML editing functionality. With Salesforce, anyone – from a novice with no coding experience to an HTML pro – can create outstanding personalized email.

- Create content blocks for everything from images and simple text to dynamic content and HTML code.
- Start using a “what you see is what you get” editor right away.
- Go back and edit HTML any time.



3. Send

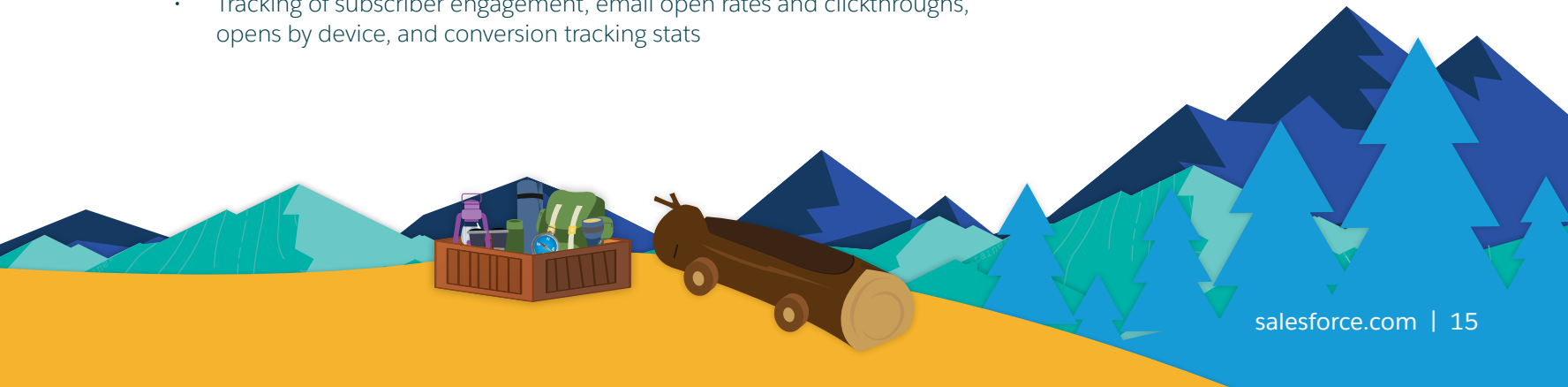
Save time and do more with the same resources by automating all your routine campaigns, including welcome series, monthly newsletters, or triggered emails like receipts.

- Streamline tasks with a drag-and-drop interface.
- Keep brand messaging consistent.
- Review and approve, segment and target, and preview and test automatically.
- Salesforce email's deliverability rate soars past other providers' because it enforces security policies others don't. With trust as our #1 value, Salesforce maintains a strong governance of protective policies, so your emails will end up at the top of the inbox – not in a spam folder.

4. Track

Get results in real time – instantly and accurately up to date, not hours behind. Improve campaigns and gain valuable insights into what your customers prefer with Salesforce email. Track performance with:

- Performance reports for components, including subject lines, design, content areas, from names, send dates and times, preheaders, and layouts
- Built-in, optimized A/B testing that lets your data determine what's working and what's not, then automate delivery of top performers.
- Tracking of subscriber engagement, email open rates and clickthroughs, opens by device, and conversion tracking stats



Tips for a Successful Transition

Prioritize.

Evolving a marketing strategy while migrating ESPs can be overwhelming. It's best to focus on getting your core campaigns up and running quickly, and then take more time to focus on future campaigns and new technologies once sending has begun. Focus on the long run rather than the quick fix. You can thank yourself later.

Have your assets in order.

Understand what creative needs to be brought over and what can be left behind. Much like moving into a new home, migrating ESPs is a great time to declutter and get rid of the junk that's just taking up space. Also having a plan to organize your assets through standard file and folder naming conventions can make things much more efficient.

It's all about the data.

Determine what you'll need for your most valued campaigns, and focus on migrating clean data for those first.

Start at the end.

Knowing what data is needed out of the system can impact how things are configured in the beginning. It is important to understand what data powers the current KPIs so that reporting and data extracts can be configured properly.



Conclusion

Your team's path to greater success is as simple as the switch to Email Studio. Take the first step to marketing greatness, and experience for yourself why thousands of users around the world are more satisfied with Salesforce.

Request a demo or take a guided tour at **marketingcloud.com**, or call **1-800-667-6389** to talk to a Salesforce representative today.

Additional Resources

Blogs:

[How Email Marketers Can Overcome Anti-Social Behavior >](#)

[Goldilocks' Guide to Email Marketing – How to Get Email Images Just Right >](#)

[Email Marketing: More Related Blogs >](#)

Videos:

[Email Studio and Content Builder Overview >](#)

[Email Studio Demo >](#)

[Email Studio How-to Videos >](#)





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CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY