

# Mobilize the Customer Journey

Connect every experience  
with Salesforce

salesforce



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# Introduction

Mobile technology has changed everyday life in ways we could never have imagined – and it continues to surprise consumers and marketers alike. From shopping, to keeping up with current events, to enjoying a morning cup of coffee, mobile devices continue to redefine everything.

There's no denying your customers are connected, and your organization can improve customer interactions with your brand by implementing mobile marketing solutions.

Every day, there are **30 billion** mobile moments in the U.S. alone.

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# Reach your customers in the moments that matter.

Success for your brand means putting the customer at the center of everything. With Mobile Studio from Marketing Cloud, you can be everywhere your audience is – and always accessible.

①

## Augment and strengthen your number one source of ROI: email.

Connecting email with SMS and mobile push notifications completes the experience for customers who desire information at their fingertips. In fact, when supermarket chain Safeway combined email with push notifications, it doubled customer coupon redemption.

②

## Integrate mobile communications across every department.

Every mobile touchpoint factors into one complete view of your customer. Take advantage of the only platform that connects marketing to sales, service, and beyond to create seamless relationships.

③

## Keep your audience engaged with impressive mobile apps.

As part of the Customer Success Platform, Mobile Studio works in tandem with Salesforce App Cloud. Build innovative apps and deliver personalized experiences, all within a single platform.

Read on for an in-depth look at how Mobile Studio can solve common business problems. Take a look at three simulated brands and their best practice scenarios.



1

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## Crossing Channels: Email + Mobile (and Beyond)





Makana Health

## The Challenge:

Makana Health sought to grow its digital audience – a common pain point for health and life sciences organizations. With a broader audience, Makana knew it could grow its wellness program, increase its customer satisfaction score, and improve overall customer experience. After all, for Makana, a healthier customer experience means a healthier customer.

## The Solution:

The marketing team at Makana connected its email program to mobile and ad campaigns within Marketing Cloud. By connecting with its patients both online and at various healthcare centers, Makana can personalize content to keep subscribers informed and involved with their community and with wellness. Analyzing audience engagement, Makana determines how and where its subscribers wish to be reached and accommodates them by incorporating mobile into its marketing.

## Did You Know?

The largest email senders in the world trust Email Studio to help create highly personalized emails with drag-and-drop ease. Email Studio combines data-driven campaign management, automation tools, content organization, and native artificial intelligence. Plus, users can integrate their online and offline data to trigger personalized email messages across the customer journey.

As part of the Customer Success Platform, Email Studio and Mobile Studio work together to connect experiences across channels.

**Learn more about Email Studio:** [sfdc.co/email-marketing-solutions](https://sfdc.co/email-marketing-solutions)

## How Did They Do It?



Makana used promotions on its webpage to grow the audience for its monthly newsletter, which started with a small list of subscribers referred by doctors.



It added a newsletter subscription form on the page where patients schedule appointments online.



Makana also started using social ads on platforms like Facebook and Twitter. With Marketing Cloud Advertising Studio, the team set up targeted lists and created lookalike audiences to provide personalized content for upcoming races, training classes, and fundraisers – all pointing to the newsletter, as well. When Makana paired an email and an ad, it saw an increase in opens and click-through rates.



Next, the team bridged the physical and digital gap with physical signage promoting the newsletter to patients sitting in waiting rooms. These signs listed a code that allowed patients to text their email address to an SMS short code for a newsletter subscription – an easy solution for Makana using MobileConnect from Marketing Cloud.

High performers are **1.8x** more likely to align their mobile campaigns with email campaigns.<sup>1</sup>

Use Case:



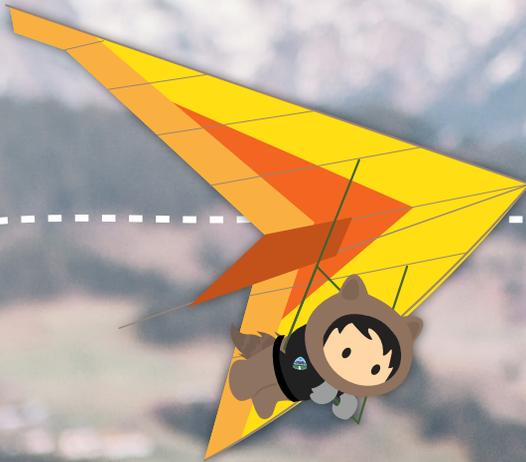
Preventure Inc. combines the power of community, sales, apps, and marketing to help customers adopt a healthy lifestyle. With a single view of every customer, Preventure saw a 70% increase in wellness initiative participation.

[READ MORE](#)

<sup>1</sup> 2016 State of Marketing, Salesforce Research, March 2016

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**No More Silos:**  
Integrate Marketing,  
Sales, and Service





## The Challenge:

When retailer Northern Trail Outfitters (NTO) realized that customers were experiencing long wait times at the company's call center, it knew it needed to address the problem. Quick issue resolution and transparency – letting customers know how far along their case was in the process – became top priority.

## The Solution:

NTO turned to Marketing Cloud's mobile cross-department integration to speed up the customer service and call center experiences. Removing the barriers among departments made problem resolution seamless and convenient, and helped to keep customers informed throughout the entire process.

## Did You Know?

Seventy-five percent of customers have spent more due to positive brand interactions – and 81% say negative things about a company after a service call. In most cases, a lack of a single customer view leads to business problems that leave a less-than-ideal impression. Sales and Service Clouds from Salesforce integrate seamlessly with Marketing Cloud to unify every interaction with every customer, removing the business siloes that can harm revenue.

**Learn more about Sales Cloud:** [salesforce.com/products/sales-cloud/overview](https://salesforce.com/products/sales-cloud/overview)

**Learn more about Service Cloud:** [salesforce.com/products/service-cloud/overview](https://salesforce.com/products/service-cloud/overview)



## How Did They Do It?



Marketing and services teams at NTO work together. Conversational messaging from Service Cloud opens live, rep-to-customer text conversations complete with customer history data. With these messages, reps can resolve issues and close cases faster.



The customer is informed at every step of the case over phone conversations, text messages, or email.



When the service team closes the case in Service Cloud, a customer journey begins in Marketing Cloud. The journey focuses on creating loyal and engaged customers.



The customer's journey begins with an emailed survey for service feedback. If recipients don't open the survey within three days, they get a direct link to it in an SMS. Every journey takes different paths based on the results of the survey. Positive feedback triggers content geared to drive further purchases. Negative reviews result in special offers and a nurturing approach to win back trust and loyalty.

**76%** of consumers have received communications from businesses such as banks, healthcare and retailers via SMS.<sup>1</sup>



### Use Case:

OPEN FOR SERVICE  
SERVICE FOR EVERYONE  
OPENFORSERVICE.ORG

Nonprofit organization Open For Service uses a clever (and interactive) cross-channel use of mobile and IoT to share its message of inclusiveness and unity.

[READ MORE](#)

3

Touchscreen  
Touchpoints:  
App Creation  
and Engagement





## The Challenge:

Cumulus Bank's analysts recognized the need to provide a scalable, digital customer experience for on-the-go customers. The Cumulus team sought an app development platform on which it could build a custom app to seamlessly connect all customer data. Since the team must secure thousands of data points, trust is its number one priority, and the team could only move ahead with a trusted platform.

## The Solution:

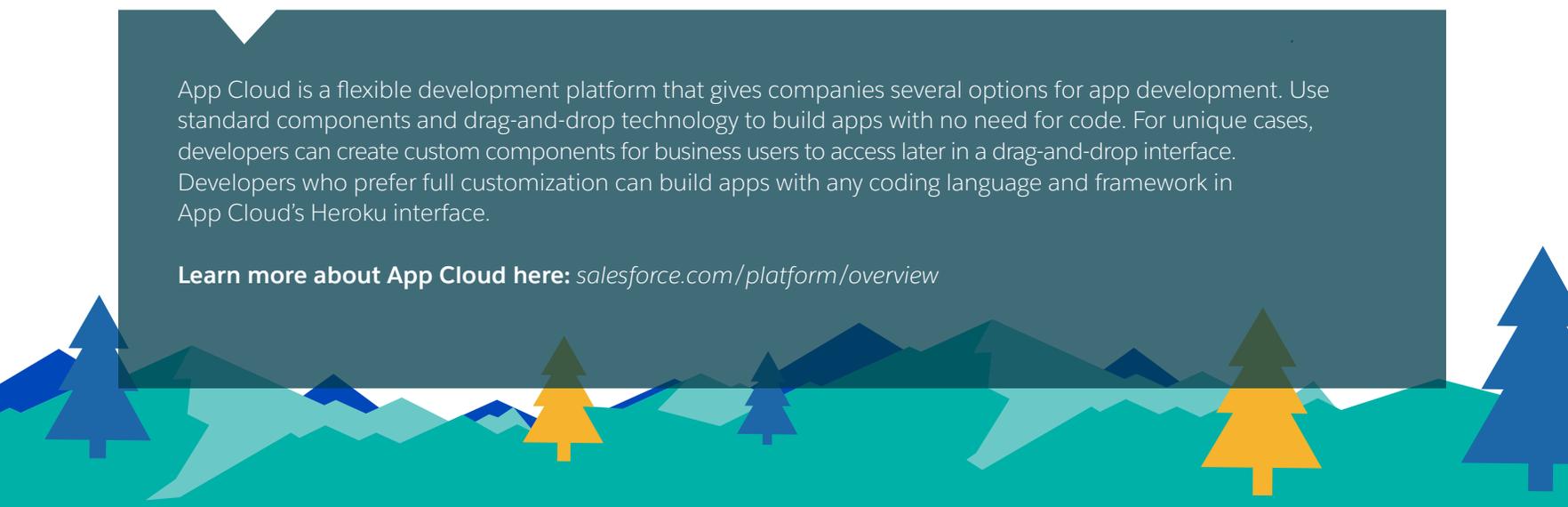
Cumulus Bank built and deployed its mobile app in App Cloud, using easy click-creating and drag-and-drop features.

Developers partnered with the marketers, using Marketing Cloud to drive engagement with the app, utilizing push notifications, and educating users on how to get the most out of the app.

## Did You Know?

App Cloud is a flexible development platform that gives companies several options for app development. Use standard components and drag-and-drop technology to build apps with no need for code. For unique cases, developers can create custom components for business users to access later in a drag-and-drop interface. Developers who prefer full customization can build apps with any coding language and framework in App Cloud's Heroku interface.

**Learn more about App Cloud here:** [salesforce.com/platform/overview](https://salesforce.com/platform/overview)



## How Did They Do It?



Cumulus Bank understood that a website alone wasn't enough to provide an excellent experience for its customers. The team built a mobile app using App Cloud. App Cloud's Force.com allowed these business analysts with minimal developer experience to get started quickly – using little to no code.



The Cumulus team needed to integrate its database with the app to ensure that each customer has a great experience. App Cloud integration tools allowed the team to tie in rich data. It used two-factor authentication and event monitoring, so data is secure and encrypted to prevent unauthorized individuals from accessing personal information.



To drive app engagement, the team planned to use push messages. They used [Marketing Cloud Learning Apps](#) to learn how to test push messages delivered by the app and debug any issues before launch.



After releasing the app, Cumulus' team used the Marketing Cloud Mobile Software Development Kit for location tracking, analytics, and personalization. Now Cumulus has both an amazing web presence and on-the-go experience.

Learn more about the Mobile SDK here:  
[sfdc.co/journey-builder-for-apps](https://sfdc.co/journey-builder-for-apps)

By 2020, more than **75%** of enterprises will have adopted at least one mobile app development platform to accelerate their digital business transformation strategy.<sup>1</sup>

Use Case:



**First  
Midwest  
Bank**

From the day customers open their first account, First Midwest Bank sends them on a journey, connecting email and SMS communications to reach them wherever they are.

[READ MORE](#)

<sup>1</sup> Magic Quadrant for Mobile App Development Platforms, Gartner, June 2016

# Conclusion

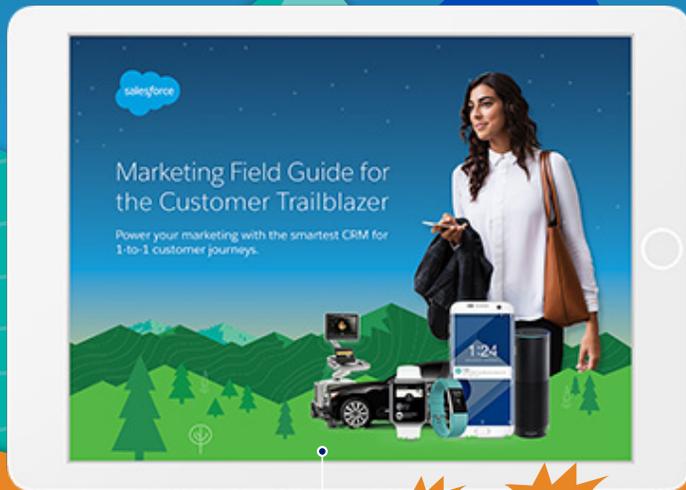
Your audience has grown to expect and appreciate an open, always-on mode of communication. Reaching them where they are, and at the right moment, is important to them. It should be important for your business, as well. Salesforce offers mobile solutions for marketing teams in companies of any size or industry – making your brand accessible whenever and wherever your customers needs you. Integrate your message over every channel, connect digital and physical customer services, and streamline every interaction across your entire business. With mobile marketing, the power to touch customer lives is in your hands.

**See Mobile Studio in action, and start a plan to take your campaigns on the go today.**

**TAKE THE TOUR**



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IN A WHOLE NEW WAY