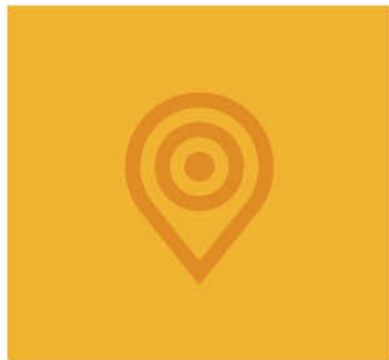


Salesforce for Marketing: Welcome to the Age of the Customer

Highlights, Announcements,
and Customer Stories from Connections



Introduction

The age of the customer is here. Everyone and everything is connected – and every marketer has an unprecedented opportunity to share 1-to-1 journeys with every customer.

How can you be a great marketer in this always-on, constantly changing ecosystem?

At Connections, Salesforce Marketing Cloud CEO Scott McCorkle and Chief Product Officer Bryan Wade unveiled incredible new technology in their keynotes. These innovations are designed to help marketers seamlessly manage the customer lifecycle across devices and platforms.

This e-book dives into the announcements and customer examples shared at Connections, revealing how Marketing Cloud helps you deliver truly 1-to-1 marketing. You can also watch [Scott's keynote](#) and [Bryan's keynote](#) to see it all in action.

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The Age of the Customer

Everything and everyone is connected.

As marketers and technologists, we've seen technology revolutions before. By definition, each one is bigger and more revolutionary than the one that came before it. But we've never seen anything close to the disruption that's happening in our industry right now.

The image features a woman in a green dress holding a large smartphone. To her right is a legend with five colored circles: Cloud (light blue), Mobile (purple), Social (yellow), Data Science (teal), and IoT (dark blue). Below the woman are several icons: a mainframe computer, a server rack, a LAN/WAN network diagram, a client computer, and a terminal. To the right of the woman are icons for a smartwatch, a smart thermostat, a smart light bulb, and a BMW car.

Thousands



Millions



Billions
of connected things



Trillions
of customer interactions

These five technology shifts have led us to the age of the customer:

Cloud

Unthinkable and limitless computing power is instantly available at our – and our customers' – fingertips.

Mobile

For many, smartphones are indispensable. Mobile is the single tech platform that unifies humanity all around the world.

Social

Social networks have created unique online gathering places where ideas and information flow instantly.

Data Science

An incredible amount of analytics helps us look forward into the future and learn from the past.

Internet of Things (IoT)

First, mobile devices connected everyone. Now everything is connected, with trillions of connected devices encompassing everything from vehicles to refrigerators.

These transformations have changed customer expectations. When interacting with a brand, today's always-connected customers don't care if it's a sales, service, or marketing interaction. They just want their needs to be met, anytime and anyplace, in a consistent way.

Connect to Your Customers in a Whole New Way

In the age of the customer, it's vital to connect to your customers in a whole new way – and that means connecting across every stage of the customer lifecycle.

Touchpoints can no longer be disconnected and ill-crafted. They must be consistent, cross-channel, and designed for customer success. Entire organizations, along with every employee and partner, must fully connect to customers. In turn, customers want to connect to other customers and form communities around their shared ideas and interests. It's up to marketers to bring all these connections together.



A truly connected customer experience is something every marketer should strive to achieve. And for marketers who make it a reality, something important happens: So-called boundaries between product experience and customer experience dissolve.

That shared product and customer experience is what's so disruptive about Uber, Fitbit, and other leading digital companies. So for skeptical marketers thinking, "We don't have an app – our customer experience is inherently different," perhaps it's time to change your way of thinking about the customer journey.

In digital marketing, there are no haves and have-nots. Marketers all share the same ability to connect with customers, despite company age, industry, and product offerings.



Connected Employees



Connected Partners



Connected Communities

Join Your Customers on a 1-to-1 Journey

Amid all these technology revolutions and connected customers, what does the future look like?



The future of marketing is the cross-channel and cross-departmental management of every stage of the customer lifecycle. This future blurs the lines between traditional customer relationship management (CRM) and marketing. Every customer-facing employee must connect with customers from the earliest moment of awareness through onboarding and advocacy. And it all must transpire in a seamless way.

A 1-to-1 journey incorporates every possible means of reaching customers: online, offline, apps, the web browser, ads, and beyond. No matter which new technology we're talking about, marketers must connect with individuals and know them across devices. The future involves every part of the organization coming together for that common goal.

That's why we've built the Customer Success Platform.



The Customer Success Platform

The Customer Success Platform is the complete CRM solution: sales, service, marketing, community, analytics, apps, and IoT. The Customer Success Platform lets you connect to your customers in a whole new way, run your business from your phone, and get smarter about your customers and who they are – so you can build 1-to-1 customer journeys for every individual.

As the owners of our brands, marketers have the unbelievable opportunity to lead this transformation. Brands are the sum of all customer interactions. And now, because of advancements and innovation in marketing technology, we can actually manage the many touchpoints to create a cohesive and customer-focused brand.



Connect to your customers
in a whole new way.

Run your business
from your phone.

Get smarter about
your customers.

Build 1-to-1
customer journeys.

Marketing Cloud Plays a Special Role

Marketing Cloud plays a special role in the Customer Success Platform because of Journey Builder. Journey Builder has become the most important product in Marketing Cloud because it gives marketers complete visibility into where customers are in their journey

with a brand. Journey Builder also shows where customers can go next, and how to bring all marketing content together to personalize every interaction in the right way – so every customer moves forward in his or her journey.



Connect to your customers
in a whole new way.

Run your business
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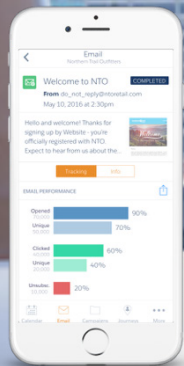
Get smarter about
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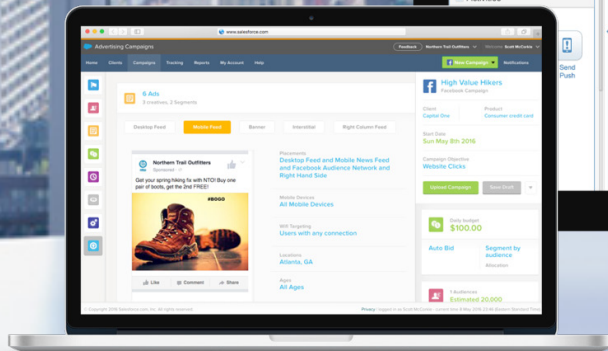


Big News for Marketers

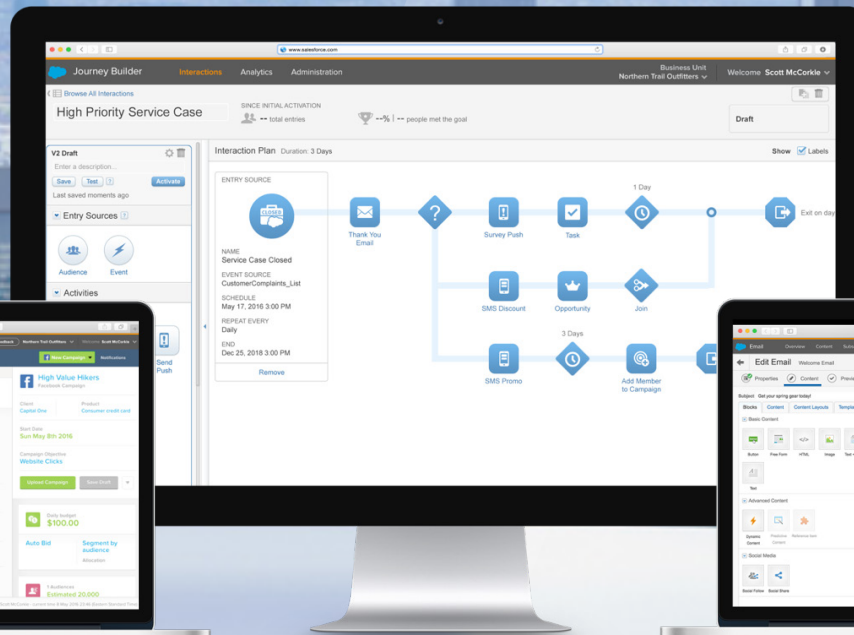
Innovation is a core value of both Salesforce and successful digital marketing. At Connections, we unveiled new, innovative technology to drive customer experience transformation.



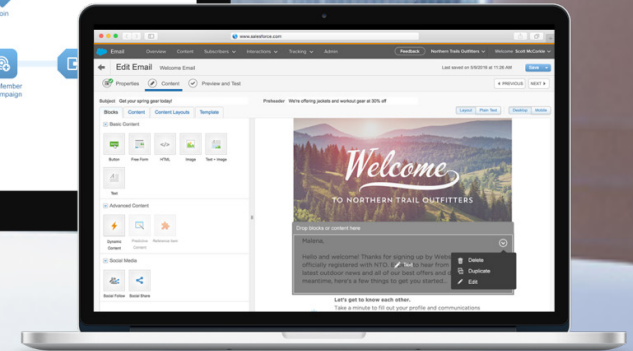
Mobile App



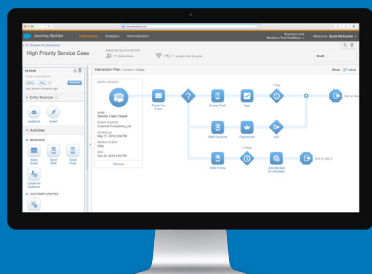
Advertising Studio



Marketing Cloud Lightning

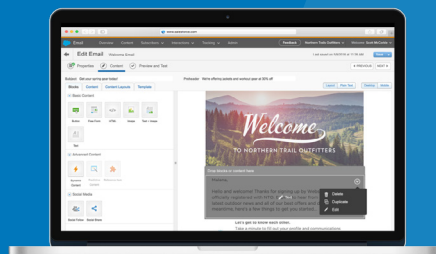


Email Studio



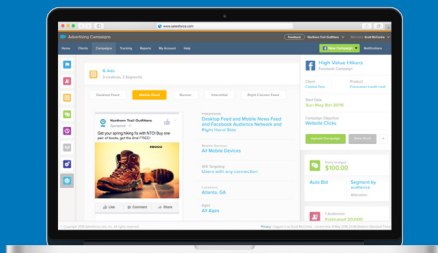
Marketing Cloud Lightning

We're bringing all data across the entire Customer Success Platform together for you to power journeys across the entire sales, service, and marketing lifecycle. [Learn more about Marketing Cloud Lightning.](#)



Email Studio

Email marketers, get ready for a reimagined level of simplicity and sophistication for your email design. Email Studio is the best way to build high-ROI email campaigns. [Get more details.](#)



Advertising Studio

Salesforce is reinventing advertising by driving ads through your CRM system. Everything your CRM system knows about your customers, you can now apply to ads. [See how Advertising Studio works.](#)



Marketing Cloud Mobile App

Your job as a marketer is 24/7. Marketing doesn't stop, and you need to be able to connect to your customers anytime, anyplace. Manage your marketing from the Marketing Cloud mobile app. [Find out how.](#)

Key Products and Stories

What does transformation and technology look like in the age of the customer? How do successful companies actually make it work?

The next five customer examples show you how. For each real-life story, get to know the business challenges, the customer journey strategy, and the way these companies used Salesforce to reach their customers.

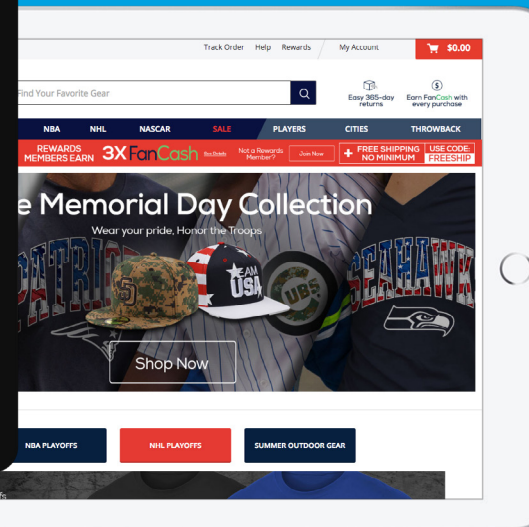
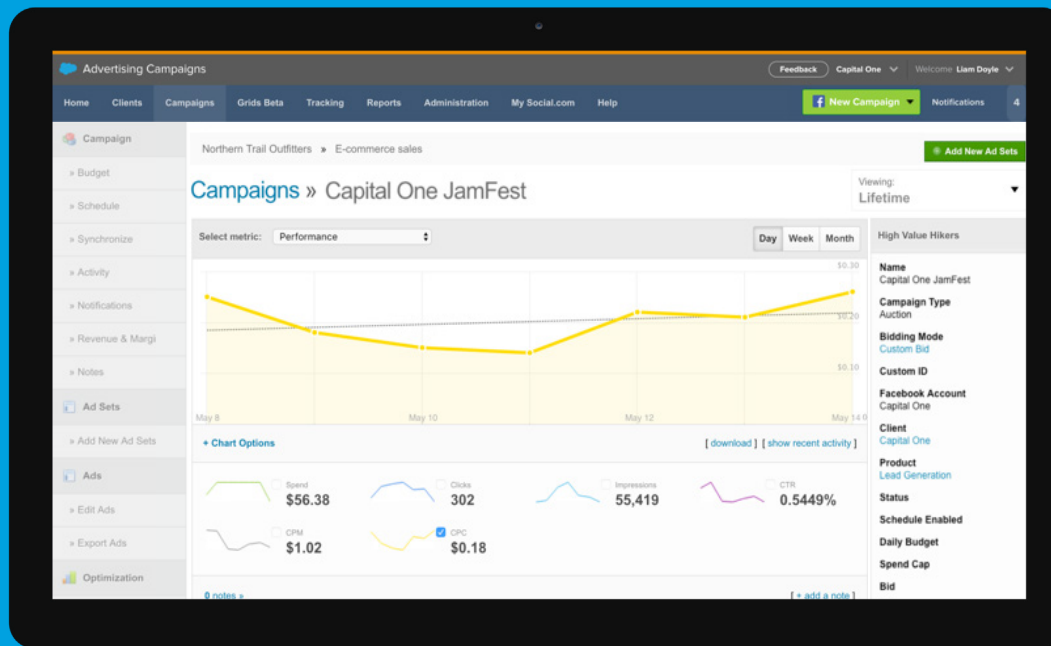
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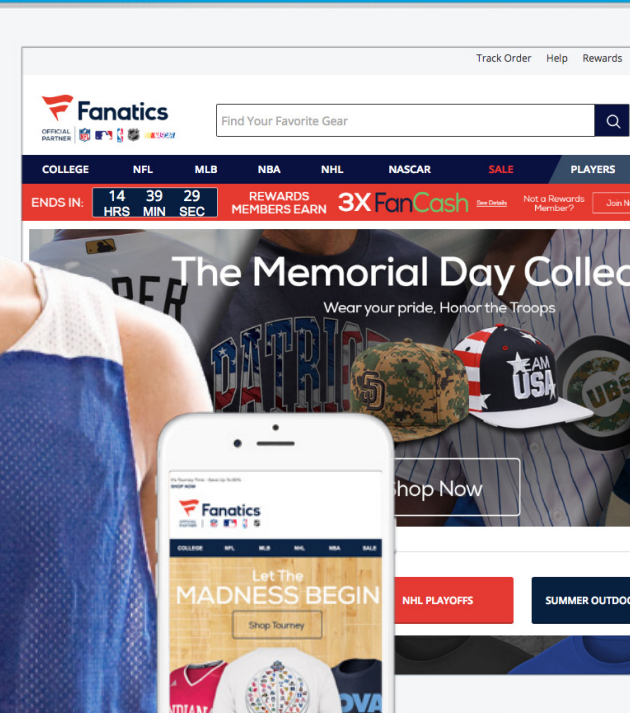




Fanatics Scores with Speed and Personalization

Marketers have always sought the holy grail of personalization. Whether it's personalized display ads, email subject lines, or even direct mail, personalization is one of the best ways to gain attention and show a customer you care.

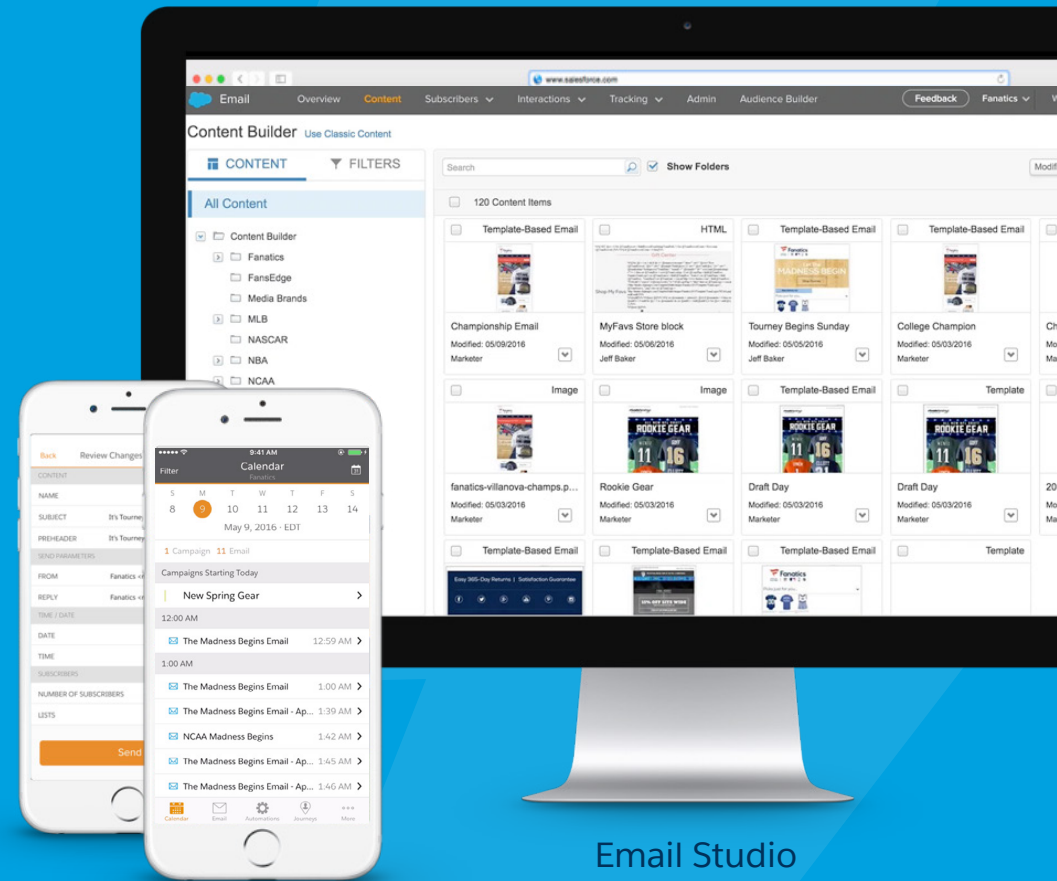
Sports apparel and fan-gear brand Fanatics has cracked the code on personalization for sports fans. As any sports fan knows, fandom and team loyalty tie communities, friends, and families together. For Fanatics' marketers, getting closer to customers and building deeper relationships is the end goal.



Fanatics markets millions of products to tens of millions of customers. These products support different teams and players around the globe. Fanatics understands that the only way to personalize messages and promote the exact gear a customer will want is through technology and data – because it doesn't want to market the jersey of an archrival to a die-hard fan.

With Marketing Cloud Email Studio and Audience Builder, Fanatics delivers emails immediately after a game concludes with up-to-the-minute info on who won and what gear would perfectly capture the moment. Through personalized emails sent at speed and scale, Fanatics talks to sports fans like they want to be talked to, with images of their favorite team and references to their favorite players in every message.

Fanatics sends 27,000 campaigns to almost 4 billion customers, supporting more than 300 teams, leagues, and organizations, over the course of a year – all with an email operations team of five. It's truly scalable 1-to-1 email that converts, week after week and game after game.



Email Studio

Mobile App

See how Fanatics wins with email personalization at scale.

[LEARN MORE](#)



Capital One Connects with Small-Business Owners

In the age of the customer, ads are no longer static, one-size-fits-all messages seen on a billboard or in a magazine. Instead, ads are now hyperpersonalized drivers to clear CTAs, and marketers can craft ads precisely to suit any stage of the customer journey.

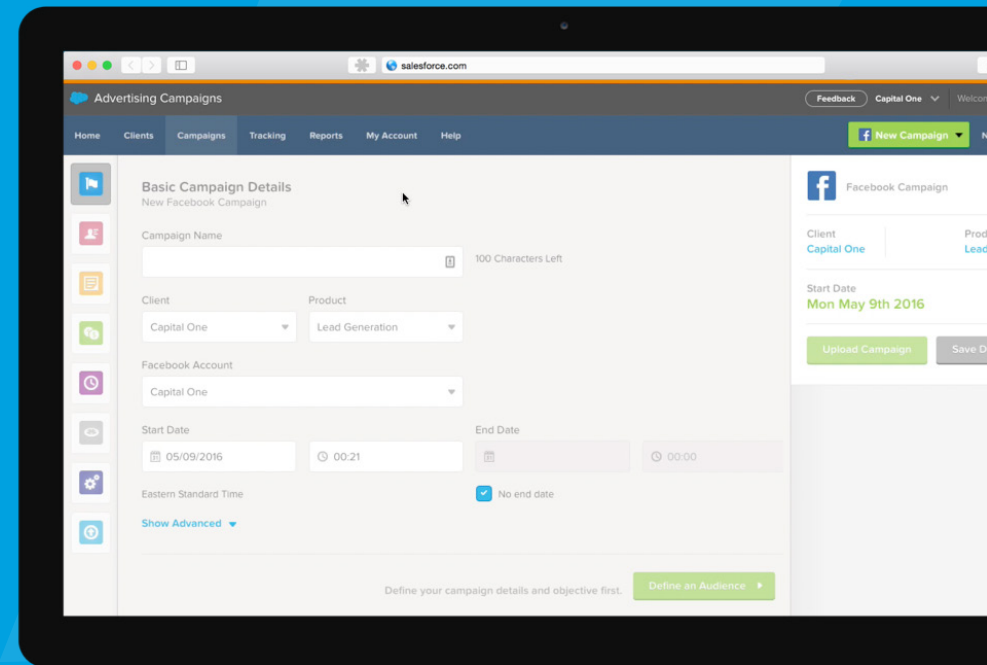
Capital One is one of the world's fastest-growing financial organizations. Capital One was founded in 1994, making it one of only two banks in the top 10 that are less than a century old. Capital One knows that small businesses are the engine for growth for the U.S. economy. At the same time, 71% of customers feel that their banking relationship is purely transactional. Capital One wants to form relationships with small-business owners based on value, not transactions.



Today, the bank uses Advertising Studio to nurture relationships with small-business owners wherever they spend their time online. Advertising works best when it's connected with everything else a customer does. After all, we're people, not cookies. But financial services regulations for data usage are strict, so Capital One uses Salesforce to reach small-business owners through securely built and precisely targeted ads.

Through Advertising Studio, Capital One improves customer satisfaction by connecting its Sales Cloud data with its ad data to reach the same person on the same journey.

Marketers can now bring their ad data together with Sales Cloud and Pardot to score and nurture leads immediately, ensuring marketing messages are coordinated with sales efforts. When data is at the heart of your advertising, an ad becomes part of the holistic customer experience instead of a disconnected blip in the radar.



Advertising Studio

See how Capital One makes advertising part of the small-business owner's journey.

[LEARN MORE](#)

Reinvent the B2B Marketing Playbook with Pardot Lightning Components

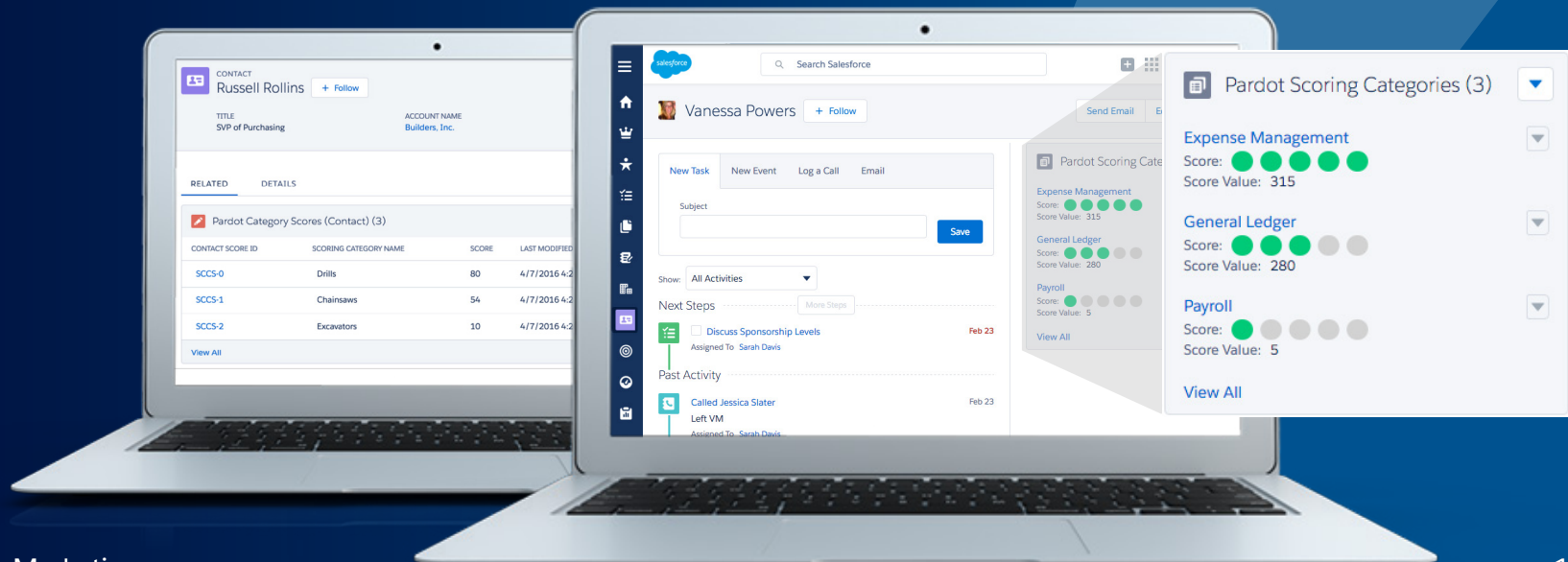
At Connections, we unveiled new Pardot Lightning components to help sales and marketing sell smarter together. Lightning components are the reusable building blocks for assembling apps with drag-and-drop ease – enabling companies to develop and customize new business apps that meet their unique needs.

Leveraging the capabilities that have made Pardot the #1 B2B marketing automation app for Salesforce

customers, marketers can now grow faster with smarter customer engagement.

Watch the Pardot keynote to learn more about the era of intelligent B2B marketing.

[LEARN MORE](#)



OnStar Connects Customer Experience

Taking a glance at our homes, cars, and workplaces, it's obvious that connected devices are everywhere. The internet of things has given us a rich new context to manage life and relationships wherever we are.

Do you remember the first connected car? It wasn't released in the past few years. In fact, OnStar invented the connected vehicle with communications and connected safety features 20 years ago.

Today, OnStar's focus is entirely on customers and what they want from a driving experience. With the incredible network speeds and connectivity we enjoy today, OnStar knew it was time to take the connected car to the next level for the digital world.



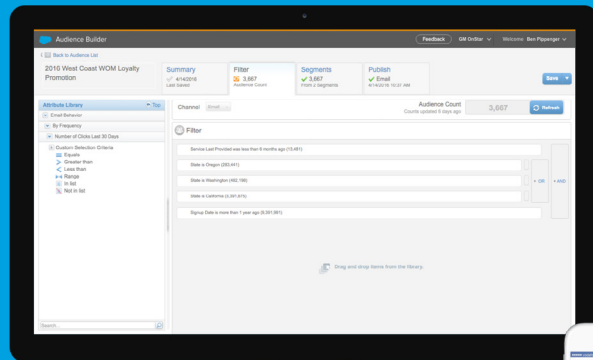
Behind every vehicle is a connected customer, so OnStar is building programs to connect every driver's journey with Marketing Cloud.

With Audience Builder, OnStar shares personalized offers with customers as they navigate their lives. For example, OnStar suggests unique deals on shopping, fuel, dining, and more right from the vehicle, allowing customers to get what they want and save money on it. Salesforce is the foundation of OnStar's customer experience because it provides the connected foundation of sales, community, service, and marketing.

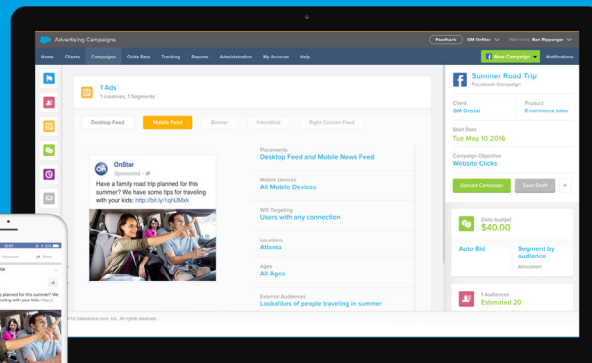
Use Salesforce to connect rich data from across the business into your marketing efforts. Make every message smarter with Predictive Audiences, allowing Audience Builder to build a segment of who is most likely to open and convert.

Learn how OnStar thinks about the future of connected products.

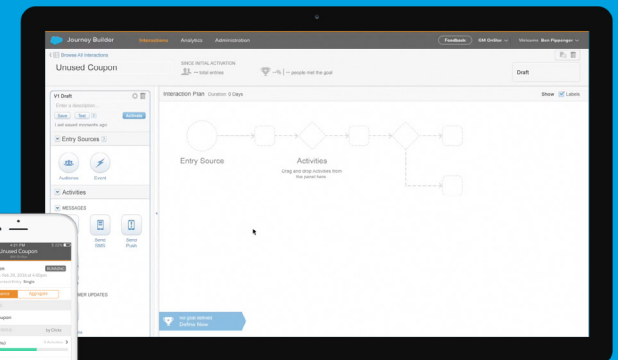
[LEARN MORE](#)



Audience Builder



Advertising Studio



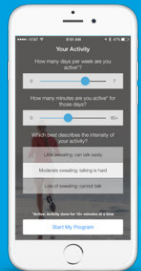
Journey Builder

Weight Watchers Personalizes Healthy Living

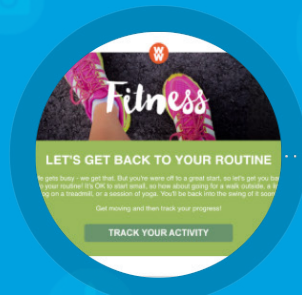
The health and fitness industry has a virtually limitless audience. Given the option, almost everyone would like to be healthier. With a long history in helping people get in shape, Weight Watchers is an expert in fitness motivation. Now with new activity- and diet-tracking technology, online content, and a sophisticated approach to

personalization, Weight Watchers has the formula to help millions more reach their health goals.

Using Email Studio, Personalization Builder, Mobile Studio, and Journey Builder from Marketing Cloud, Weight Watchers provides the personal touch of coaches and support groups in a digital way.



Mobile onboarding assessment



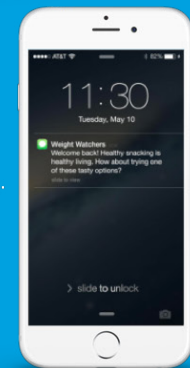
Engagement email



Tracks food and activity



Member engages with the program online



Coaching SMS

When customers sign up for Weight Watchers, they fill out a detailed profile about goals, activity, and much more. Weight Watchers then inputs that data into Marketing Cloud for personalized content across channels. “For example, if customers forget to track their breakfast calories, Weight Watchers sends emails auto-populated with personalized articles – like recipes and fitness tips – to get them back on track.

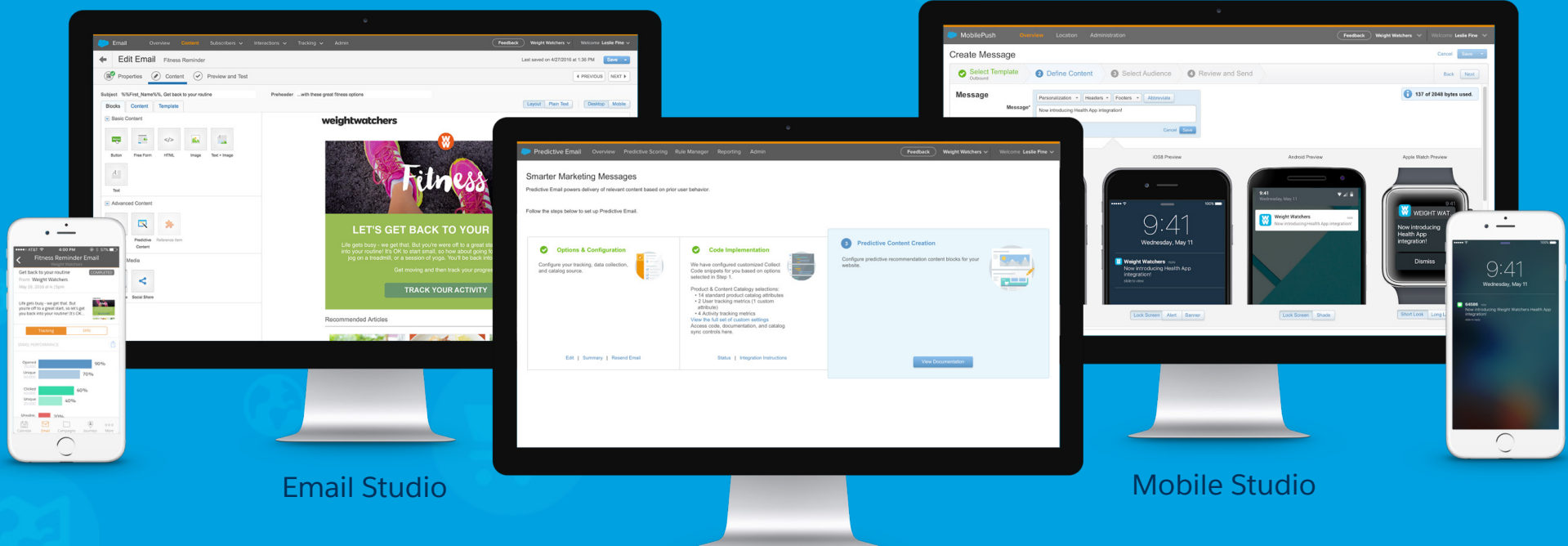
With Email Studio, this email creation process is the best of both worlds: it’s easy, modern, elegant, and simple for

the email marketer, but it’s sophisticated, personalized, and automated from a data perspective.

Weight Watchers has always been about the personal experience. Now, that successful offline experience is fully reimagined for the online customer, using personalization in Marketing Cloud.

Watch how Weight Watchers personalizes the fitness journey.

[LEARN MORE](#)



Email Studio

Mobile Studio

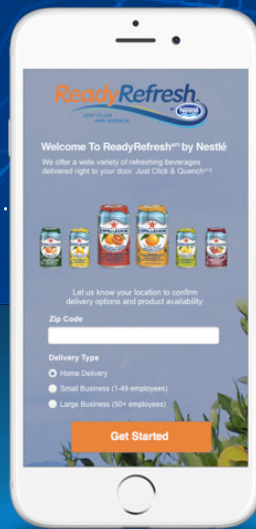
Nestlé Waters Transforms the Business Model

What if you sold 24 million product units each year, but didn't know who your customers were? That's the situation Nestlé Waters was in.

Nestlé Waters is behind brands such as San Pellegrino, Arrowhead, Acqua Panna, and Perrier. Nestlé Waters touches customers every day in stores, the workplace, and restaurants. But until recently,

it didn't sell directly to customers. It didn't know individuals – only where it shipped water, how many units, and to which vendors and merchants.

All that changed when Nestlé Waters adopted a new business model to offer home delivery of water. This new business model marked an internal shift for the 150-year-old company: the goal of getting to know customers for the first time.



Nestlé Waters decided to integrate its social presence across all different brands, creating a customer engagement center with Social Studio. Through that engagement center, the company began to see what customers were saying about products and services in real time – and then was able to respond in the most appropriate channel.

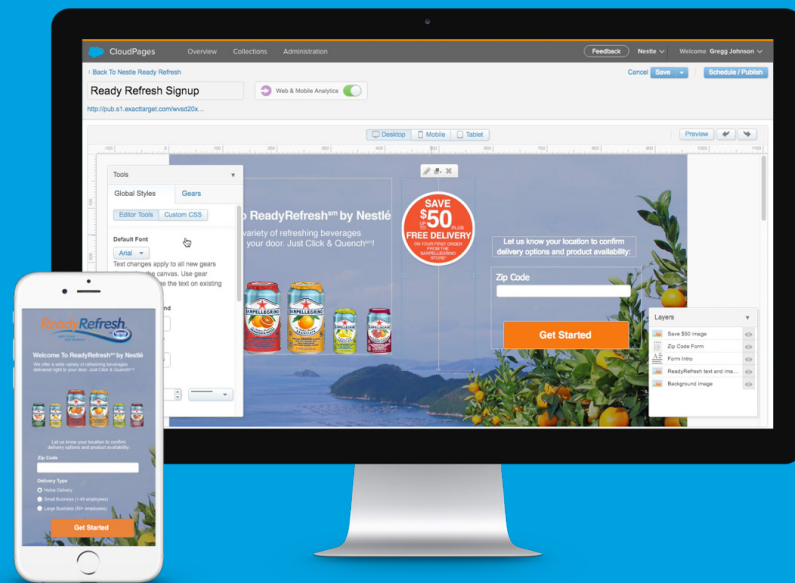
To connect those social interactions with touchpoints on other channels, Nestlé Waters now leverages Journey Builder and predictive intelligence in Marketing Cloud. The company can then dynamically render future

marketing content based on what people purchase and where they shop.

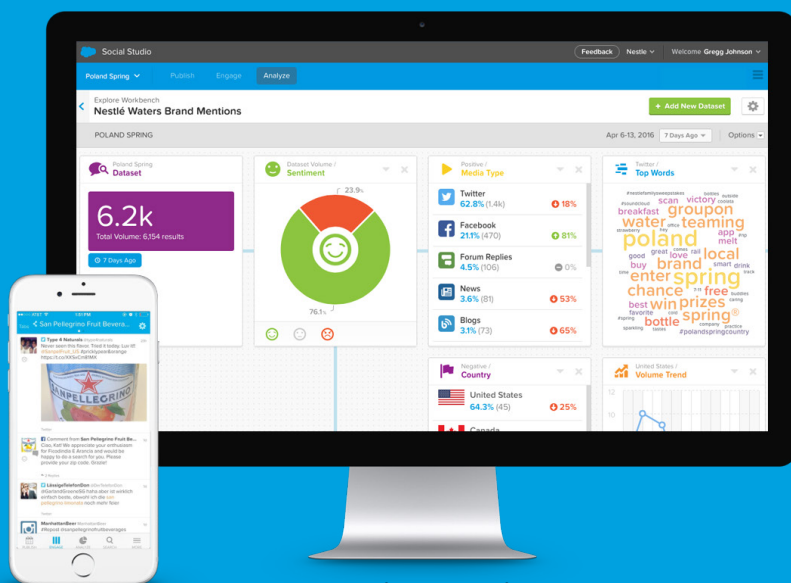
The most important part of the customer journey is the last 10 feet. Nestlé Waters has moved from knowing nothing about customers to knowing them wherever they communicate, inspiring future loyalty and purchases within that journey.

See how Nestlé Waters is getting to know its customers.

[LEARN MORE](#)



Salesforce for Marketing **Web Studio**



Social Studio

Conclusion

Increasingly, CMOs and CEOs alike are saying, “It’s time.” It’s time to create consistent customer interactions across digital and physical spaces. Whereas this was previously a marketer’s pipe dream, it’s now possible. With the complete Customer Success Platform and Marketing Cloud, every organization can reach across aisles and departments to achieve the goals we’ve talked about for so long.

Someone must lead the way toward management of every customer experience – and that leader is the marketer. As we shared at Connections, Salesforce has the technology, cross-platform data, and innovation to bring it to life.

Learn more about how Marketing Cloud can power your customer journeys.

[LEARN MORE](#)



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IN A WHOLE NEW WAY**

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