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SALESFORCE FOR MARKETERS

How marketers can leverage the customer success platform

SALESFORCE FOR MARKETERS

We are in the middle of a marketing revolution. The lines between departments that were once completely separate and siloed are blurring. The customer's journey with your company no longer ends after purchase, and the most successful marketers understand that to reach this new customer, they need new tools and strategies.

The Customer Success Platform

Salesforce understands the changing needs of the modern marketer and has created an entire platform of tools for you to create compelling 1:1 marketing that leads to customer success. From marketing tools to customer service solutions to app development software, Salesforce has everything you need to provide the world-class marketing your customers demand.

The Tools

So how can marketers take advantage of the full Customer Success Platform? This e-book will explore just how marketers can use:

- Marketing Cloud
- Pardot
- Sales Cloud
- Analytics Cloud
- Community Cloud
- Chatter
- Service Cloud
- Platform
- Heroku
- AppExchange

But first, let's take a closer look at why a complete marketing platform is so important.

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Introduction

THE NEW CUSTOMER JOURNEY

Welcome to the Internet of Customers, where products, devices, employees, and customers are all connected together in the cloud, enabling companies to relate to their customers in a whole new way. When we can connect everything together — devices, products, apps, people — we can take our marketing to an entirely new level. We call this the Internet of Customers.

In the Internet of Customers, we have more channels available to us than ever, bringing new opportunities for ways to connect with our customers. Taking advantage of these channels and delivering a consistent journey across them allows a company to create a new type of relationship with their customers.

When companies connect everything together in the Internet of Customers, they can create 1:1 experiences with customers across every channel. Today, customers expect connected, personalized experiences across your website, mobile app, store, and every other touchpoint they have with you.

By now, you know that the Salesforce Marketing Cloud can help your organization build and manage 1:1 customer journeys. But it's not just the Marketing Cloud. The other Salesforce Clouds can and should be an essential part of these journeys.

In this e-book, we'll walk through how these tools can make integral contributions to the journey. The goal is that you will think a little bit differently about how to manage the customer journey, and how you can coordinate across your departments.

salesforce THE CUSTOMER SUCCESS PLATFORM

salesforce marketing cloud

Create 1:1 Customer Journeys

Create 1:1 marketing journeys at tremendous scale with best-in-class marketing tools.

salesforce analytics cloud

Business Intelligence for Today

Put your data to work using blazing speed and unmatched power to get to insights faster.

salesforce force.com

Create Marketing Innovations

The Salesforce1 Platform has everyting you need to build your own innovative solutions.

salesforce sales cloud

True Sales and Marketing Alignment

Put your sales and marketing on the same team, working with the same records and data.

salesforce chatter

Connect Your Entire Company

Two minds are better than one, and Chatter brings the intelligence of your entire company together.

salesforce heroku

Build Apps Faster

Delight your customers with beautiful apps that scale effortlessly.

salesforce pardot

Market Smarter

Automatically qualify inbound leads and create dynamic lead nurturing campaigns.

salesforce service cloud

Personalized Service at Scale

Deliver the smarter, faster, more personalized service your customers expect.

salesforce appexchange

Make Salesforce Your Own

Add the functionality you need or find partners in the largest enterprise marketplace.

salesforce community cloud

Turn Customers into Evangelists

Harness the power of your most engaged users to market your brand for you.

Journey Builder

Optimize the Customer Journey

Traditional marketing tools are only designed to handle one customer touchpoint, or one point in the customer journey. The Marketing Cloud solves this problem with Journey Builder. Now, you can manage every part of a customer's journey, from discovery to purchase and beyond.

Market with Sophistication

Deliver Personalized Content

By building a single view of your customer with data from multiple sources, Marketing Cloud allows you to deliver personalized content across every channel and device, so you can meet your customers' needs at the exact moment they arise.

Create Cross-Channel Journeys

Integrate your email campaigns closely with social and mobile initiatives to deliver dynamic marketing journeys. Then, optimize in real time to find the messages that perform best.

Measure Your Impact

With a single view of all your touchpoints, channels, and campaigns, measuring marketing impact is easier and more accurate than ever. Always know for certain what strategies are performing so that you can plan and forecast with confidence.

salesforce marketing cloud

Industry Leading Email and Mobile Marketing

The Marketing Cloud was designed to provide the full suite of tools and capabilities that the modern marketer requires. With the industry leading email marketing solution and the latest mobile marketing technology, the Marketing Cloud brings together the tools you need to reach your customers on every channel.

Best-in-Class Social Tools

Social Studio helps you build more meaningful relationships with customers by tapping into the power of social media across your entire organization. Stay tuned into what your audience is saying, publish great content, analyze your results, and engage on a massive scale with Marketing Cloud.

Drive Business with Social Advertising

Maximize the returns on your social advertising investment with Social.com. Create highly effective social advertising campaigns, target your audiences in unprecedented ways, and make sure the right content reaches the right audience at the right time.

Inform Business Decisions with Data

Use our customer data platform, segmentation tools, and predictive analytics to determine the right message, channel, and timing for each individual customer experience.

Market Smarter

Marketing automation tools are rapidly rising as the go-to way to enhance marketing performance. After last year's acquisition of Pardot, Salesforce has added industry-leading automation technology to our Customer Success Platform arsenal.

Instant Marketing & Selling

Better Understanding

With automatic scoring and grading, inbound leads are qualified for your sales team automatically. This means only the best marketing leads are passed on while the leads that are not yet ready to buy can be assigned to a lead nurture campaign.

Better Engagement

With easy-to-build lead nurturing campaigns, you can also give each of your salespeople the ability to run own micro-campaigns to engage and nurture their leads on the fly, improving response time, increasing personalization, and enhancing the capabilities of your sales team.
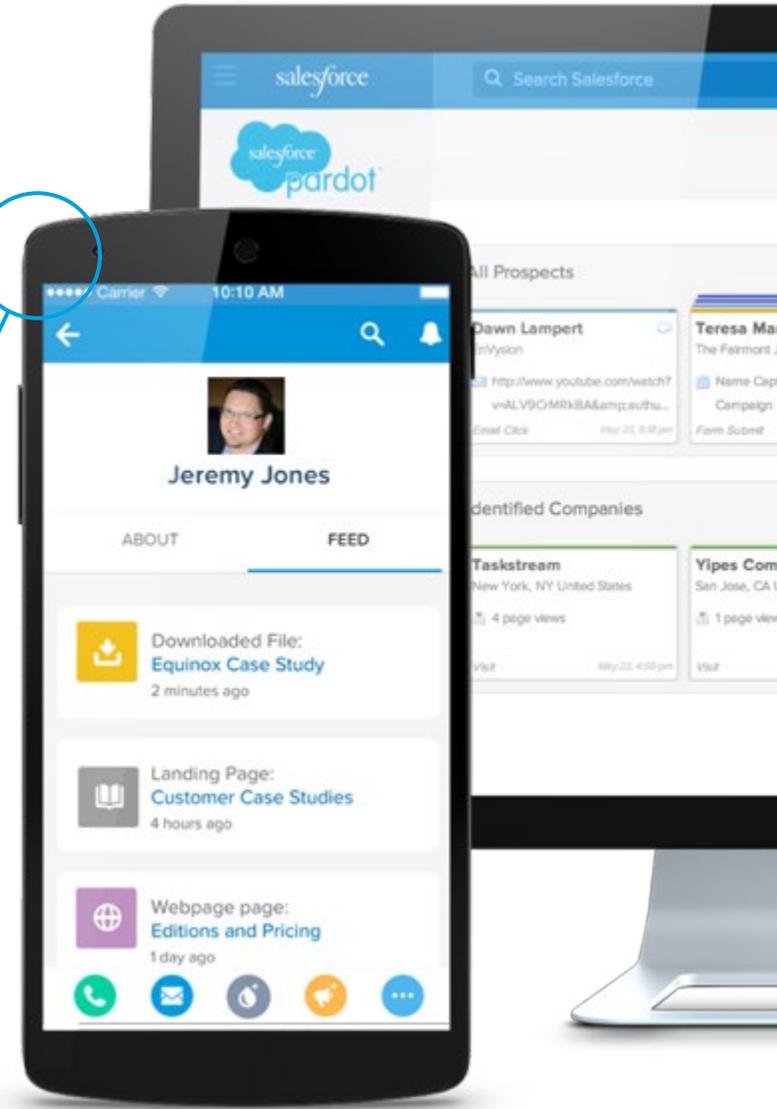
Break Down Silos

Customers demand a consistent and cohesive experience throughout the buying process. But with incomplete data and differing goals and priorities, there's often a gap between sales and marketing. Sales Cloud aligns sales and marketing by providing a single view of a customer. Sales reps will have all the tools they need to manage the customer journey and move a customer to purchase.

The Right Approach

Tailor Your Strategy

Each stage of the buying process requires a slightly different approach. Sales Cloud breaks down the right steps to take at each stage and the data you need to take action. Sales reps can tailor their messaging and sales pitches based on where a customer is in the buying process in order to increase effectiveness.

Mobile-First

With Salesforce1, your sales team will be ultra responsive and able to take action from anywhere. With brand new apps for tasks, notes, events, and a daily agenda, Salesforce1 will also help make your sales team more productive than ever before.

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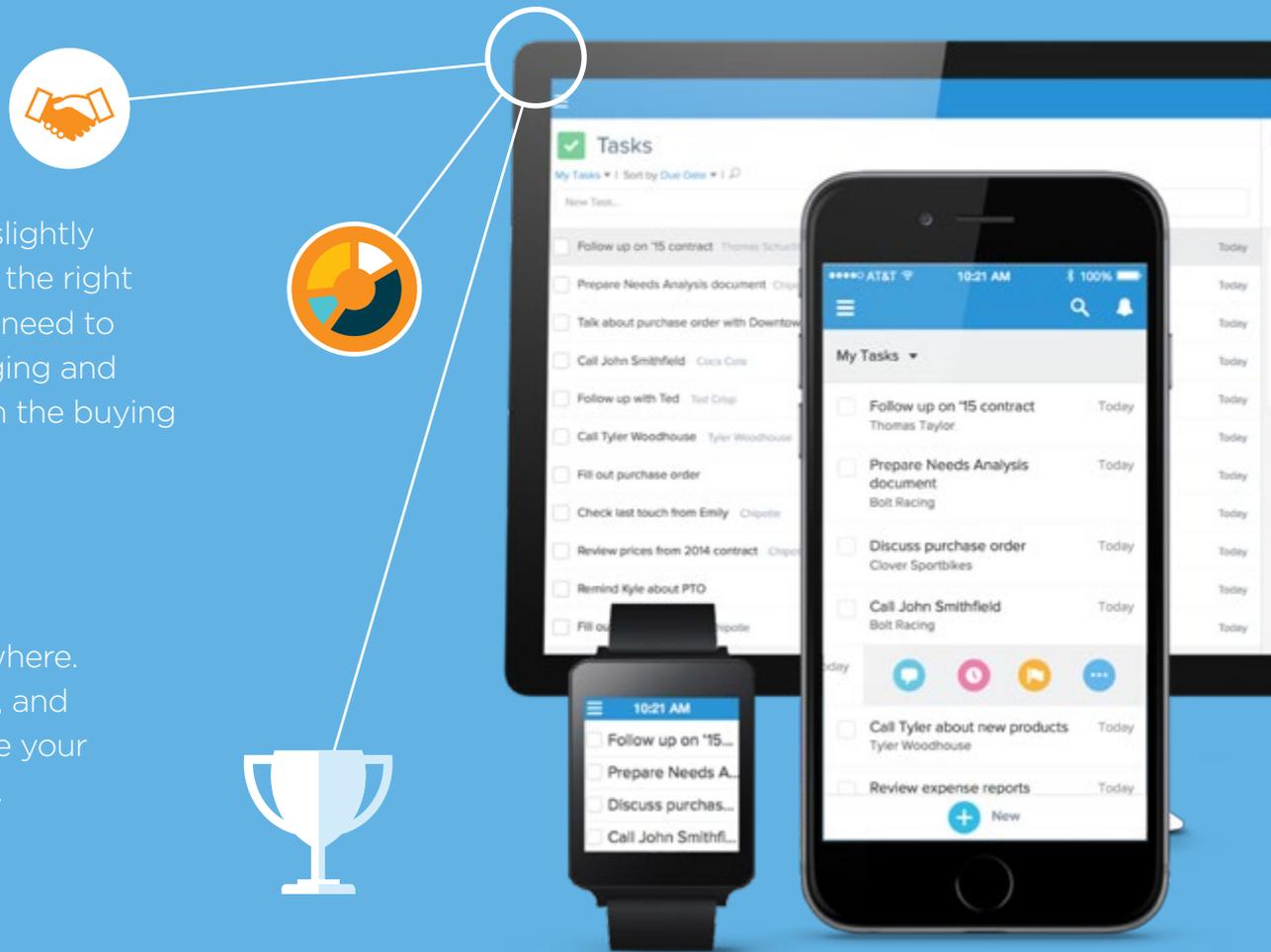
Simple User Interface

Analytics tools have always been difficult for the average business user to leverage. The interface is often confusing or even intimidating. Analytics Cloud, in contrast, draws inspiration from consumer-facing apps that are easy to use and even entertaining. The interface of the Analytics Cloud is not only gorgeous, but also intuitive and as easy to navigate as consumer apps like Yelp and Uber.

Accesible to All

Exploration for Everyone

With this improved user interface, you no longer need experts or analysts to spend weeks running custom reports in order to answer your questions or test your theories. Salesforce Analytics Cloud gives everyday business users the power to endlessly explore their data, exponentially growing the number of analysts at your company, and dramatically increasing the number of breakthroughs and insights.

Collaborative

Designed to be make insights shareable, collaborative, and actionable, the new Analytics Cloud has cooperation at its core. It's easy to share data views, collaborate on dashboards and reports, and send results anywhere in the company. Data should be the backbone of your organization, and Analytics Cloud ensures that everyone has access and understanding.
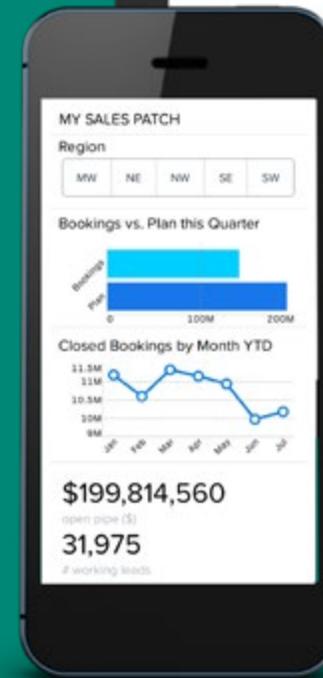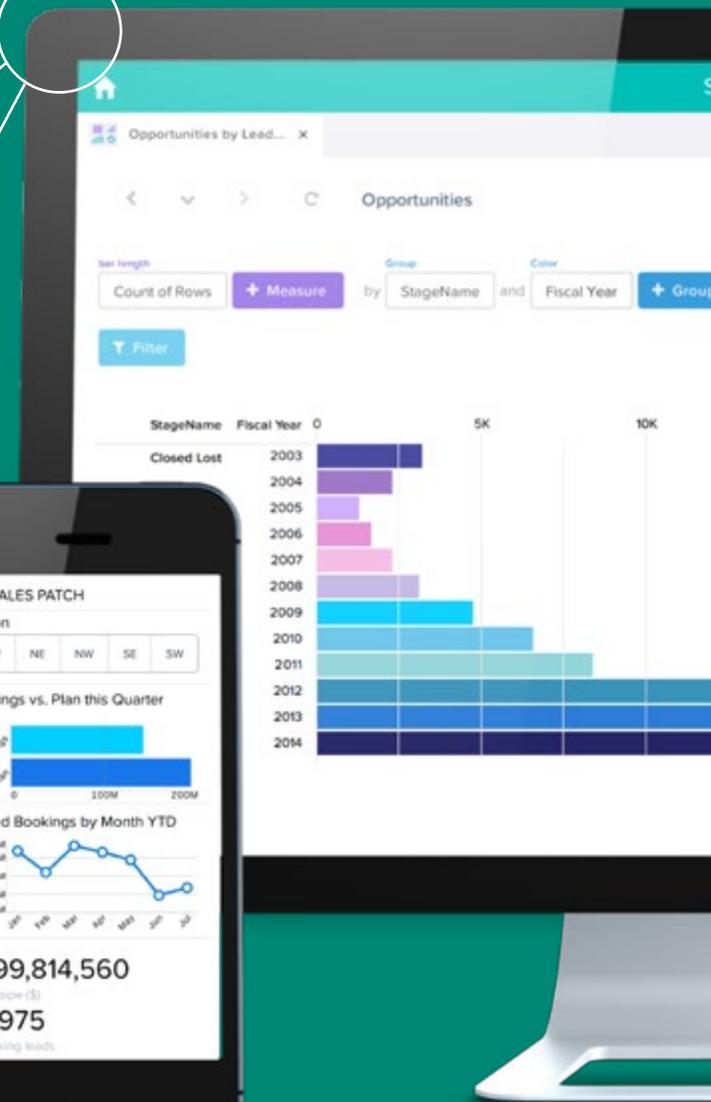
Turn Customers into Evangelists

Your customers are often an untapped resource when it comes to marketing. Self-service and community templates make it easy for every company to deliver a branded community at scale. Any company can now quickly create Self-service and community pages that enable customers to engage with your company and other users from any device, due to built-in responsive page design. Communities provide a collaborative environment where your customers can tap into the best information and connect with peer experts — or even support agents when necessary — to quickly get the answers they need, share experiences, and evangelize your brand to new customers.

Engage Your Customers

Create Your Community

Self-service and community templates allow any company to quickly create, brand and deploy self-service communities where customers can connect with information, apps, and experts to quickly find answers to their questions.

Deliver Personalized Support

Because Communities are connected to your customer data, you can create workflow rules to automatically route unanswered questions or powerful testimonials to the right agents at the right time to deliver answers in context, ensuring a satisfying customer experience.
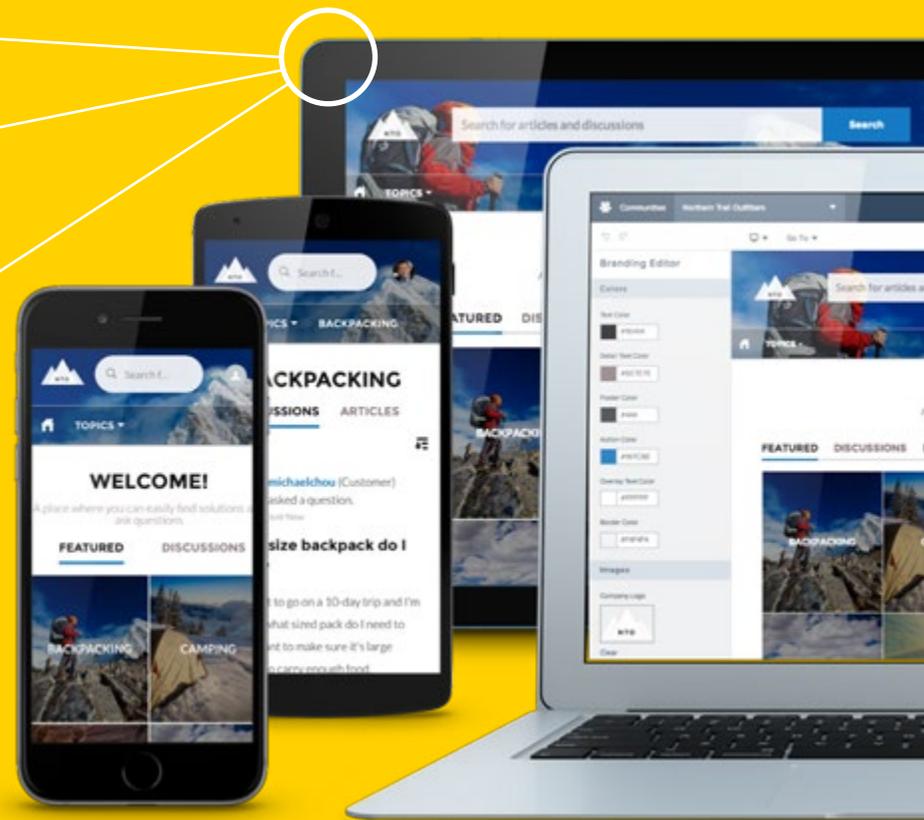
Connect Your Entire Company

The lone wolf business professional is quickly becoming an endangered species. Sales and marketing organizations are slowly realizing that their productivity is far greater when they work together versus when they work in isolation. However, most CRM tools are not designed to accommodate this new era of social collaboration.

Collective Intelligence

Reach the Right People

Employees can crowdsource advice from their peers in seconds or get answers to even the most technical product questions from the product team, even if they are halfway around the world. Two heads are better than one. Imagine what the collective intelligence of your entire organization could accomplish.

Collaborate Quickly

Providing a seamless customer journey means breaking down silos between departments. Chatter makes this easy with collaboration built into every aspect of the Salesforce experience. Comment and collaborate on everything from a marketing campaign to a performance dashboard.

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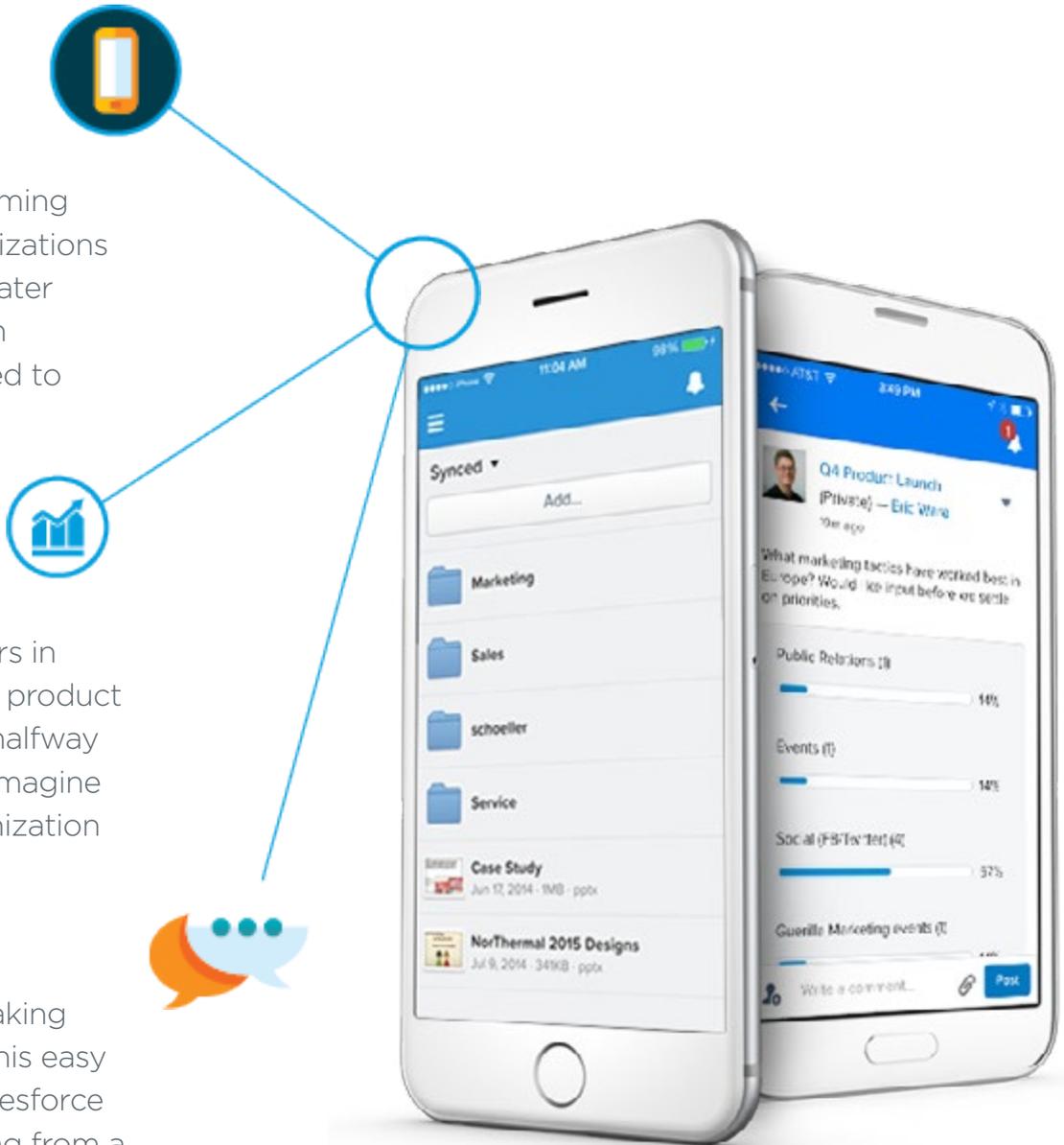
Deliver Personal Service at Scale

The same rules that apply to your marketing also apply to the customer experience. It's never about you — a customer company always puts the customer first. Your customers will no longer tolerate a disjointed service experience. It is every company's responsibility to provide customer service when, where, and how the customer prefers to engage. Service Cloud enables you to deliver personalized service to every customer like never before.

Intelligent Service

Feed First

A new compact feed allows agents to create, view, and manage cases without sifting through unnecessary information; with Smart Agent Console, everyone on your team can do more, with less. Plus, a next-gen search engine enables your agents to put customers on hold less frequently and resolve issues faster.

Fast and Easy

Social media and mobile devices are redefining customer service and raising expectations. Your customers expect your agents to know the answer, or be able to obtain it quickly. The Smart Agent Console gives your agents the tools to do just that, eliminating time-consuming searches and endless digging through disconnected databases to find information.
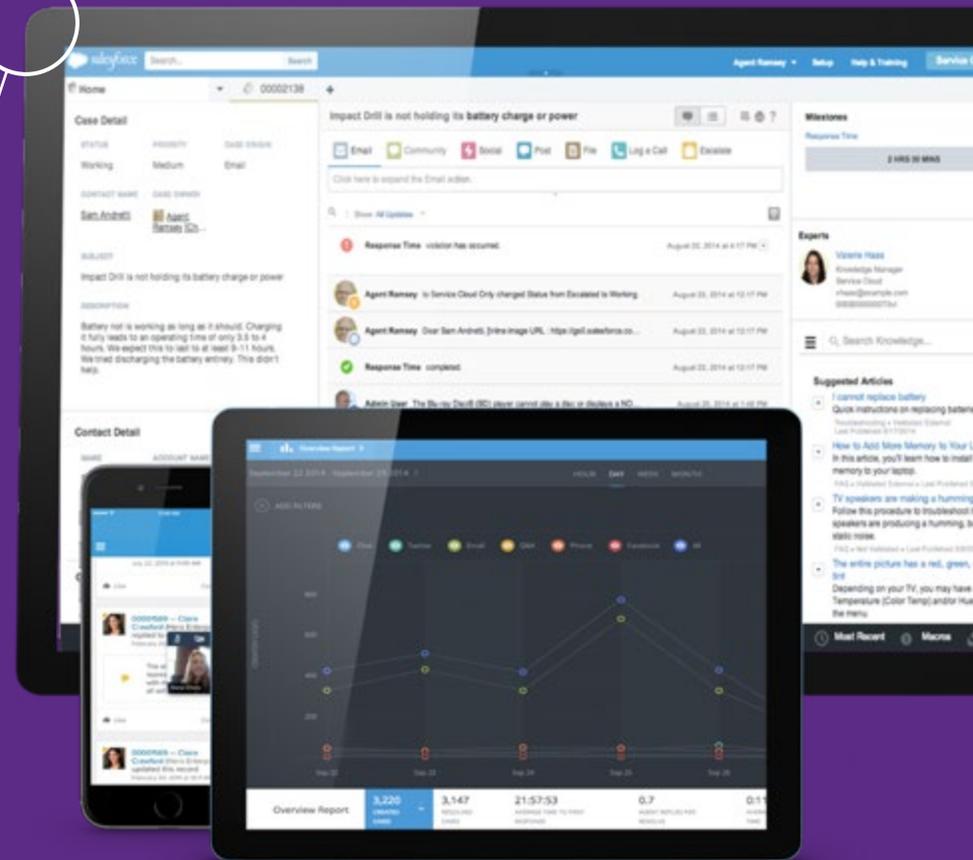
Salesforce1 Platform

Build Business Faster

Marketing is moving and evolving at a breakneck pace. A company can never truly be an innovator if they are relying entirely on third-party tools. With the Salesforce1 Platform, companies can build their own tools to solve pain points, streamline time-consuming processes, or create the next big innovation.

Create Marketing Innovations

Custom Apps

The Salesforce1 Platform puts the tools to develop and deploy employee apps in your hands with the power of Force.com. Now you can build apps for HR, IT, sales, ops, marketing, and any department or employee under the sun.

Force.com for Marketers

Point-and-click tools make creating custom employee-facing apps lightning fast. Now, anyone can help employees go faster than ever before. Every app you build with Force.com is instantly mobile. With the Salesforce1 Mobile App, employees get one-tap access to anything they need, anywhere — and IT gets the tools to manage the mobile experience from a phone.

Engage Your Customers

Delight customers with beautiful and engaging apps. Create rich experiences that transform your customer relationships like never before. And connect it all to your employee apps.

Build Apps Faster than Ever

Create Your Way

Build apps in dozens of modern programming languages — including Ruby on Rails, Node.js, Python, Java, and more — then move your app to the Web with a few simple clicks. Heroku apps scale to meet demand with ease, and you get full control, infinite capacity, and independent scaling for each component of an app.

Connect Effortlessly

Now you can easily sync data between customer apps built on Heroku and Salesforce apps built on Force.com to make every customer interaction more meaningful. With Heroku Connect, your employees can gain insights into customer behavior, respond to customer issues, and track product performance with data created in Heroku and synced with Salesforce.

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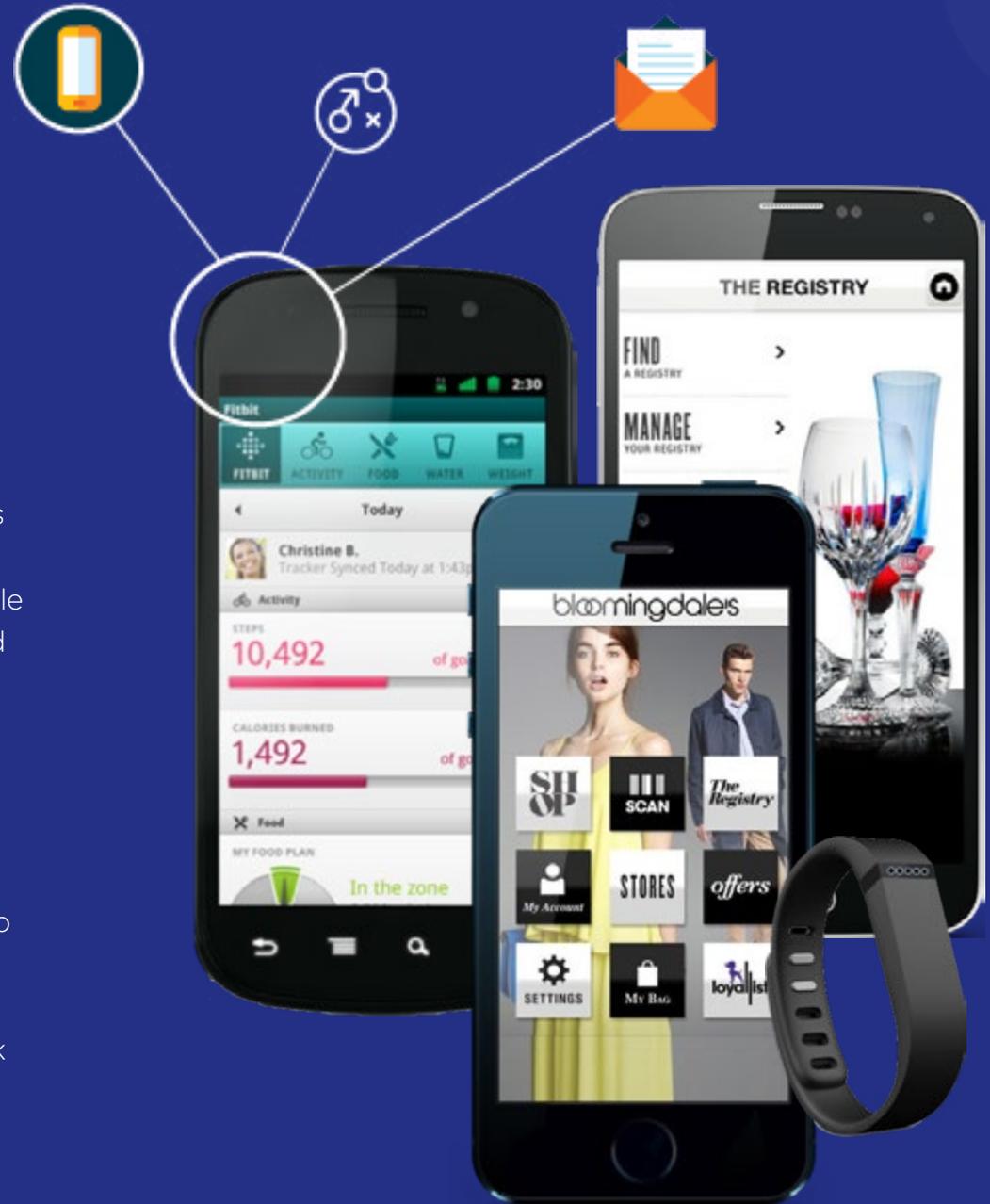
Make Salesforce Your Own

Once you're up and running with Salesforce, you'll think of lots of other things you'll want to do. Chances are, someone else has thought of them as well — and created apps to do them. To make these apps available, Salesforce created the AppExchange, a one-stop shop for business applications you can easily add to Salesforce.

Add Functionality on the Fly

Grab Apps and Go

The AppExchange helps you connect employees instantly. Download pre-integrated, pre-vetted apps for Salesforce and more — all customizable for your needs. Get apps for sales, service, marketing, finance, IT, HR, and nearly every other department.

And Everything Else

On the AppExchange, you'll find hundreds of applications to add functionality such as quoting, professional services automation, HR management, and events management. It's also a great source for instant customizations and free dashboards.
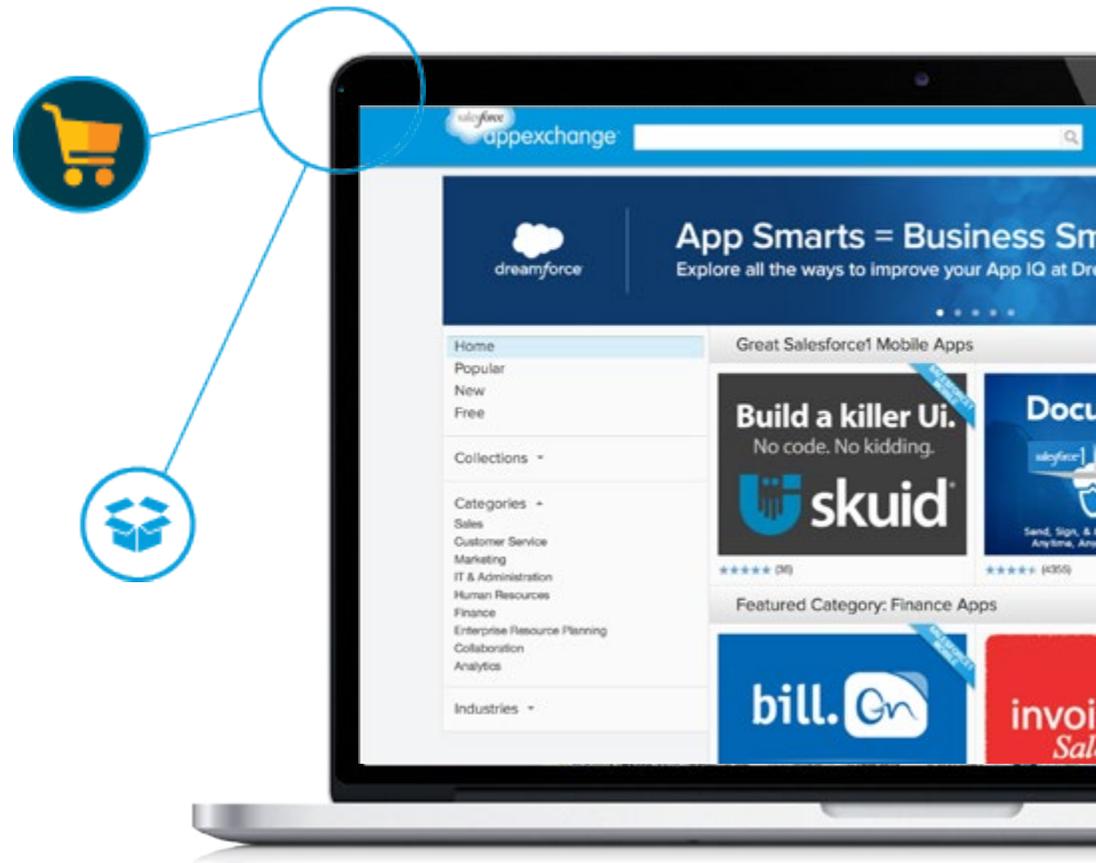
IT'S MORE THAN MARKETING

The marketing game has changed. It's no longer about managing one channel or one interaction. The best marketers are taking control of the entire customer journey. While a tool like the Salesforce Marketing Cloud can help get you started, it takes a complete customer success platform to deliver exceptional customer experiences from the first touchpoint to well after a purchase has been made.

From sales to service, app development to online communities, Salesforce is the only company to provide a complete customer success platform that enables brands to deliver exceptional experiences, delight customers at every turn, and truly become a customer company.

THE ONLY PLATFORM TO BUILD AND MANAGE CUSTOMER JOURNEYS.

Connect interactions from any channel or device, combining customer data and behaviors to create relevant communications that are delivered in real time, on your customers' terms. Respond to and anticipate needs and move a customer forward in their unique journey with your brand.

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