

Marketing Cloud Consultant-
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Client Success Stories



Marketing Cloud Success Story

Business challenges

Avocados from Mexico was unable to automate communications with their client base and new potential leads. The client needed to communicate better with leads, and sync all leads from Salesforce for segmentation and targeting for automated programs. Some of the challenges included:

- Not being able to automatically enter specific leads into journey's based on list source and trigger sending
- Needed personalized Journey's for each customer and lead segment with branding
- Create branded unsubscribe page and content experience
- Utilize custom reporting and FTP drop of customer data for senior team to make decisions

Business objectives

Create automated journeys for each type of customer and provide relevant content to each user. Provide branded Unsubscribe pages for clients with a fully branded experience through all campaigns. Able to provide actionable insight back to senior executives from Salesforce and Marketing Cloud reporting. The solutions followed:

- Setup multiple journey's for each product centric lead and customer base and provide actionable reports via FTP
- Create journey's which would be triggered for new leads based on list source, lead source and account source
- Create branded pages in Marketing Cloud and personalize the customer buying cycle experience

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Solution implemented

Journey builder was utilized to create multi-step journey's for each product centric lead from Salesforce web-to-lead forms. Create and design email templates with dynamic content for each journey and branded subscription pages in Web Studio.

- Over 10+ unique Journey's were created with connection to Salesforce data, triggered to send targeted personalized experiences and convert customers.
- Setting up email templates in content builder and custom preferences pages in Web Studio and Content Builder
- Automate Salesforce Visualforce report to client with actionable insights on campaigns and delivered via FTP

Results

After implementing these steps above Avocado's from Mexico was able to effectively communicate their brand and messaging through various touch points and branded assets.

- Each prospect and customer was able to pass through a unique and personalized branded journey
- 50% increase in leads being nurtured through journey's and targeted with specific promotions and communications
- Branded experience provided excellent analytics and tracking for each customer in the buying cycle help management team with better reporting and decision making

Marketing Cloud Success Story

Business challenges

Experian was utilizing Marketing Cloud for simple sending and importing leads from sources. They needed a way to automatically import leads from various sources and cleanse the database of these millions of leads, some of the challenges included:

- Not being able to automatically enter specific leads into journey's based on the lead source (ie Facebook)
- Not being able to clean up duplicates automatically
- Not being able to enter campaign meta and create unique campaigns for the campaigns executed by the marketing team

Business objectives

The goal of the marketing cloud consultant was to help setup the campaign UI form for the marketing team to enter custom campaigns. Setup a tool to dedupe all contacts and, integrate Amazon redshift, build complete mapping for work flows. The solutions followed:

- Setup Campaign UI for easy campaign setup
- Create journey's which would be triggered for new leads based on source
- Create de-dupe process using tools and queries in Marketing Cloud

Marketing Cloud Success Story

Solution implemented

Experian required expert help and setup for the three areas of Lead Generation, Campaign Meta, Journey's with Dynamic Content with a mapping process.

- Setup of campaign integration
- Setup flows and campaign mapping in journeys
- Create UI for team to enter leads
- Setup automate lead generation data entry

Results

- In one month they have inputted more than 1 million leads automatically from different lead sources. Out of this almost 800,000 are net new leads which are automatically matched and de-duped.
- Email journeys for leads has helped in converting leads to customers both free and paid.
- Now that lead capture for dark web email address scan is live and running smoothly they have started off with design for lead capture from the blog site.
- The campaign UI is easy to use and the marketing team is creating custom campaigns for reporting to senior executives

Thank You!

