



Sales & Marketing Automation





- Spectrum reach – Telecom Provider, 10,000 + Employees, Provide Digital Marketing & Advertising Services To Business and Consumers
 - VP Marketing
 - Client Team
 - Sales Team
 - Marketing Team
- Challenges: Install Salesforce Marketing Cloud + Management + Distributed Marketing
- Use Case – Needed Marketing Cloud for Marketing team to run campaigns and nurture
- Business Goals – Establish Marketing Cloud & Distributed Marketing For Sales and Marketing teams to execute initiatives



- Products involved – Distributed Marketing & Salesforce Marketing Cloud
- Delivery team size and roles – 7 + 200 Sales People
- Project duration – 24 Months
- Project Approach/methodology – Establish Marketing Cloud for usage on automated journey's + Creation of Journey's for use with Distributed Marketing capabilities for over 200 Sales Reps.
 - Key milestones – Install SFMC and train marketing team.
Install Distributed Marketing and train marketing team.
 - Client Team description – Marketing Managers, Marketing Coordinators, Marketing Analysts.
 - Key Deliverables/milestones – Install SFMC, permissions, Distributed Marketing functions in Salesforce, 20 Journey's and include content marketplace



- Success Factors – Establish a full automated system with automations pulling data segments for Marketing Cloud Journey's. Establish Distributed content for sales reps to use for customer communications. Launch Distributed Marketing in Production Sales Cloud.
- How did the business change – Sales Reps cloud send pre-approved marketing templates from the content marketplace and quick sends tabs. Also send out distributed marketing communications via Salesforce Campaigns.
- Marketing team can now create customizable email templates for Spectrum Reach

[Campaign Marketplace](#) All Campaigns


EMAIL

Pacifica Enterprise Solutions Product Launch

Announce the latest Pacifica Enterprise solutions to your enterprise customers. This email campaign invites customers to tune into live product announcements taking place on November 5th.



OTHER

Gate Industry Content

Share proprietary articles, reports, and other content on your company blog or social networks. Gate this content with a signup form to generate leads.



SEMINAR / CONFERENCE

West Coast Solutions Summit

Invite prospects to join you at the Pacifica Solutions Summit in San Jose, California, taking place on March 13, 2018.



OTHER

Social Media Brand Awareness

Build brand awareness on social networks like Twitter, LinkedIn, and more.



ADVERTISEMENT

Product Guide Mailer

Send out your products guides to target companies. Market development funds and Co-op funds are available to help cover printing and mailing costs and product guide templates are provided to get you started.



SEMINAR / CONFERENCE

Southwest InfoTech 2018

Host a booth and meet potential customers at Southwest InfoTech 2018 in San Antonio, Texas. Market development funds are available to help cover travel and material costs.

Quick Send Journeys

Add up to 50 single-email journeys from a business unit that your users can access for quick sends

Business Unit

Culumus



Available Journeys

213 Cumulus Welcome Quick Send

Thank you and Donor Info (Quick Send)

Event Management

DM Test Email

Self Serve Offer - April

Add ▶



◀ Remove

Enabled for Quick Send

Personal Investments - IRAs

Self Serve Offer



Journeys Dashboard > Journey

DM Test Email >

Version 1 ▾



New Version

Stop ▾

Journey Plan Duration: 1 day

Show

Labels

Total Population

Goal Metrics



ENTRY EVENT

NAME
DM Test Email

DATA EXTENSION NAME
DM Test Email - Quick Send

EVENT DEFINITION KEY
APIEvent-d82fed76-ede0-
e811-74a1-fe2a7ff013fc

[View Event Results](#) ⓘ



DM Example...
est Email



1 day



Exit on day 1

A group of business professionals in a meeting, overlaid with a dark blue filter and the text "Thank you For Your Time". The scene shows several people in white shirts gathered around a table with a laptop and documents. The text is centered in orange and white.

Thank you
For Your Time