



Salesforce marketing cloud (Matěj Zima) Video Transcript

Opening

Do you want to have long-term successful relationships with your customers? Do you want to get to know them really well and to communicate with them consistently and effectively? Then go the way of data-driven digital marketing. With Salesforce Marketing Cloud, you can offer your clients fine-tuned communication and a seamless customer experience.

I'm Matěj Zima from Accenture, and I will take you through why it is crucial to put what is most important – your customer – at the center of your marketing activities.

Introduction

The vast majority of successful companies will insist that their customers come first. But many of them have customer data – such as purchasing preferences or complaint history – scattered among several different departments that don't communicate much with one another. Yet, by working with data properly, you not only can adapt quickly to new customer demands, but you also can humanize every interaction with them and optimize your processes.

Salesforce Marketing Cloud is an elite cloud solution and platform for digital marketing automation and analytics. It is helping the most dynamic companies in the market to take an effective approach to digital marketing. Salesforce Marketing Cloud allows you to collect data, organize them, make decisions based upon them, and then manage your customer communications. It is a fast, flexible, and scalable platform.

Salesforce Marketing Cloud connects marketing, sales, business, service, and IT teams to deliver a uniform view of all customer data. With this 360-degree perspective, you will build your communications around the needs of your customers. Regardless of your size, you will achieve truly unified and orchestrated communication. And that's absolutely critical to marketing.

Marketing Cloud and Automation

Salesforce's cloud-based platform and its marketing tools operate according to a truly simple principle: whenever you interact with customers, you have all information about them. But this also means that your data need to keep up, they need to be connected to the entire company



ecosystem, and ultimately to function as foundation for the journey that will help you achieve your business goals. But it's not just about newly acquired data – in the Salesforce environment, you can work with the entire history of your customer base.

All of this allows you to plan faster, act immediately on insights, and connect your partners into a team. You can manage, phase, and tailor communication. The goal is at all times to speak directly to the customer – with the right information and through the most appropriate channel.

A major advantage of the Salesforce solution is marketing automation. You get a useful tool for setting up individual communication campaigns. Working within Marketing Cloud, you can use the key functionality of Journey Builder, which allows you to create a clearly defined path with entry points to which you can connect individual data sources and launch a communication campaign.

Whether you are creating a new email campaign or want continually to fine-tune the existing ones, advantageously target digital advertising, or personalize your website content, Accenture and Salesforce can help.

Examples

A great example of using Marketing Cloud can be found in the banking segment. Banks have a lot of data about their clients. The question, however, is how they can use this data in their activities.

Imagine a bank client with a current account, a business account, and a mortgage. The customer has a very good payment history and pays all his instalments on time. Through proper implementation of Marketing Cloud tools, we found that this customer has been interested in credit card offers several times

in the past few days, but he hasn't ordered the product yet.

Knowing the client's history, his possibilities, and his preferences when communicating with the bank, we will be able to offer him this product in the most appropriate way using a campaign predefined in Journey Builder. Not only do we increase the chances of selling the product, but we also have the possibility to evaluate early on that the client cannot afford the product. This saves us on costs and avoids a potentially negative client experience.

Accenture & Salesforce

Up to this point, perhaps this has looked too simple, and I should emphasize that marketing automation alone will not help you. Important is how the tool is used – and that is precisely one of Accenture's domains.

We are here to help clients configure the tool in a customized way that makes it really easy to work with the data – worldwide – because we know very well that your business may vary from country to country.

To exaggerate just a little, Salesforce Marketing Cloud is like a new Formula One prototype that has the potential to break the world record, but it cannot do so on its own. Our experts at Accenture are the professional drivers and mechanics who know how to do it. And that is why we are the largest Salesforce partner in the world.

So, if you truly want to leverage every customer interaction from advertising through websites to social media and to engage your clients in completely new ways that put you ahead of your competition, then we're here to help you.



Teaser short

Salesforce Marketing Cloud offers finely tuned communication and a seamless customer experience.

Teaser long

Do you know how truly to make the customer your highest priority and put him or her at the center of your marketing activities? Use Salesforce Marketing Cloud to offer your clients finely tuned communication and a seamless customer experience.

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