TOKARA® SOLUTIONS

SALESFORCE MARKETING CLOUD CONSULTING SERVICES

Turn contacts into connections faster and easier than ever before through tailored digital marketing campaigns that reach your customers across any channel.

THE EXACTTARGET MARKETING CLOUD FOSTERS 1:1 RELATIONSHIPS

Built on the Salesforce1 platform and featuring robust automation and mobility capabilities, the ExactTarget Marketing Cloud helps your team more effectively reach and engage prospects by creating campaign platforms that can be personalized to meet specific customer needs, objectives, and preferences. Multi-channel connectivity means your employees can stay connected to potential customers from any location, on any device, across e-mail, mobile, social, and web interactions, even within the products themselves, fostering 1:1 relationships and widening the impact of your marketing efforts.

From e-mail marketing campaigns to custom web displays and mobile alerts, the ExactTarget Marketing Cloud features an endless array of applications, and its virtual environment drastically cuts the cost and time of traditional paper and software-based marketing materials. Its social media integration provides direct insight into your prospects' connections and affiliations while also providing another avenue for customer communication and company advertisement.

Drag-and-drop layouts make it easy to adjust materials, even while on the go, so your agents can tweak and adjust details as new information or feedback is obtained. In addition, its secure integration with the Force.com platform provides streamlined access to both the Sales Cloud and Service Cloud systems, as well as detailed customer and project data from CRM, so your team can be on the front end of total customer support.

Salesforce Marketing Cloud lets you personalize client and prospect interaction with rich 1:1 experiences that nurture relationship, close deals, and increase sales.

WHY IMPLEMENT EXACTTARGET MARKETING CLOUD?

Your customers are more connected than ever before—using social media, web platforms, and mobile applications to interact and communicate with each other and learn more about organizations. With ExactTarget Marketing Cloud, your team can reach this valuable audience where they are, through the digital interfaces they are most familiar with, to provide a more dynamic marketing experience. Personalized campaigns better engage customers by appealing to their specific interests, while Salesforce1 integration ensures your team access to the latest sales and business activity so you can track your efforts across the entire project landscape.

Increased Effectiveness through Mobility: Your team can maximize the power of cloud-based mobility to create marketing campaigns easily accessible by any enabled mobile device, including smartphones, tablets, and laptops. This convenience encourages customer activity by making it easier to connect with your company, increasing campaign effectiveness. From personalized push notifications that offer coupons when a customer is near your location, to automated application alerts that notify when a product is back in stock, your agents can utilize the solution's SMS and MMS templates, geolocation capabilities, and drag-and-drop layout interfaces to create a variety of custom mobile messages with just a few clicks. Then, campaigns can be tracked and monitored across all channels and subscribers to gauge impact.

Unique Web Experiences: The ExactTarget Marketing Cloud helps turn static websites into dynamic and interactive avenues for customer interaction. The solution's analytical capabilities enable your team to view exactly which products and services your customers click on the most, so you can create individual profiles and personalized product recommendations based on user preference. This customization encourages longer online visits and gives your agents a greater opportunity for influence, including follow-up emails and abandoned shopping cart notifications, to ensure the content you display is relevant and attractive to each visitor.

Advanced Data and Analytics: Customer information can be hulled from multiple sources to create more targeted, precise marketing approaches. Audience Builder organizes prospects' behavioral data by filtered criteria, while Contact Builder provides a single view of your existing customer base and their history of interactions. This knowledge can be organized and managed through Journey Builder to create event-driven, interaction-based marketing approaches. Every campaign element can be tracked and tested in real time to evaluate progress and outcomes.

Improved Brand Marketing: Through social media integration, the ExactTarget Marketing Cloud provides your team with the insight required to create and publish content directly targeted to your customer base, as well as design mobile marketing campaigns that can be built, run, and optimized on Facebook and Twitter. Radian6 integration lets you listen to what others are saying about your company in real time, so you can adjust your campaigns as needed to ensure a strong connection. Other readily accessible and user friendly marketing applications include BuddyMedia, Social.com, Social Engage™, Social Pages™ and more, so you can monitor and engage your virtual community to build your brand faster and with greater efficiency.

ASK US ABOUT EXACTTARGET MARKETING CLOUD BENEFITS

To learn more about the real business results our clients see from our Salesforce1 ExactTarget Marketing Cloud integration, please contact any member of our consulting team at info@tokarasolutions.com or call +1 (877) 330-1203.

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