

How to drive SMART customer interactions with Marketing Cloud?

Today's customers need a 1:1 experience. Companies need to plan and optimize every single interaction they craft. Thereafter, the personalized content should be delivered at the time when maximum impact can be created, at any/ all channel(s) customer expects.

Marketing Cloud does let you do everything stated above with each interaction – Listen. Monitor. Analyze. Get intelligence. Manage. The platform allows you to stay in constant touch with customers irrespective of his ever-changing context – smartphone, tablet, laptop.

Let's discuss how you can put various channels to use, using the power of Marketing Cloud.

Email

Basic:

- Using data from any source, create basic marketing campaigns as well as sophisticated 1-to-1 messages.
- Schedule delivery of messages and custom reports.

The + Factor:

- Segment customers based on profile data using drag-and-drop segmentation tools
- Optimize content for mobile
- Use built-in templates to design, or employ HTML code and personalized scripting language
- Setup guardrails to avoid accidental message delivery
- Run A/B tests and sophisticated performance reports

Mobile

Basic:

- Use a combination of SMS marketing, push notifications and group messages
- Create custom templates for outbounds (mobile phone alerts, transactional messages, deals, discounts), text-responses, email opt-in campaigns, information capture and multimedia messages

The + Factor:

- Use location and device type to segment users
- Use data from all other channels and CRM tools
- Use open API platform to deliver transactional, time-sensitive messages such as password resets, shipping reminders, alerts and updates
- Send geofenced messages for coupons or promotions
- Deliver closer proximity messages using Bluetooth, low-energy beacon devices for specific offers
- Monitor performance reports on the mobile app

Social

Basic:

- Monitor conversations about your brand, products, services, competitors, competitors' products and industry, across Facebook, Twitter, LinkedIn, Instagram

The + Factor:

- Catch every comment and mention (about your brand, products, services, competitors, competitors' products and industry) across all networks
- Use machine-learning sentiment analysis and image recognition to monitor relevant audience discussions
- Find and leverage brand advocates and influencers
- Use social media feedback for marketing, service, and sales campaigns
- Add social posts to your customer's information
- Make use of built-in social advertising
- Easy management of social and marketing activity with Marketing Command Center

Advertising

Basic:

- Drive and manage the display advertising ecosystem securely

The + Factor:

- Send Advertising Audiences data from Facebook, Google, Instagram, Twitter and YouTube to Salesforce Data Management Platform (DMP)
- Send audiences to Salesforce DMP through Journey Builder
- Match and marry advertising with email, while suppressing ads to existing customers
- Use Customer Match to reach audience, and Similar Audiences to reach lookalikes
- Reach across digital advertising - Facebook, Twitter, Instagram, Messenger, Google Search, YouTube, Gmail and Audience Network
- Direct lead automation to Sales Cloud
- Use journey builder to power advertising and running campaigns
- Measure and view results using dashboards, revenue events

Web

Basic:

- Create dynamic, custom webpages

The + Factor:

- Create consistent content across landing pages, microsites, Facebook tabs, mobile apps
- Develop customized landing pages and microsites using CloudPages
- Gather customer preferences and purchase habits in real-time
- Use Personalisation Builder to create personalized content and get predictive recommendations for each customer, based on their behavior and attributes