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Salesforce marketing and pricing strategies

May 22, 2021 By [Homam Alghorani](#)

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Company background

Salesforce was founded in 1999 in a small apartment in Telegraph Hill in San Francisco by Marc Benioff who left Oracle with Parker Harris, Dave Moellenhoff, and Frank Dominguez. Today Salesforce is the number 1 CRM (Customer Relationship Management) company, it is the company that brings companies and customers together in today's digital economy, it has done major

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advancements in the adoption of what's now commonly than any other company.

When Salesforce launched its cloud product it was very businesses that a third party will be holding their valuab for Salesforce because they did not only need to convinc browser as CRM by a web interface but also the needed data were secure from losses and intrusion (Rounseville

In 2018 Salesforce's worldwide market share was 19.5% SAP, at 8.3% share (Columbus, 2019).

Salesforce's core target audience was salespeople, they revenue machine for any company and they are willing it helps them run more efficiently and generate more pro

Benefits of the services to customers and the marketi

Salesforce's value proposition was simple they just wan easy and better CRM. The early product of Salesforce w that was exactly what customers were looking for. The c Siebel and SAP were complicated and buggy, while thei those early users of salespeople were a very critical part strategy as sales were revenue centers and companies ar that is simple for anyone to use and will help them achie efficiently, that also allowed the company to demonstrat customers make more money.

Another thing that should be given to Salesforce is that model for selling software because it was a cloud servic (SaaS) anyone can sign up, it requires no setup or techni them get viral distribution, and users can scale up very e pricing plan by seat or functions (Shah, n.d.).

Salesforce realized they are going to have vicious comp model which is Platform as a service (PaaS), this allowe apps and integrate them into the Salesforce platform and community marketplace, this is empowered their positio users more features and let them collaborate with potent with them (Shah, n.d.).

Pricing Strategy

Salesforce uses a transparent and straight forward pricin prices, you don't need to call anyone to know how much offer different packages to suit different sizes of compar on every plan, starting at 7 days and increasing to 30 da comparison chat for customers to download (Patel, n.d.)

Salesforce prices start from \$25 per user per month and month depends on the plan and the scale of the business

Salesforce now serves a lot of big companies and SME's I think Salesforce can also get into startups and focus m example, Amazon with their AWS service they offer a c cloud services to startups, they also give free credits for method doesn't cost the company much, help the startup the startup grow, scale and start generating a lot of mon graduate to the paid plans and become paid customers.

Conclusion

Salesforce is a pioneer in cloud computing and the SaaS product for salespeople and scaled in an incredible way cloud software that is used by thousands of companies, no setup requirement broke the barrier to entry and let it lot of success.

Resources

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About author



Homam Alghorani (Homam Alghorani)

Serial Entrepreneur and Innovation expert.
Founder of Startups Zone.

<https://www.linkedin.com/in/homamalghorani/>

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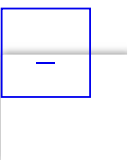
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