

salesforce

6 Inspiring B2B Marketing Campaigns

Stories of Top Marketers Speaking
to Every Buyer – and Succeeding



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Introduction

B2B marketers are keenly aware that today's "from-anywhere" landscape has changed. Customers interact with brands differently and show no indication that they'll return to previous behavior any time soon. So it makes sense that a digital-first, integrated campaign approach has become the backbone of our marketing strategies. However, creating content and campaigns that help your brand stand out takes more than just latching onto the next viral sensation. The "bread and butter" of B2B digital marketing demands tight alignment between sales and marketing, as well as a seamless integration of your martech stack. And activations should cover email, social media, blogs, webinars, and much more.

Each element of your campaign has the opportunity to make a huge impact, generating interest, leads, and revenue for your brand. To help inspire your strategy and make the most of every campaign, we've collected some amazing stories of B2B marketing success in industries ranging from financial services and healthcare to manufacturing and nonprofit. Each story includes "Do It Yourself" tips and tricks, so you can replicate their success in your own marketing efforts. These campaigns highlight how strong partnerships, cross-channel strategies, and compelling content work together to reach success in every aspect of your campaign. Oh, and drive some pipeline, too.



RTI International STORY 1

How RTI International Innovates in Client Engagement

Discover how one nonprofit used marketing automation, advertising, and web personalization to support education initiatives in the Lone Star State.

RTI International believes in the power of science to build a better world.

As an independent nonprofit research institute, RTI delivers reliable data, thorough analysis, innovative methods and technologies, and sustainable programs to help its clients answer important questions about the human condition. Clients then use these insights to inform public policy and science-based solutions for the global good.

RTI's success is anchored in its 60-plus year history of supporting local, regional, and national governments and organizations around the world that tackle some of the world's most pressing problems – ranging from health, climate change, and justice to international development and education.

RTI's education consulting practice, the Center for Education Services (CES), recently expanded its Texas footprint to become an approved Texas Teacher Incentive Allotment (TIA) provider. With the TIA, school districts receive additional state funding for every teacher they recruit to work at rural and high-need campuses.

As a result of this new designation, RTI, in partnership with Safal Partners, now has the ability to help Texas school districts create a performance-based compensation system to recruit and retain top teacher talent.



The Campaign

In 2020, RTI wanted to reach Texas school district administrators to enlist their participation in the TIA.

It created a summertime engagement campaign that centered around monthly virtual information sessions to educate administrators about the TIA and how to enroll. RTI's education consulting practice is relationship-driven, and this was its first integrated marketing campaign for the Texas market. These sessions offered the perfect forum to start building trust. So while session attendance was important, quality registrations and interactions were considered even more critical to the program's success.

To drive attendance, RTI leveraged a targeted account-based marketing approach and email automation.

with RTI's campaign, Marketing Cloud Account Engagement was keeping track. When someone signed up for an event, the registrant received 50 engagement points. They received another 50 points for attending the session. All of these points elevated each prospect's overall engagement score, which helped both business development and marketing determine appropriate future actions for each prospect.

After each session, RTI's business development team received the list of people who interacted with the campaign for continued follow-up. In addition, once a prospect reached a certain threshold/score, RTI's business development team was notified by marketing to follow up. Following this process meant that no leads slipped through the cracks.

Email Automation

RTI kicked off the campaign by inviting its existing contact list of school administrators to the information sessions, with an outreach cadence of two email invitations a month. The first invite went to the entire contact list a week prior to that month's information session; the second was delivered to nonrespondents three days before. This automated email campaign was managed in Marketing Cloud Account Engagement, the B2B marketing automation platform built on Salesforce.

This one-two approach led to a 13.5% total open rate, with the first email receiving a 19.26% open rate and the second achieving a 6.05% open rate – a result that aligned with RTI's expectations, since its brand awareness in Texas at the time was low. As the school administrators interacted



Programmatic Advertising and Website Personalization

To expand outreach beyond email, RTI leveraged the account targeting, programmatic advertising, and website personalization capabilities of Demandbase, a comprehensive B2B go-to-market suite. Its process involved loading a .csv file of Texas school districts into the platform and selecting 88 keywords related to RTI's education services and target market (for example, academic consulting and K-12 education).

Targeted accounts that searched for those keywords online were served display ads with a call to action to visit the TIA landing page on rti.org. The ad content was personalized to Texas and focused on a sense of urgency to increase teacher pay. Once they arrived on the landing page, contacts were encouraged to register for an upcoming information session.

RTI also customized the rti.org homepage for the targeted Texas district audience coming to the site. Any IP address that identified as a Texas school district received a custom homepage experience with curated education content.



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We can directly attribute several TIA consulting contracts to this campaign, but more importantly, these were our first Texas sales. This campaign opened the Texas market to us, and we are seeing a lot of momentum in our Texas pipeline because of it.

– Andrea Mohamed, MBA
VP, Strategy, Innovation, Marketing & Communications, RTI International

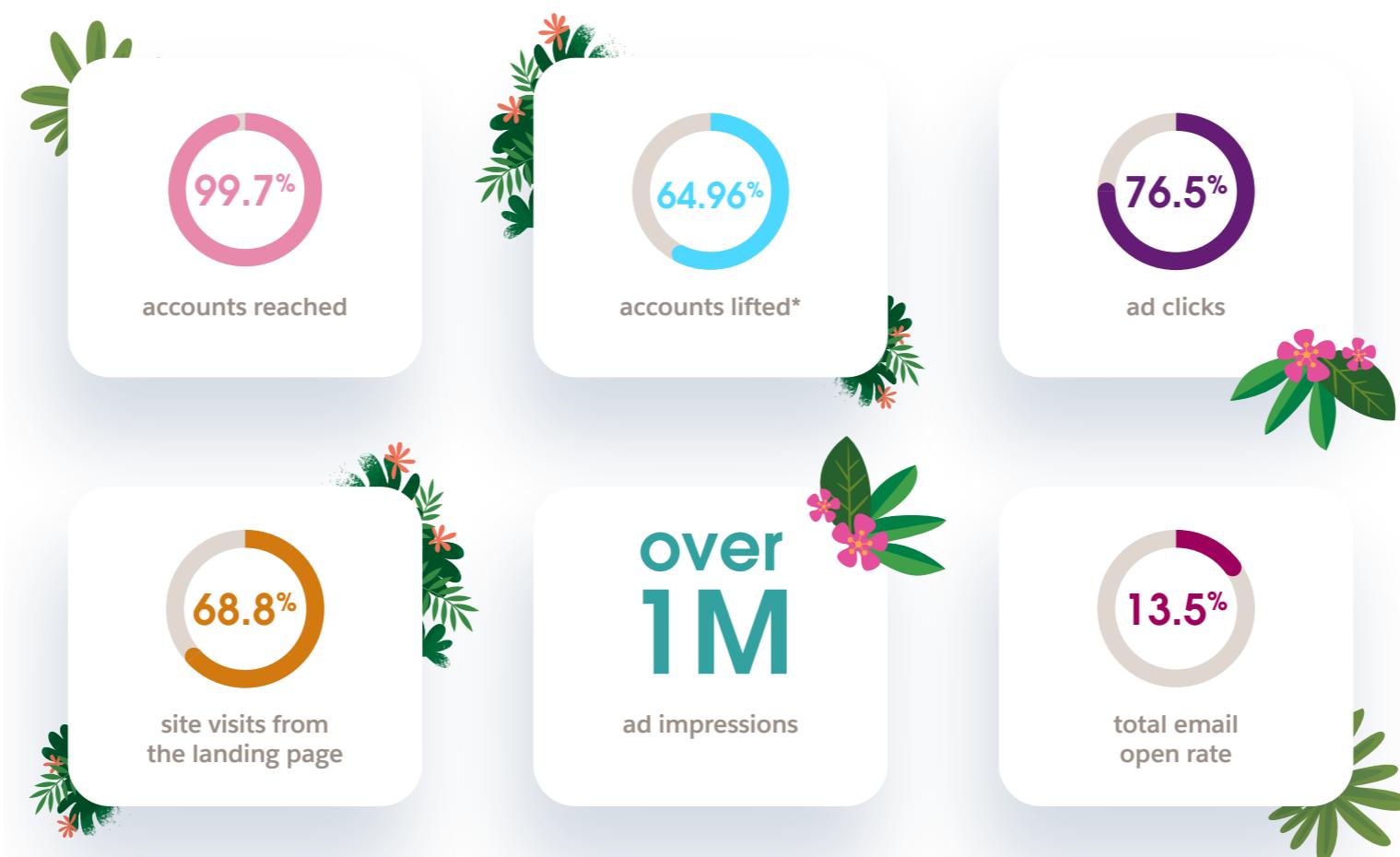


Results

RTI's initial Marketing Cloud Account Engagement/Demandbase campaign for the Texas market launched in the summer of 2020, when schools across the country were knee-deep in figuring out how to approach the upcoming school year during the global coronavirus pandemic. But despite unprecedented circumstances, the campaign produced strong interaction with RTI's newest target audience.

Even better: All of this visibility among Texas school district administrators contributed to a strong campaign relaunch in early 2021, at a point when these prospects had more time and headspace to interact with the campaign. Attendance doubled compared to 2020 numbers.

2020 Campaign Performance



* Measured by number of accounts that visited the landing page through the ad campaign compared to before the campaign

4 Tips for Creating a Virtual Engagement Campaign

1. Develop an offering that meets a compelling need for your target audience.
2. Build strong ties between your marketing and business development teams to align on your prospect engagement and follow-up approach.
3. Clearly understand your goals. For RTI's campaign, it prioritized high-quality interactions over volume.
4. Leverage technology to target the right audience and use what you know about them – location, interests, and so on – to personalize your content.

About RTI

RTI's success is anchored in helping local, regional, and national governments and organizations around the world tackle some of the world's most pressing healthcare, environmental, and public policy problems. Founded in 1958 as an independent nonprofit research institute, RTI's 5,000-plus employees in 23 locations help deliver reliable data and thorough analysis that helps clients answer important questions on the human condition for the global good.



nCino STORY 2

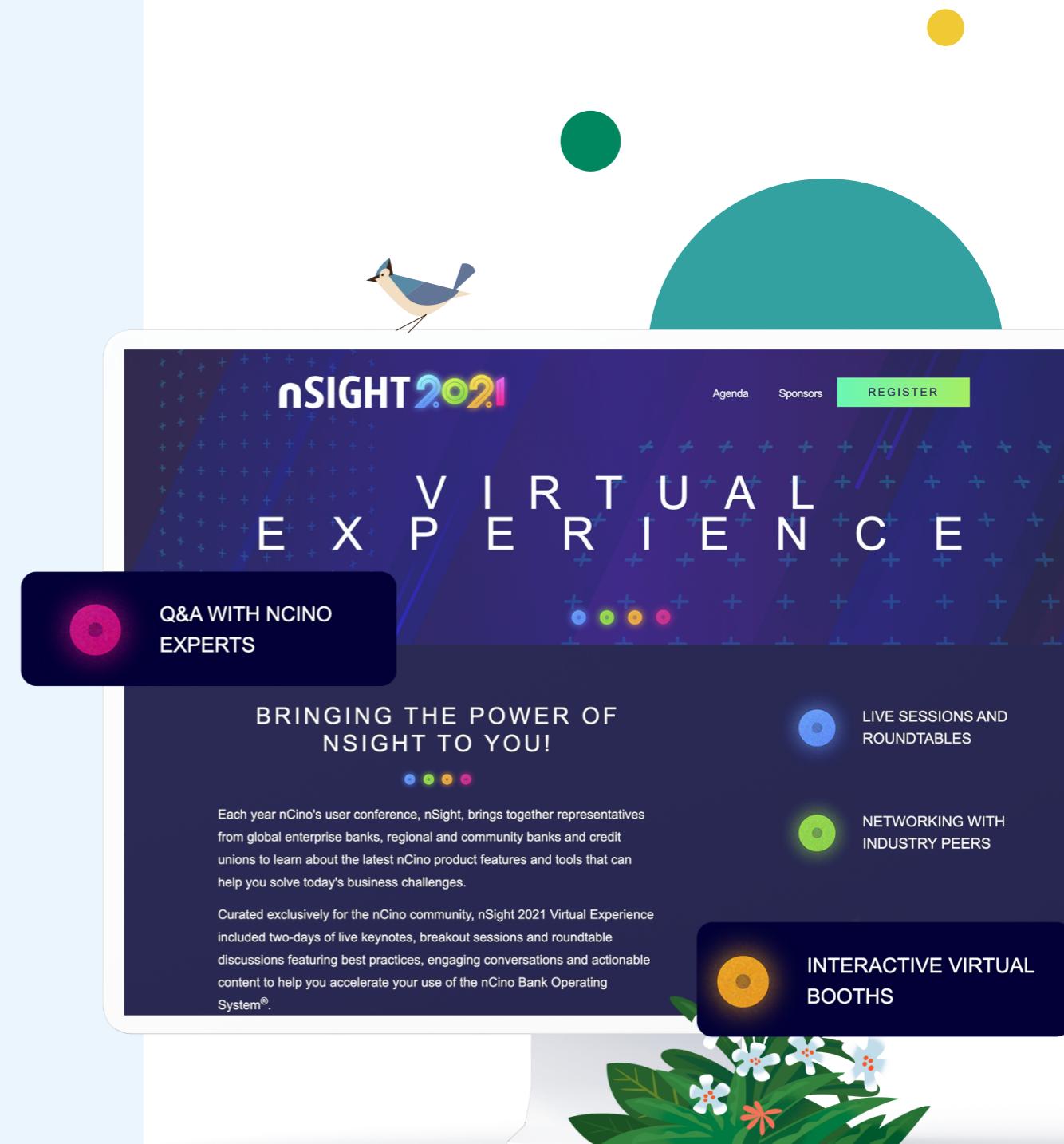
Transforming a Conference into a Top-Notch Virtual Experience

See how nCino, a fintech company, used customer data and marketing automation to drive attendance and engagement for its first live virtual conference.

When's the last time you walked into a bank? If that question leaves you scratching your head, you're not alone. A recent survey on digital banking trends revealed that four out of five respondents prefer to manage their finances online instead of in person.

Fortunately for bankers and consumers alike, nCino is simplifying digital banking for everyone. As one of the first cloud banking platforms for financial institutions, nCino helps more than 1,200 financial institutions around the world manage everyday tasks online and extend that same service to their customers. Bank employees can maintain operations from anywhere on a secure, compliant platform, and individuals can open an account, apply for a loan, and more from start to finish on the device of their choice.

A key component of nCino's own customer experience is its annual nSight conference, a premier educational event that draws over a thousand system users and industry practitioners from around the globe. At the complimentary event, attendees learn about new functionality, absorb the latest digital banking trends, and glean new insights through panels, breakout sessions, and keynotes. One of nSight's biggest draws is the networking that happens during roundtables, breaks, and receptions.



While the majority of attendees are customers, nCino also targets third-party partners and prospects who are further along in the buying cycle, allowing them to engage with the community and see nCino's platform in action.

In response to the coronavirus pandemic, nSight 2020 took place online, featuring prerecorded sessions hosted on the nCino website. While the format allowed attendees to access the content from anywhere, it lacked the communal feel that solidified nSight as an event staple for the financial services industry.

The Campaign

The circumstances of 2021 inspired another online conference. However, nCino's marketing team seized the opportunity to transform nSight into an interactive virtual experience. They designed a live, two-day event with fewer keynotes, more roundtables and breakout sessions, and increased use of tools like chat and Q&A polls. Attendance and engagement were crucial for success.

To drive both, nCino adopted a targeted marketing strategy over a five-month time frame to spark interest and drive registration.

Sales and Marketing Alignment

nCino's marketing team locked arms with sales and customer success to set the conference's vision, identify roundtable and breakout topics, and source speakers. They also aligned on a targeted approach to invitations and post-event follow-up – tailoring both types of content to each subscriber's role and interests.



“

This was the first time we shared conference recommendations that were so closely matched to people's roles and interests and post-event communications to keep the momentum going. This approach made it easy for the community to opt in to the content they were most interested in.

– Shelby Keiser
Manager, Conferences & Events, nCino



Marketing maintained regular touchpoints with sales and customer success to provide registration updates in real time before, during, and after the event. These teams could also access engagement data for previous iterations of the conference to have the right conversations with key customers, prospects, and partners.

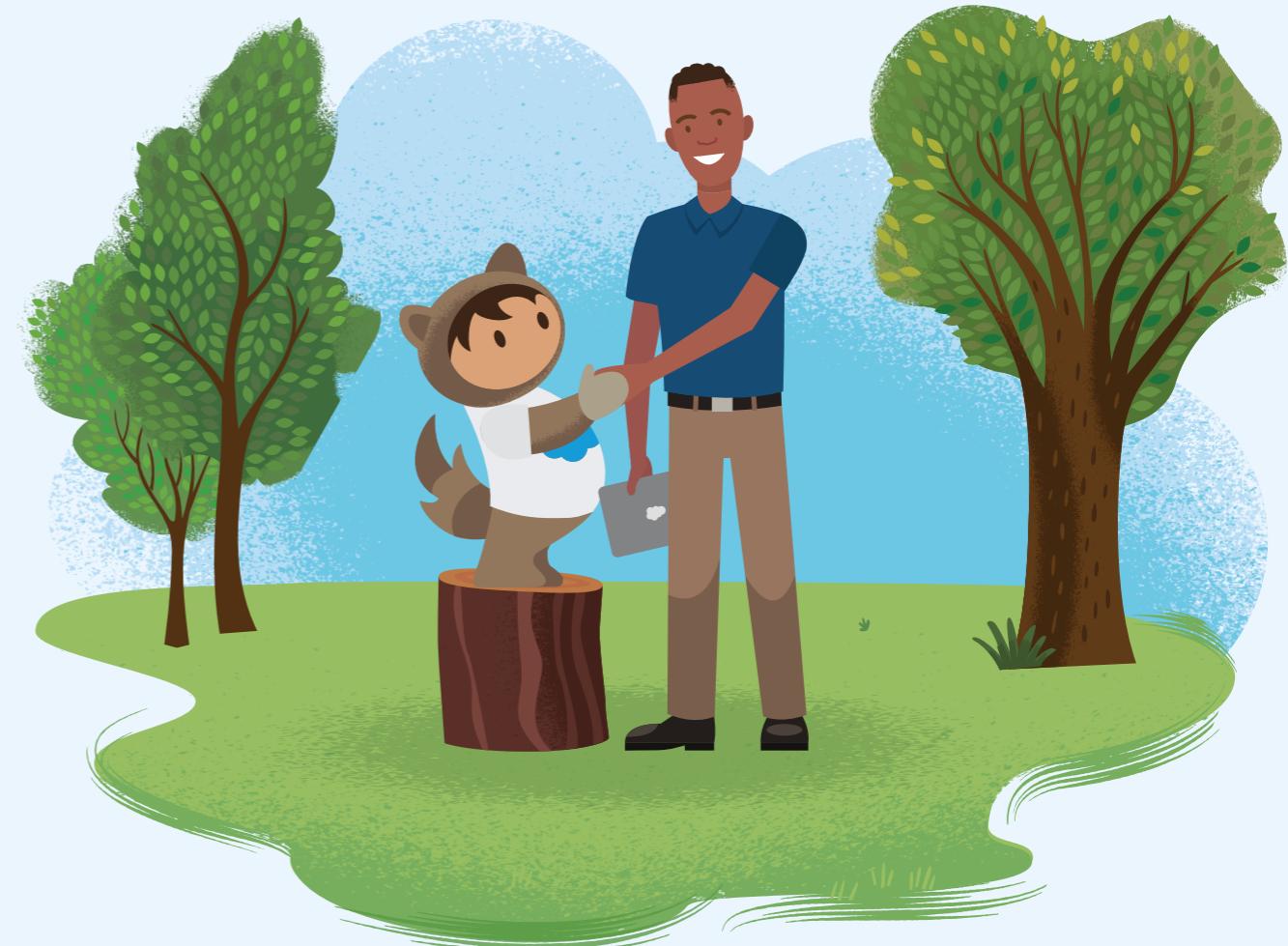
Email Automation

Data from previous nCino events showed that email was the company's most effective promotional channel. Historically, nSight's marketing strategy consisted of mass email campaigns to nearly everyone on its contact list. For 2021, marketing combined that approach with personalized touchpoints informed by customer, prospect, and partner data. The email campaign was created and managed in Marketing Cloud Account Engagement, the B2B marketing automation platform built on Salesforce. nCino's version of Marketing Cloud Account Engagement is connected to its Salesforce CRM, allowing for a seamless flow of information between the two systems.

Initial messages focused on "save the date" and "what to expect" details. As the event drew closer, the content included personalized recommendations for sessions, roundtables, and exhibit booths based on the receiver's role and industry.

Once the conference began, Hopin, a virtual event management platform, tracked everyone's attendance and the content they consumed. Information flowed directly into Salesforce and updated attendees' individual profiles, which helped nCino send personalized follow-up emails in Marketing Cloud Account Engagement to keep nCino top of mind for customers, prospects, and partners.

Case in point: nSight 2021 included a breakout session on nCino's commercial lending products. With the help of Marketing Cloud Account Engagement, a curated list of attendees based on role and session attendance received a follow-up email with product information and the session recording to keep the conversation going. The email generated a 30% open rate. Even better: 28% of the subscribers who opened it signed up for a newsletter on the same topic – paving the way for deeper conversations and new selling opportunities.



Web engagement

The marketing team built the nSight 2021 website on its own domain. All conference promotions linked back to that website, where prospective attendees could explore the agenda and register. Because nSight's registration form was built on Marketing Cloud Account Engagement and integrated with Salesforce, marketing easily captured sign up information, fed it into reports for the sales and customer success teams, and used it to tailor additional communication.

Social media

Because much of nSight's target audience is existing customers, nCino focused on organic promotion through its corporate channels and paid advertising on LinkedIn, its largest social platform.

Direct mail

In the weeks before the conference, nCino mailed swag boxes featuring an nSight-themed notebook and pen and a pair of its signature branded socks.

Event collaboration

Marketing leaned into Slack, a real-time business communication platform, for project management and collaboration. The team hosted an employee channel to manage internal workflows and an external speaker channel to build out the agenda.

Virtual event tools

nSight's live experiences were hosted on Hopin. On-demand resources were hosted on a mix of Marketing Cloud Account Engagement and WordPress landing pages.

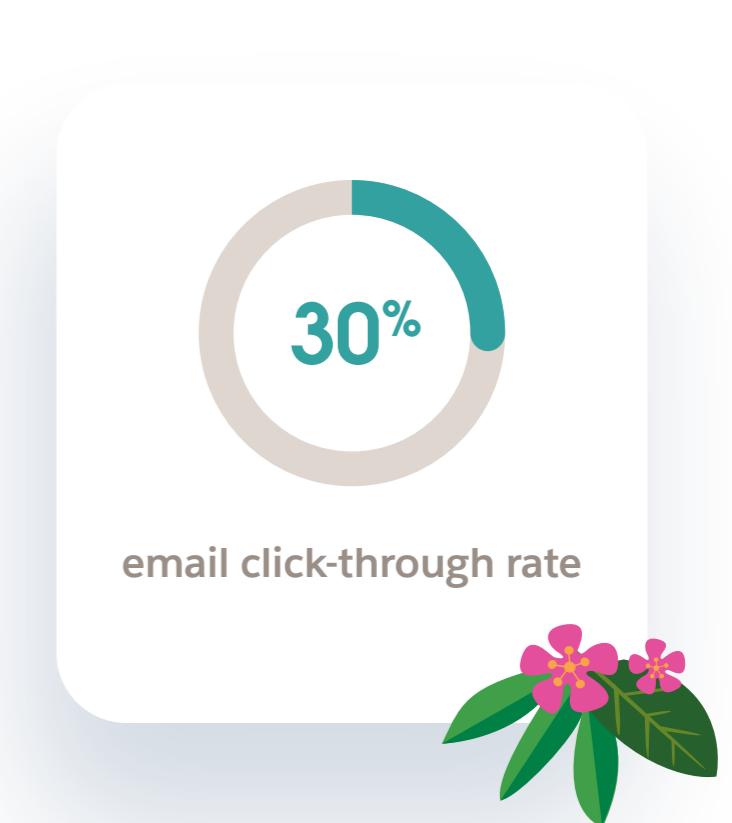


Results

The more targeted and personalized approach to nSight promotion and outreach combined with the live, interactive nature of the event led to over 2,000 event registrations, with almost 1,800 attendees logging in to the live platform over the course of the conference. This turnout exceeded 2019 and 2020 numbers and sits above the industry average for event participation.

As in-person gatherings return, nCino plans to combine the most compelling aspects of virtual and in-person events to better reach its global audience. The company is also refining its account-based marketing approach to continue sending more personalized communications to smaller segments within its customer base.

2021 Campaign Performance



4 Tips for Delivering Your Own Virtual Experience

1. Challenge yourself to incorporate live and interactive elements to digital programming.
2. Invest in marketing automation tools that leverage your CRM data so you can serve relevant content and offers.
3. Engage sales early and often to align on goals and metrics.
4. Review campaign analytics to prioritize channels with the biggest impact potential.

About nCino

nCino is one of the first cloud banking platforms for financial institutions. Founded in late 2011 and headquartered in Wilmington, North Carolina, the company supplies its Bank Operating System® to more than 1,200 clients worldwide to help them digitize processes and enhance the customer experience. End users can maintain operations from anywhere on a secure platform, and customers can complete actions like account openings and loan applications on any device.



Sika Group STORY 3

The Power of the Webinar

Discover how a global manufacturing company ramped up its webinar strategy into a full-blown growth driver for its business.

When you're planning a home improvement project, it's natural to focus on the aesthetic and financial aspects. Laminate or hardwood floors? Solid wood or engineered? Oil finish or polyurethane?

What's not top of mind are the adhesives and coatings needed to install that new floor. And that's just fine with Sika Group.

A specialty chemicals company with a global footprint, Sika Group develops and produces systems and products for the construction, building, and manufacturing industries. Its long-lasting solutions often go unnoticed by consumers. But they're highly sought after by architects, engineers, contractors, and building owners – Sika's core audience.

But Sika doesn't just build innovative products; they also build trust with prospects and customers through technical training and customized learning opportunities. Organized by sales and featuring in-house experts, these offerings highlight Sika's specialized experience and bring it to life in a visual way. Plus, attendees satisfy continuing education and certification requirements at the same time.



The Campaign

Sika delivered training face to face until spring 2020, when the pandemic forced its pivot to a digital-first mindset. The company's U.S., Canadian, and Latin American marketing and sales teams created a comprehensive webinar strategy, quickly scaling from its pre-pandemic average of one webinar per quarter to 60–80 webinars a week at the height of the pandemic for four audience segments:

1. Public webinars: Meant for top-of-funnel prospects, these webinars included technical presentations, product demonstrations, and panel discussions on pressing industry topics.
2. Invitation-only webinars: These webinars targeted existing customers and featured personalized content by industry, company profile, and other attributes.
3. Latin America regional webinars: This office designed its webinar programming to cater to multiple geographic locations and maximize resources across its 18 countries.
4. Sika Day: A pre-pandemic conference staple in Canada.

Sika didn't set registration goals. Instead, it focused on creating a reputable program that sales could replicate to nurture relationships with their most promising prospects and customers.

The one exception was for Sika Day. Because it was an established pipeline driver for Canada, marketing wanted each participant to see more than one presentation – increasing their likelihood of engaging with sales after the conference.

To make it all happen, marketing and sales came together with strong alignment and a powerful technology stack.



Sales and Marketing Alignment

Marketing brought sales in right away to share their webinar strategy, highlight the business value, and explain how the reps would receive their leads. Sales buy-in was critical. Reps were already managing their in-person events, and they were looking for ways to nurture their pipeline from home. With the webinar strategy, they could attract an audience that wasn't confined to a geographic location.

Once the teams were in sync, hundreds of reps trained on the martech stack for managing their webinars. Marketing also worked with sales to develop highly targeted webinar topics informed by region, industry, and company type. This ensured that every webinar attracted prospects and customers with the highest propensity to interact with the company.



Martech Stack Powered by Marketing Automation and Video Conferencing

From a technology standpoint, Sika was well-positioned to ramp up its webinar strategy. The U.S. office – Sika's largest market – was already using Webex to run its webinars and Marketing Cloud Account Engagement, the B2B marketing automation solution from Salesforce, to promote them. Better yet: Data was already flowing between the two systems thanks to a native integration. All that remained was to upgrade the tech stacks for Canada and Latin America and find more resources to run all the webinars.

The Marketing Cloud Account Engagement-Webex workflow looked like this:

- Marketing sent emails in Marketing Cloud Account Engagement to each audience segment. Campaigns were segmented by area of interest based on past webinar engagement.
- Sales ran daily webinars in more than 20 countries through Webex. Interactions were tracked in Webex and synced into Marketing Cloud Account Engagement. No manual entries, no spreadsheets, and always in real time.
- Marketing gleaned the data to create post-event campaigns targeting every registrant, even if they didn't attend.

You can easily visualize the power of this stack for running an event like Sika Day.

In the past, promotion was limited to a potential attendee's proximity to the host city and attracted around 200 customers a year. This time, marketing used Marketing Cloud Account Engagement to launch [sikaday.com](#) and a corresponding email campaign.

During the event, 40 presenters and chat moderators were running 24 sessions in three virtual rooms at any given time. Interactive components such as audience polls and Q&A were managed in Webex. Those touchpoints were automatically added to Marketing Cloud Account Engagement, and each attendee's record was updated to capture their interactions with the webinar. Duplicate records were reconciled automatically.

Afterwards, marketing activated “thank you” and “sorry we missed you” campaigns in Marketing Cloud Account Engagement. Responses were easily visible to sales so they could prioritize next steps.

Social Media

Social media is a critical lead generation tactic in Latin America, so marketing created social media campaigns for key webinar topics and launched them in each audience segment's favorite channels. Technical topics were promoted on LinkedIn, where you can easily target engineers and architects. “Do it yourself” webinars were promoted on Facebook and Instagram due to their mass appeal. The team also tailored campaigns by location.

The team also created cartoon-style videos to share on social media. For example, the “do it yourself” campaign featured characters struggling through “How do I fix this?” scenarios that were addressed in Sika’s webinar content. All three offices took advantage of custom redirects in Marketing Cloud Account Engagement to track registration from social media sources.

Sales also used the employee advocacy tool Bambu to access prepackaged marketing materials, social media posts, and other content to promote across their networks.



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In the past, we rented three rooms in a high-profile venue to host 200 customers onsite for one day. It was a lot to organize, and the impact was limited. Today, we can organize a webinar in one week, target 300 customers, and draw value from an event fast since we can track every engagement touchpoint in real time.

– Olivier Courchesne
Marketing Director, Sika Canada



Results

At the height of the pandemic, Sika was running 60–80 webinars a week. Today, it averages two a week – a huge leap from its one-per-quarter cadence.

The increased frequency and more tailored approach grew Sika's U.S. webinar attendance by 1,417%. Canada's Sika Day boasted a 3,100% increase in attendance and an average of three presentations per attendee. Latin America's webinars saw a 540% increase in registrations in 2020, resulting in 50,000 new leads since the start of the pandemic. One of its regional webinars attracted 5,000 attendees from more than 15 countries. The end result for all three offices was tens of thousands of new business opportunities from around the world.

Though in-person meetings are starting up again, webinars remain a key driver of Sika's business development strategy. The hybrid approach offers more flexibility to customers and sales alike, and marketing leverages the content as a cross-selling tool to introduce Sika customers to new products and services they otherwise might not see.

2020 Campaign Performance

1,417%

growth in
U.S. webinar
attendance



540%

increase in
Latin America's
webinar registrations

50,000

new leads for
Latin America

5 Tips for Revamping Your Webinar Strategy

1. Explore possibilities with your existing tech stack; Sika's Webex and Marketing Cloud Account Engagement integration was key to its quick ramp-up.
2. Customize programming to address audience pain points within their industry and role, then target your promotion accordingly.
3. Align with sales at the beginning to make reps your best advocates.
4. Take advantage of interactive features that drive engagement.

About Sika Group

Sika Group was formed in 1910 as a specialty chemicals manufacturing company that develops and produces systems and products for the construction, building, and manufacturing industries. With more than 25,000 employees and subsidiaries in more than 100 countries, Sika builds trust with architects, engineers, contractors, and building owners around the world through lunch and learns, technical training, and customized learning opportunities year-round.



WebPT STORY 4

Adopt a “Waste Not, Want Not” Mindset with Your Email Real Estate

How WebPT, a top electronic medical records provider, marketed smarter, not harder to its email subscriber base.

In a world dominated by likes, retweets, and follows, it's easy to overlook the power of email in your marketing strategy. But make no mistake: Email still delivers the highest return on investment of any marketing channel. And it's often the preferred communications choice by physical therapists, occupational therapists, and speech language pathologists who subscribe to WebPT.

WebPT is a leading rehab therapy software platform providing electronic medical record (EMR) services for over 80,000 healthcare professionals around the country. It's the third most-searched source of physical therapy content online – just behind the Centers for Medicare and Medicaid and the American Physical Therapy Association. As part of its account-based marketing (ABM) strategy, WebPT sends a lot of email – 50,000 emails a month, to be exact. And every message could become a wasted opportunity if not leveraged correctly.

That's exactly what was happening in 2019. Sales was using personal intuition to guide account selection, and marketing had little visibility into a prioritized list based on intent. This made customer engagement feel like throwing darts at a dartboard without a bullseye. Meanwhile, those 50,000 emails going out from sales, customer success, and operations didn't include any calls to action.

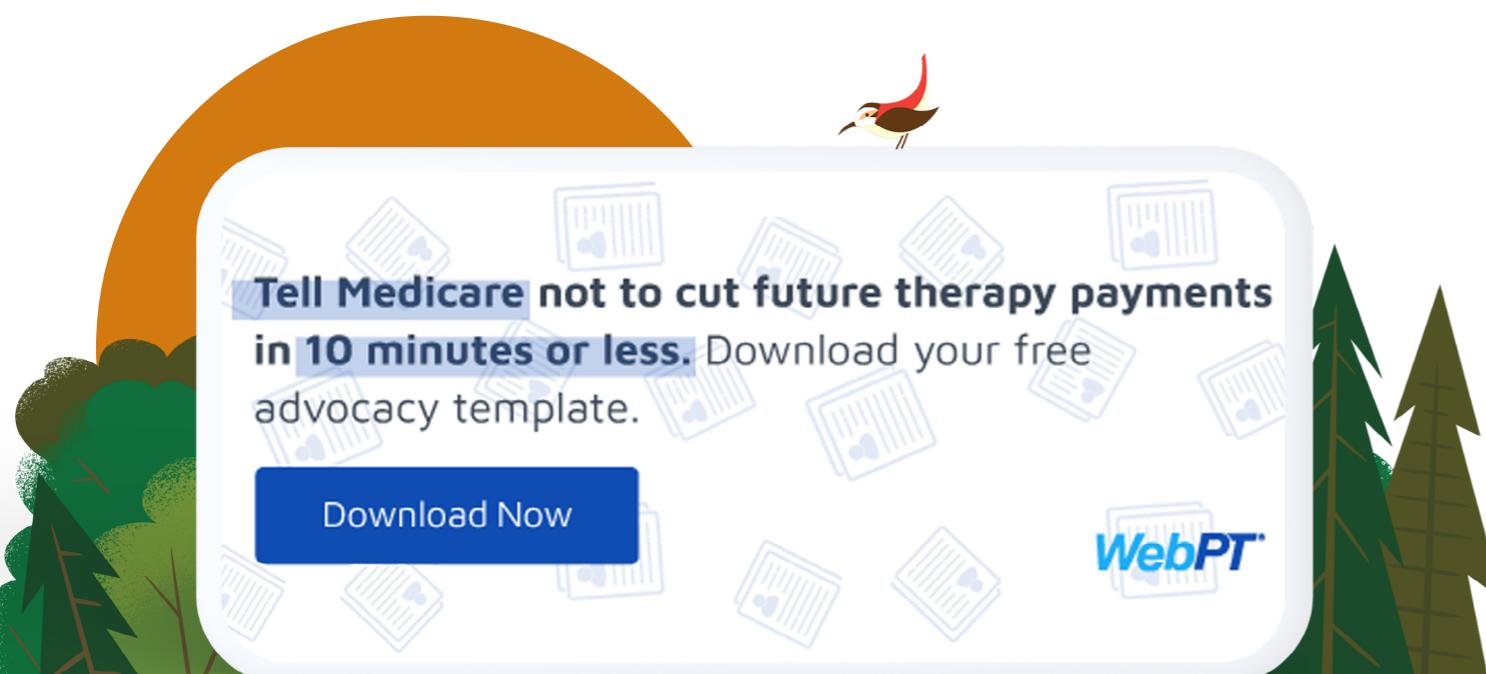


The Campaign

An effective ABM program anchors itself in seamless, connected experiences for the right buyers at every stage of their journey. To achieve this, marketing set out to:

- Strengthen its relationship with sales to develop a cohesive approach to ABM based on strategic account selection and first-party intent data.
- Build out a lifecycle marketing campaign centered on customized email experiences to deliver the right content to the right prospects and customers at the right time.
- Automate populating email content, particularly email signatures, to quickly change key components based on which team was sending.

From a numbers perspective, marketing was aiming to leverage the additional campaign space to boost its content marketing strategy and maximize associated lead acquisition efforts.



Sales and Marketing Alignment

Part of the reason sales had resisted a targeted approach to account selection was lack of time. So with marketing's influence and support, WebPT hired its first business development representative (BDR) in 2019 to qualify prospects before they entered the pipeline and prioritize relationship-building at the start of the sales cycle.

Once the BDR function was in place, marketing leveraged a combination of Marketing Cloud Account Engagement, the B2B marketing automation solution from Salesforce, and Terminus, the team's ABM platform, to share dynamic campaign lists with first-party intent data such as high-value webpage activity, interactions with email campaign banners, and web file downloads. This helped the team see which content prospects were consuming, study spikes in interactions with marketing materials, and flag the best accounts to target.

With the new process, BDRs could freely and expertly sift through targeted lists and identify the best, most engaged prospects. Marketing was able to nurture priority accounts with content about the solutions they cared about most. And the sales team was free to invest in deals that were more likely to close.

A targeted approach to account selection and nurturing also positioned sales to make the right ask at the right time. In the EMR market, companies typically don't change vendors frequently – there's a narrow window every three to five years during which they're open to exploring a new provider.

What was once regarded as tedious administrative work became the catalyst for a dynamic internal partnership and powerful revenue growth strategy.

Email Automation

As WebPT progressed toward full ABM maturity, marketing then focused on developing highly targeted email campaigns to make the most out of their email advertising.

They started with sender-based campaigns – campaigns organized according to the individual or team sending the email. In WebPT's case, sender-based campaigns would allow their internal departments to customize email signatures by department in real time and guarantee accuracy every time. Email signatures were especially valuable due to the sheer volume of outbound email from customer-facing teams.

To make this happen, marketing leveraged Terminus Email Experiences to append campaign banners to Gmail, and Outreach, a sales engagement platform. Using these systems, WebPT teams could group signature banners by department and auto-select email banners based on which internal department was managing the send. This eliminated any risk of featuring an incorrect or outdated file, and avoided wasting one of those 50,000 monthly opportunities to strike a chord with a prospect or customer.

Once the email signature automation was in place, WebPT launched its first targeted marketing campaign for a hand-picked list of 400 healthcare executives. The goal was to supplement WebPT's outbound email campaign for an invite-only virtual event by adding promotional email banners to every other communication going out from customer-facing teams to these executives. These email signatures featured event teaser information and speaker headshots. This campaign "boost" produced a 18.65% click-through rate and accounted for around 10% of the event's registrations.



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Marketers have a different view on the world. Our work isn't just about closing deals – it's looking at things from a relationship perspective. You can't influence when a company is ready to buy, but you can be the most trusted option when that decision comes up.

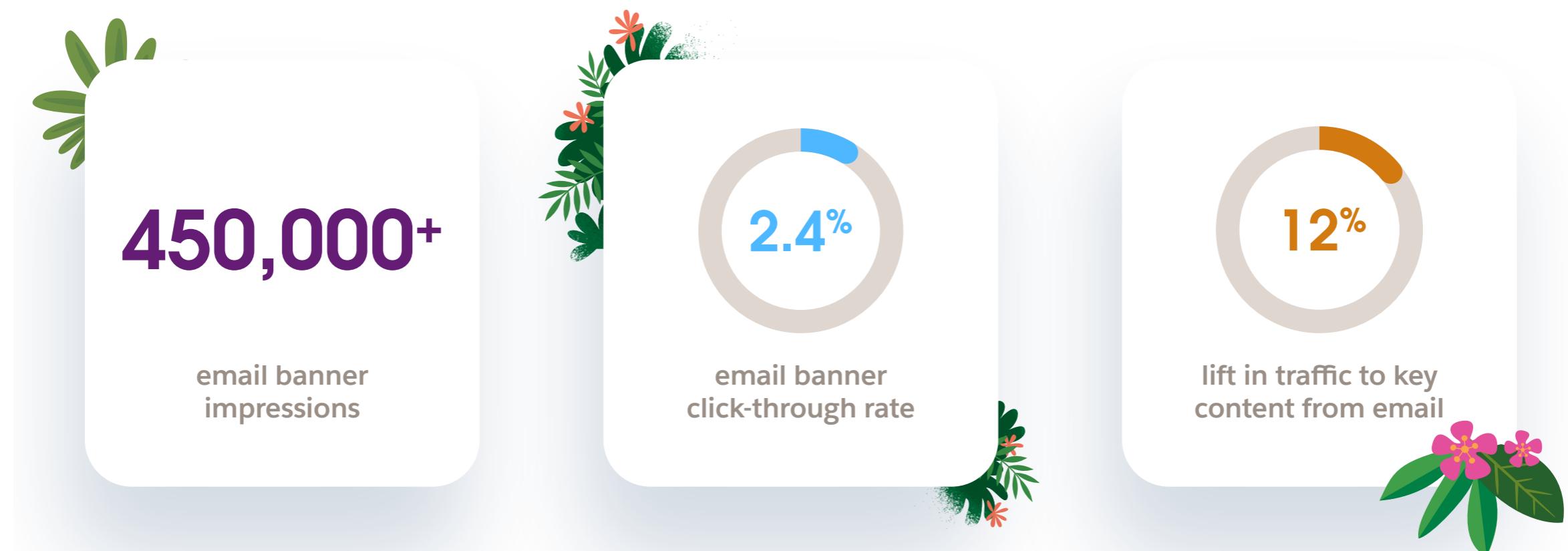
– Doug Houvener
*Senior Manager, Enterprise Marketing,
WebPT*

Results

Today, the heart of WebPT's success is its phenomenal content engine. Adopting a targeted approach to account selection and new marketing automation tools drastically increased its impressions, email click-through rates, content downloads, and web traffic.

Next on WebPT's list of email marketing priorities is alternate banners. This would allow internal senders to choose from multiple banner options for customizing their email signature through a Google Chrome extension. It would also give the sales team more freedom to customize email experiences based on their conversations with each contact. After all, as WebPT learned, one size never fits all.

Campaign Performance



3 Tips for Creating a Compelling Email Marketing Program

1. Confirm that you're targeting the right people. WebPT's initially low email engagement was partly due to communicating with prospects who either weren't a good fit or weren't ready to buy.
2. Lock arms with your stakeholders. WebPT's email transformation was successful because it addressed the obstacles its internal partners were facing. This allowed marketing to provide solutions that matched their colleagues' goals.
3. Launch new features internally first. Marketing led a soft launch of smart signatures with key influencers, its own team members, and BDRs. Interactions were high enough (2,000 impressions) to indicate it was ready to go live.

About WebPT

WebPT is a leading rehab therapy software platform to provide electronic medical record services for over 80,000 healthcare professionals in the U.S. Founded in 2006, WebPT's cloud-based tools help clients ranging from single-therapist clinics to multilocation enterprises manage digital patient intake, scheduling and billing, analytics, continuing education units, and more to improve performance, grow revenue, and maximize patient outcomes. It has more than 500 employees.



Torani STORY 5

Sweeten Your Global Product Launch with Meaningful Digital Experiences

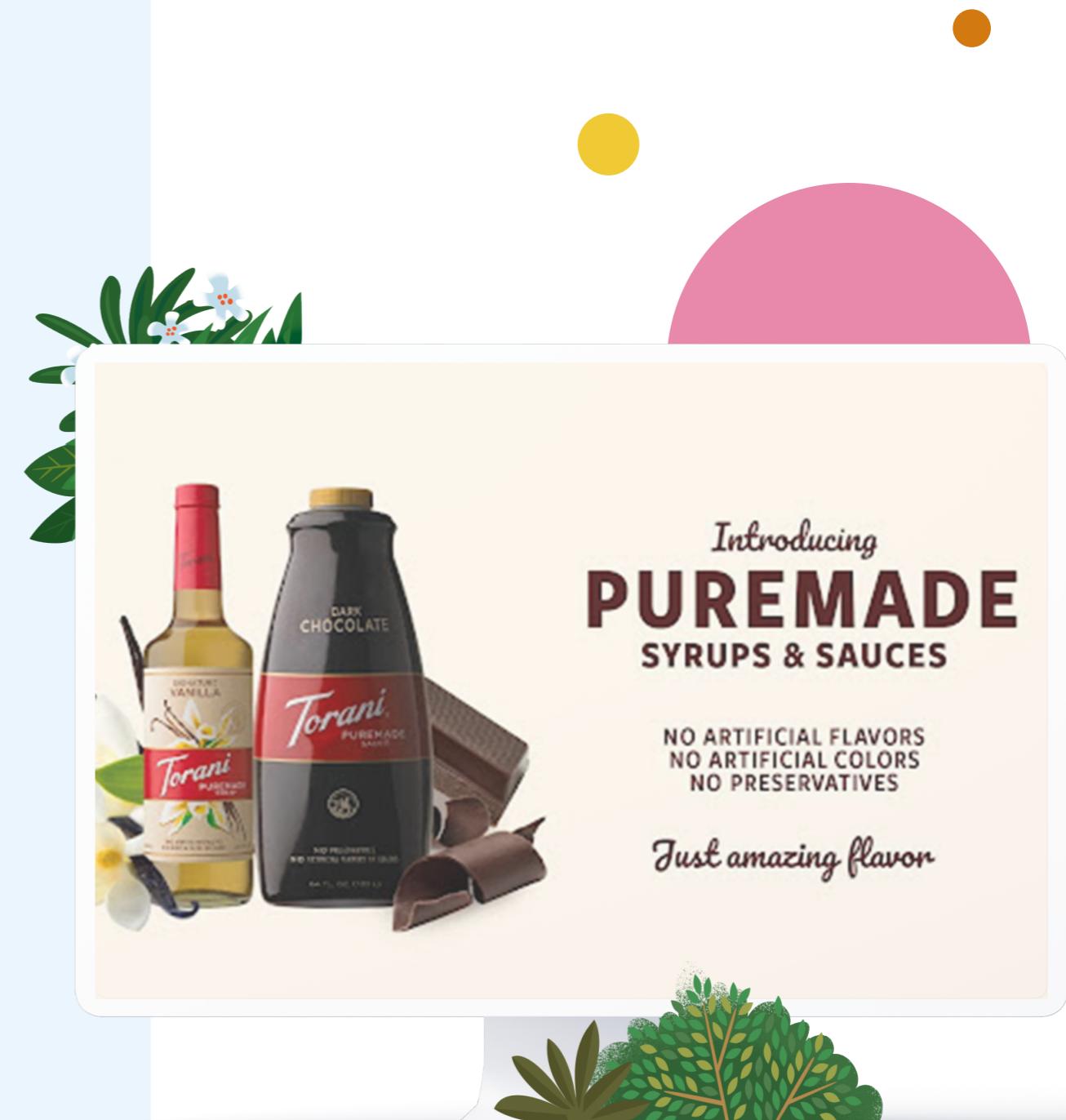
See how Torani, a flavor manufacturer and distributor, surpassed its new product line goals with engaging digital campaigns.

It all started many years ago, on a rainy day in San Francisco. A customer walked into Caffe Trieste, a local coffee shop, ready to enjoy a hot cup. As their order was prepared, they noticed several bottles of syrup sitting on the shelf. "What's that?" they asked. "Can I try my drink with that?"

And thus, flavored coffee was born.

You may think that the flavored latte you grab before work originated years ago in Italy, France, or possibly even Starbucks. But actually, flavored lattes are a recent invention – the proud result of one innovative syrup company, Torani.

Torani began in 1925 as a small family operation. Run by an Italian-American couple, the company started with only a handful of syrup recipes used to craft Italian sodas. The husband-and-wife team sold the first bottles to stores near their home in the North Beach neighborhood of San Francisco. Now, almost 100 years later, Torani is an internationally distributed company with a product range of over 200 flavors of syrups, sauces, and more. Its iconic red, yellow, and blue label adorns the shelves of coffee shops, restaurants, and kitchen counters all over the world.



Despite incredible growth, Torani remains committed to two guiding principles – everything starts with people, and creating amazing flavors. With its consumer-centric approach, the company keeps ahead of market trends and launches innovative product lines customers love. To ensure its new products fly off the shelves – and hit revenue goals – Torani has also innovated in its digital marketing campaigns and sales strategy.



The Campaign

In 2019, based on growing customer demand for natural products, Torani launched Torani Puremade Syrup and Sauce, a clean-label product line with no artificial preservatives and flavors, no GMOs, and colors derived from natural sources.

When going to market, Torani targets business buyers such as coffee shop owners and restaurateurs, and consumers like us delighting in those lattes before work. It's an extremely wide audience to reach, and it forces Torani to get creative with its marketing.

Torani set three goals for its campaign:

1. Drive global penetration and adoption to reach sales goals.
2. Differentiate Puremade from its original line to avoid product cannibalization.
3. Segment and personalize its campaign for cafes that face demand for natural products.

The Puremade line offered a way to target buyers and customers that prioritized more natural products – a segment the company previously couldn't reach. And it offered Torani's existing buyers an opportunity to expand their consumer offerings. So Torani set a high bar for success, aiming for 5% of total syrup sales in year one.

To reach these goals, the company leveraged technology like Salesforce Sales Cloud and Marketing Cloud Account Engagement, Salesforce's B2B marketing automation platform, to bring sales and marketing together and successfully execute a digital, multichannel approach.

Sales and Marketing Alignment

Torani's marketing team worked closely with sales to identify who in their database would be most interested in the new Puremade product line. They reviewed data in Sales Cloud such as purchasing history and company type, and in just a few clicks, Torani's sales reps had what they needed to create targeted customer lists. These lists synced into Marketing Cloud Account Engagement, which marketing used to develop personalized lead nurturing campaigns for each segment.

To help with selling, Torani's marketing team offered product education and created promotional materials such as meeting decks and email templates to help reps introduce Puremade to new and existing customers.



“

In the B2B world, it's hard to reach your target customers. A lot of them are business owners, so they're consumed with running their business. We need a variety of ways to reach them. But even a busy cafe owner is on social media, so we prioritized content for Facebook and Instagram.

– Amy Ware
Senior Director, Brand and Innovation, Torani



Engaging Content for Email Marketing Automation and Social Media

One of Torani's goals was to differentiate Puremade from its original (and immensely popular) product line. It wanted to educate customers on the benefits of each and demonstrate when to choose one over the other. So marketing focused on creating helpful content for customers to share on social media, including:

- Latte recipes using Puremade syrups.
- Fun instructional videos that provided step-by-step instructions for making cocktails and lattes using the new flavors. Other “behind-the-scenes” videos featured Torani experts sharing how the flavors were created.
- Helpful information about the benefits of Puremade and how it compares to the classic Torani product line.

Torani also used Marketing Cloud Account Engagement to create targeted email campaigns that were personalized according to customer type. The seamless flow of information between Sales Cloud and Marketing Cloud Account Engagement allowed it to target food-service or retail customers – existing or potentially new customers – focused on mainly coffee beverages or refreshment drink offerings. Marketing qualified leads (MQLs) were automatically routed to regional sales reps for additional nurturing and follow-up.

The campaign was designed to introduce the new Puremade clean-label product line and demonstrate how it would help operators create delicious beverages their customers would love. As always, showcasing luscious drinks for appetite appeal was a key part of the new campaign, as well as ease of use, along with showcasing the new label design that was not only beautiful but also had many operator friendly innovations.



Results

Thanks to engaging content and relevant messaging, Torani experienced its fastest, most successful product launch in the company's nearly century-long history. The company smashed its sales target, reaching 5% of total annual syrup sales for the new Puremade product line in 18 months – a full six months earlier than originally planned. And the email campaign generated over 300 MQLs.

Puremade continues to grow with new flavors, including a Zero Sugar line that features the flavor of Puremade without any artificial sweeteners or calories.

Campaign Performance

349

marketing qualified leads

197

new business conversions from leads

200+

sample requests from email campaign

19%

click rate from social media placements

3 Tips for Coordinating a Digital-First Product Launch

1. Listen to your customers to create a relevant message that meets a core need.
2. Prioritize the channels that garner the highest engagement from your audience and develop your content and creative with those in mind.
3. Work closely with sales to leverage knowledge collected from the field.

About Torani

Since 1925, Torani has been a leading retailer of flavored syrups and a family-owned business. It employs over 100 people and distributes 150 products in over 40 countries around the globe. Ever since co-founders Rinaldo and Ezilda brought their first five syrups from Italy to San Francisco, California, Torani's purpose has been "Flavor for all, Opportunity for all."



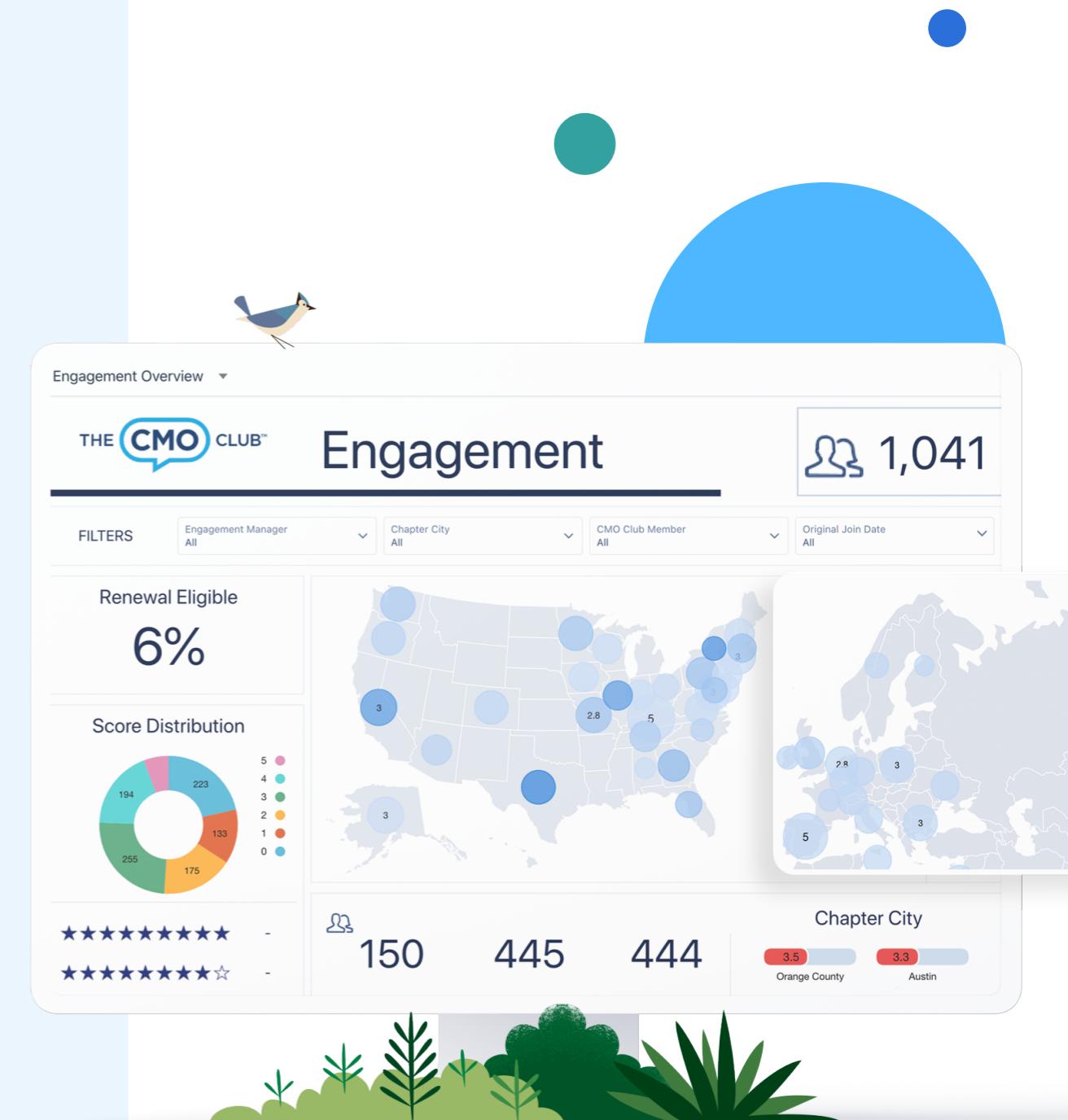
The CMO Club STORY 6

How to Launch a Digital Experience for a “Work from Anywhere” World

Discover how The CMO Club serves its members in new digital ways and has become a strong global marketing leadership community for Salesforce.

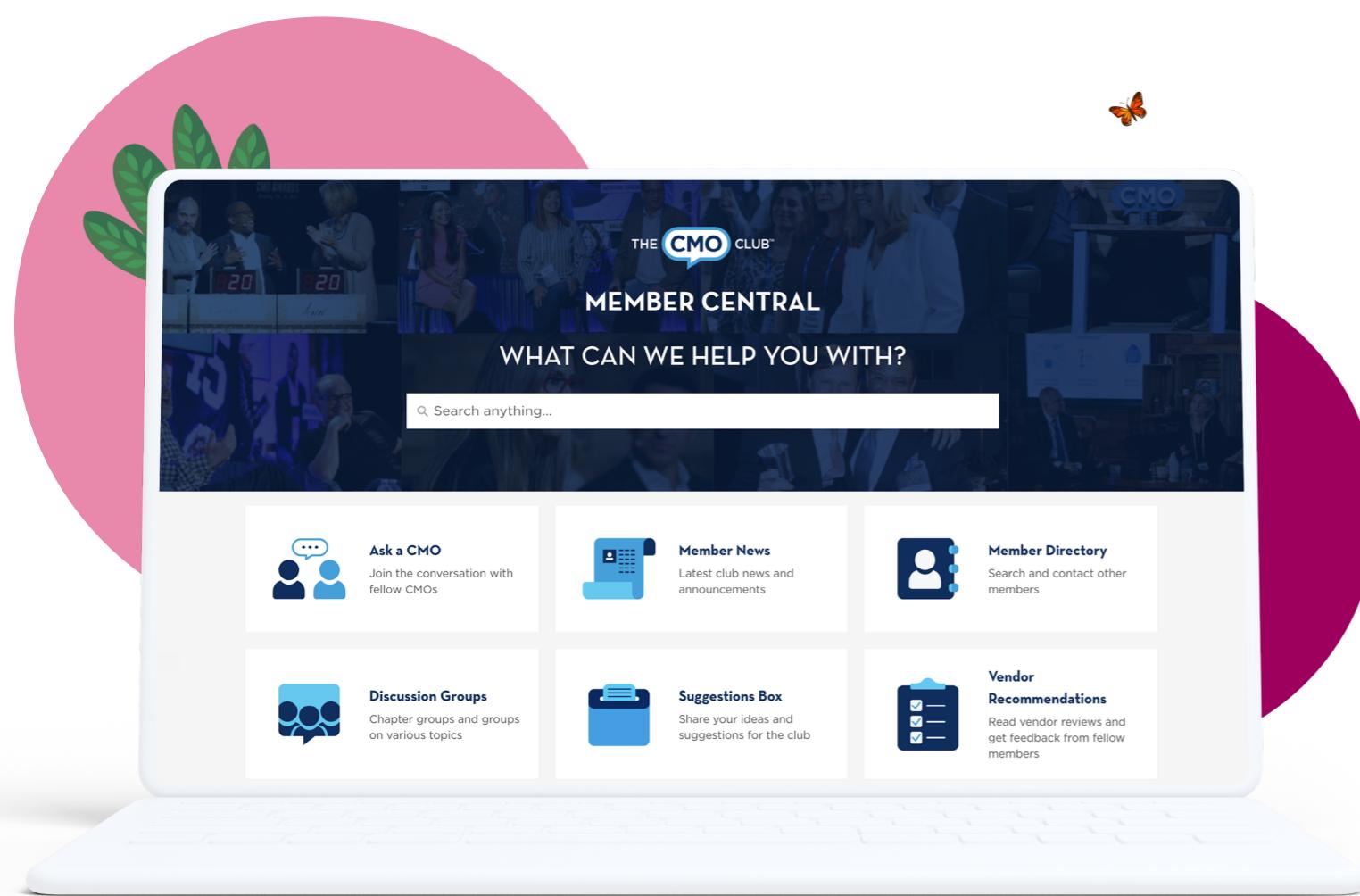
Every professional needs a community of peers for networking, ideating, problem solving, and career advancement support. For executives tasked with decisions that can make or break a business and impact thousands of employees in the process, a community isn't just a luxury – it's a lifeline.

Enter The CMO Club. With over 1,000 members across the world, The CMO Club is a community that brings senior-level marketing executives together to share ideas, inspire one another, and help solve one another's toughest challenges. The club prides itself on creating a safe and trusted environment so that leaders can let their guard down and be themselves among friends, without having to endure sales pitches. In exchange for membership, members pledge to share their time through online engagement, participation in regional chapter events, and through other community activities.



Salesforce, the world's #1 customer relationship management (CRM) platform, is also a leader in the digital marketing space. It acquired The CMO Club to foster relationships with progressive marketing leaders and obtain insights to inform new product development and solutions services. The deal closed in March 2020, just as the pandemic was spreading across the globe.

Since the club could no longer hold its popular in-person events, it needed a website with robust functionality to cultivate relationships and offer easy access to thought leadership, virtual events, and more.



The Campaign

A Salesforce team of user experience (UX), member success, and development experts pivoted fast to adapt The CMO Club's website for a from-anywhere world. They rebuilt it from scratch according to the four biggest needs of their audience:

- 1. Frictionless experience:** Marketing executives are short on time, so the team built the website with ease of use in mind – including single sign-ons (SSO), one-click event registration, mobile-friendly navigation, and other features.
- 2. Community interaction:** Members cared most about idea-sharing, so the site needed to facilitate their interactions seamlessly.
- 3. A simple, scalable site:** The team wanted to build and launch a site that was both powerful and easy to replicate within any tech stack.
- 4. Member-driven content:** In addition to capturing valuable marketing insights, the team also aims to deliver these back to the members in an intuitive search interface.

Growing membership and engaging existing members were key goals. This was important to maintain the club's vitality and credibility. The team set a four-month time frame for launching the new experience. They also established key performance success metrics such as 60% membership growth, organic "buzz" from members on social media, and a member engagement score determined by Salesforce analytics.

Thanks to a deep understanding of member needs and a scalable martech stack, the team was able to assemble the site fast.

Website Design with Busy Members in Mind

Every modern website relies on a host of systems to power specialized functions within its navigation. The CMO Club's website structure was designed with three key pillars in mind: public-facing content, private events, and member engagement. The team chose platforms in and outside the Salesforce ecosystem to meet members' needs in the most efficient and effective way possible. Plus, every club employee works remotely full time, so it was vital to select tools that were easy to manage from anywhere.

Here's how the site's three pillars came to life.

Public-facing content

Creating and curating compelling content for existing and potential members alike is a core strategy for attracting new club members. The team wanted a simple user interface and customizable functionality on the homepage. This area of the site was built to house club news, research and reports, a blog, and career reflections to pique the interest of marketing leaders around the globe.

Private events

The CMO Club community was built on private, dynamic events, so making it easy for members to participate virtually was a must. Bevy, a community event engine, was selected to host the site's *Events* page for its ability to nurture chapter-based communities online and support in-person programming according to each chapter's desire and comfort level. It also enabled one-click event registration, which compelled members to authenticate their profiles, stay logged in, and visit more frequently.

Member engagement

In a recent member survey, the number one answer for "What do you want to get out of the club?" was "Ideas." So the UX team developed a secure and interactive *Members* section powered by two different solutions.

First, the majority of the *Members* section was built on Experience Cloud, Salesforce's digital experience platform. The UX team added an authentication step so that the club community had a safe space to brainstorm and access exclusive content, including a directory, job boards, recordings of private events, and more.

Next, the member discussion groups let users share information in real time. A group was created for each chapter and a variety of special-interest topics, including *Ask a CMO*, where members can post a question on any topic and receive immediate feedback from other marketing leaders.

Best of all, the tech powering all three pillars came together seamlessly to provide a connected, mobile-friendly experience for each member. And every interactive feature was connected to The CMO Club's Salesforce CRM instance, so the club could manage its database and monitor engagement in real time.



Making 1-to-1 Service a Reality

The new website went live in October 2020. On launch day, The CMO Club activated an email marketing campaign in Marketing Cloud Account Engagement, the B2B marketing automation platform from Salesforce, and ran a social media promotion on LinkedIn, Twitter, and Facebook.

Even more impressive was The CMO Club's new strategy for managing marketing and service simultaneously. At the same time the site went live, the club also debuted a member engagement team to provide hands-on, personalized support to the community. Each person on the new team received a territory to serve. These relationships would start at onboarding and continue for the duration of a marketing leader's membership. When the website launched, reps called every prospect and member in their territory to explain the site's new features and talk through any other questions.

The team also launched a point system for capturing website engagement that connected to its Salesforce CRM. From member sign-ups to posing questions in discussion groups, members who interacted with the marketing material racked up points. The team used this data to identify members who needed extra help plugging into the community, and followed up with them.



“

Selecting platforms that can connect our members to everything we're doing from a collaboration and events perspective that we could manage from anywhere was critical. Our marketing tech stack of Salesforce solutions and other products made it possible to deliver seamless experiences not only to our customers but to our internal team as well.

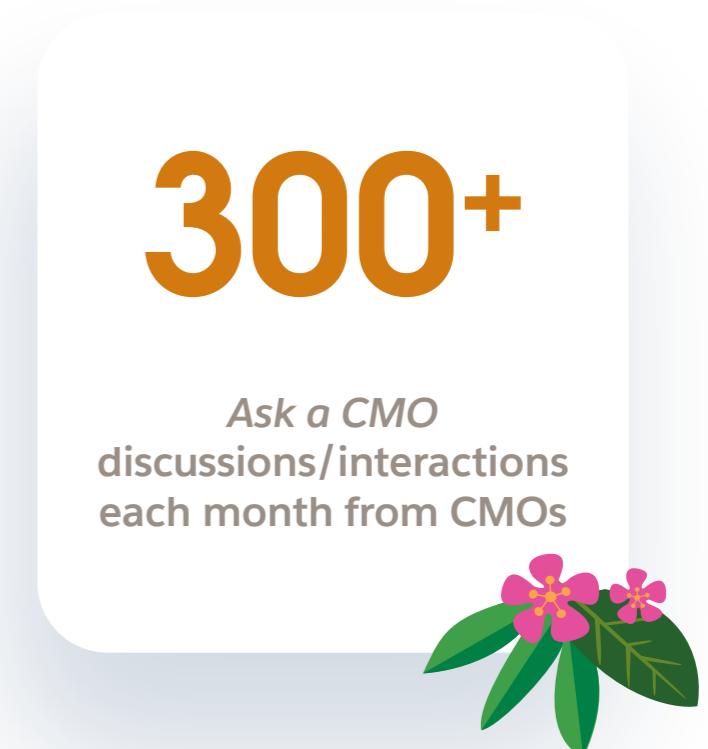
– Olivia Sinadinos
Member Success Manager, The CMO Club

Results

As the saying goes, “The best things in life are free.” Even without generating revenue from members, The CMO Club continues to help Salesforce build deeper relationships with one of its most important audiences. Its website offers new capabilities to help members bond with the club and each other – and it shows in the numbers.

As the world continues to change, a mix of in-person and virtual events continues to be the norm, and marketing leaders will keep searching for opportunities to connect. The CMO Club is now in a better position than ever before to help its community lead through change.

Campaign Performance



4 Tips for Relaunching a Website

1. Survey your existing community before you start the redesign to identify the features they would most like to see.
2. Select your martech stack with an open mind, and don't be afraid to integrate multiple systems to deliver the best customer experience.
3. Tap into your community's network by asking them to help promote the new site.
4. Analyze performance post-launch to determine which pages are working and which need optimizing.

About The CMO Club

The CMO Club was founded in 2007 as a virtual community for senior-level marketing executives to network, learn, grow, and share ideas. With 650+ members across the U.S. and new expansions in Europe and Asia, the club's growing membership represents B2B and B2C brands with over \$33 billion in collective annual marketing budgets. More than 40% of its members represent billion-dollar brands. The CMO Club joined the Salesforce family in 2020.



Feeling inspired yet?

B2B buyers are more connected than ever before – and our marketing should be too. So where do we start? Try finding ways to align sales and marketing to achieve maximum campaign impact. Use webinars to champion your internal teams as thought leaders. Relaunch your website with a focus on community to drive conversation and collaboration among your audience. And personalize customer engagement so your message resonates.

Whatever you need in your strategy, we're here to help. Explore our top B2B marketing and ABM resources at sfdc.co/every-buyer.

[Learn more](#)



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Salesforce collaborated with these partners to bring this e-book to life.

Demandbase offers a comprehensive B2B go-to-market suite that helps companies deliver great experiences at every stage of the account journey. Demandbase enables customers to embrace modern, digital sales and marketing strategies with connected solutions for account-based experience, advertising, data management, and sales intelligence.

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Terminus provides an account-based marketing platform to align marketing, sales, and customer success around a company's go-to-market strategy to create amazing customer experiences. Terminus offers robust data, channels, and analytics in one place to help customers grow revenue, create a better customer experience, and do it all more efficiently.

[Learn more about Terminus](#)



