Marketing Cloud Case Study

Use Case 01

Major Challenges	Scope of Project	Outcome
Need for a flexible mechanism to create separate data extensions to send special emails to certain subscribers based on business requirement	Plan, coordinate, and measure cross-channel campaigns in real-time using campaign tags.	1-1 journey across entire CLC
Need for configurable, segmented landing pages.	You can create campaigns from emails, mobile messages, landing pages, and data extensions, plus events such as automation.	48% increase in customer responses and satisfactions
Need for ability to configure & send emails based on segmented data stored within client's salesforce instance	Creation of automation for saving the data in data extension	40% revenue growth with 35% increase in predictive content delivery.
Need for a mechanism to maintain a separate list of subscribers that have opted out/unsubscribed.	Inclusion of social media links within templates	
Need for consistent corporate branding, configurable, email templates as per branding specifications, with the capability to include social media links	Creation of email templates using content block	

Use Case 02

Major Challenges	Scope of Project	Outcome
Need a marketing platform to provide more sophisticated member communication, club services, plus a host of automation.	We delivered the data sets, automations and other configuration required to fulfil the new, sophisticated marketing requirements which the club was previously unable to do	The project encompassed the creation of a few automated customer journeys to begin with; and the setup of the data-structure, automations and integrations for many more journeys to follow
Need dynamic portal for marketing and the data on marketing activities lay dispersed across various system in different locations.	We integrated with SFMC, Salesforce core and Community Cloud, AppExchange Membership Software.	Marketing Cloud enabled the client to foster a 1-on-1 personalized bond with their customers by tracking consumer behaviors across channels.
Need for a comprehensive platform for monitoring and analyzing all their marketing activities and growth	Delivered high-quality club newsletters and a range of another member publications, with ease.	⯀ The marketing team was able to monitor activities across the web, social media and other channels dynamically from a single platform.
Need to track and stay in touch with the changing interest, demands and behavior of their customers.	Created the club's Salesforce Marketing Cloud data structure, integrations and configuration	