THE MARKETER’S FIELD GUIDE

Know your customer. Personalize with intelligence. Engage at every touchpoint.
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's Inside</td>
<td>2</td>
</tr>
<tr>
<td>The Age of Intelligent Marketing</td>
<td>3</td>
</tr>
<tr>
<td>What Is Salesforce Marketing Cloud?</td>
<td>5</td>
</tr>
<tr>
<td>Journey Builder</td>
<td>7</td>
</tr>
<tr>
<td>Audience Studio</td>
<td>9</td>
</tr>
<tr>
<td>Data Studio</td>
<td>11</td>
</tr>
<tr>
<td>Interaction Studio</td>
<td>13</td>
</tr>
<tr>
<td>Email Studio</td>
<td>15</td>
</tr>
<tr>
<td>Mobile Studio</td>
<td>17</td>
</tr>
<tr>
<td>Advertising Studio</td>
<td>19</td>
</tr>
<tr>
<td>Social Studio</td>
<td>21</td>
</tr>
<tr>
<td>Marketing Cloud and Google Analytics 360</td>
<td>23</td>
</tr>
<tr>
<td>Datorama</td>
<td>25</td>
</tr>
<tr>
<td>Summary</td>
<td>27</td>
</tr>
</tbody>
</table>

I'm Astro, your trail guide to Salesforce.

Astro and friends love showing Trailblazers like you around Salesforce and its many business solutions.
What’s Inside

Great marketing is about putting the customer at the center of every interaction with a brand. Marketers must use their data to see each prospect and customer as the individual they are. Every experience needs to be tailored to customer preferences. And marketers need to be able to engage on any channel.

In the pages ahead, we’ll take a look at:

• Trailblazing in the age of intelligent marketing
• What’s inside the world’s number one marketing platform
• Customer success stories and product features

Meet the most intelligent platform for pairing two things that belong together: customers and your products.

Let’s get started.
The Age of Intelligent Marketing

Today’s customers are empowered. They dictate how they receive messages and how brands can interact with them. This is good news for you. As a marketer, it means you have the chance to discover new ways to engage. Think beyond channels and consider how people are engaging with things like connected homes, connected products, and artificial intelligence-driven interfaces.

20% of homes have a smart speaker

46% of adults use a digital assistant
Incredible Experiences Boost Customer Engagement

Seventy-nine percent of customers say that brand experience is as important as the product or the service. In order to deliver experiences that inspire results, there are three things to master:

- Know your customer through data
- Personalize every interaction with intelligence
- Engage across the entire customer journey

Success in the age of intelligent marketing comes with the right solution.

Salesforce Marketing Cloud can help.
What Is Salesforce Marketing Cloud?

Marketing Cloud is built on the world’s #1 CRM. It’s the only complete and integrated solution for knowing the customer through data, personalizing every experience with intelligence, and engaging across the entire customer journey – including marketing, sales, service, and commerce touchpoints. In the next chapters, we’ll address each Marketing Cloud solution that marketers can use to take customers from awareness to advocacy – and we’ll present customer success stories, insights, and statistics along the way.
Meet the World’s #1 Marketing Platform

Know, personalize, and engage across every customer touchpoint.
Build Personalized Customer Journeys

Personalize every interaction across digital channels — and with your employees and products. Here’s how.

**Listen for customer cues across all touchpoints with your brand.**
Marketers can meet their customers where they are by anticipating – and reacting to – events as they happen.

**Connect across one seamless customer experience.**
Onboard, engage, re-engage, sell, and support by aligning your strategy across marketing, sales, and service.

**Automate 1-to-1 interactions.**
Build a strategy once, then offer a unique customer journey for every individual at massive scale – so you can focus on growing your business.

**Analyze and optimize as you go.**
Remain agile in your marketing by understanding what’s working and what’s not. Pivot easily when needed, and get the best results as customers evolve.

Schedule a Journey Builder demo today.
With Salesforce, we are connecting sales, service, and marketing interactions to create a cohesive and differentiated experience for each customer, based on how they’re interacting with the brand.

Brad Rutta  
VP of Marketing  
Berkshire Hathaway Travel Protection

Spotlight

Berkshire Hathaway’s sales reps experience a journey to connect human resources, sales, and marketing.

When a potential sales rep visits the Berkshire Hathaway Travel Protection website and signs up to learn more, Journey Builder triggers an email outlining various Berkshire Hathaway benefits. When the recruit interacts with the email, a Sales Cloud opportunity is opened, and the individual receives a personal phone call from the team at Berkshire Hathaway to discuss the benefits of selling its products. Once the sales rep joins the team, Berkshire Hathaway stays top of mind by sending regular emails and SMS messages about new products, training opportunities, and the rep’s progress toward sales goals.

With Salesforce’s journey-mapping capabilities, Berkshire Hathaway has seen a 300%–400% increase in the number of travel agencies the sales team can onboard in one week. This saves over two-to-three months of effort for the sales team each year.
Engage current customers – and find new ones.

**Capture data from any source or device.**
Unify customer data no matter where it was collected. Use it to segment and activate audiences in order to deliver better advertising, content, and commerce experiences.

**Discover new audiences with AI.**
Use Salesforce’s AI engine, Einstein, to identify new high-value segments.

**Target cross-channel experiences on any device.**
Drive more relevant and valuable customer engagement – and business results.

Learn more about Audience Studio.
Conagra Brands is keeping pace with its customers’ growing expectations for personalized brand and content experiences with Audience Studio. The marketing team at Conagra takes a data-focused approach to target individuals across channels and devices with tailored and relevant messages.

Conagra chose Audience Studio to act as the brain of its new data-focused marketing efforts for its ability to collect and unify all of Conagra’s disparate sources of data, including offline data from its CRM system. Once unified, the team at Conagra created the customer and prospect segments most likely to be receptive to dynamically targeted creative. For its Hunt’s brand, the team targeted environmentally conscious customers with content that focused on Hunt’s sustainability messages, leveraging unique second-party data from quality publishing partners only found in Audience Studio.

Conagra saw quick results. The team saw a 300% increase in customers who said they will use Hunt’s tomatoes. Additionally, Hunt’s also saw a nearly 200% increase in brand recognition.

Audience Studio enabled Conagra to move from a “one customer, one message” approach to our marketing to a dynamic, targeted approach that allowed us to test and learn which messages and strategies resonated with customers. This targeting is already showing results and is now an integral part of our marketing.

Heather Dumford
Global Marketing Director
Conagra Brands
Get to know Salesforce’s number one solution for audience discovery and data provisioning.

**Identify new targeted audiences for marketers.**
Activate more valuable audiences with second-party data.

**Boost revenue for data owners.**
Monetize data with full transparency and control.

**Take control of your data.**
Protect and provision data to trusted partners.

**DATA STUDIO**

Meet Marketing Cloud’s Premium Data-Sharing Platform

Schedule a Data Studio demo today.

Contact Us
Salesforce Data Studio helped us share our valuable technology shopper audiences with advertisers, leading to 30% more new business.

Andrew Beehler
Senior Manager,
Programmatic & Operations
Digital Trends

Spotlight

Digital Trends is the go-to destination on the web for easy-to-understand design and usability reviews of customer electronics and technology. When the team at Digital Trends wanted to increase revenue, build new partnerships, and increase the value of existing programmatic offerings across devices, they turned to Data Studio.

After collecting and unifying their data with Audience Studio, they used analytics to drive audience discovery. With Data Studio, they securely shared these valuable audiences to boost advertising prices on their owned and operated properties. They also used the data to grow deal size, accessing programmatic budgets and extending advertisers’ ability to reach these audiences offsite. And even better, Digital Trends developed a completely new revenue stream by offering audience data in ad exchanges.

The results were impressive. Digital Trends increased ROI by 250% from audience selling alone, increased new advertising business by 30%, and achieved higher prices across all their programmatic mobile and display.
INTERACTION STUDIO

Visualize, Track, and Manage Real-Time Customer Experiences

Drive instant, contextual, and omni-channel experiences – valuable engagement at the right moment.

Understand the entire path to purchase.
Visualize all the paths customers take across every interaction and touchpoint with your brand.

Optimize the experience.
Adapt engagement based on real-time customer behavior and customers expressed intent.

Connect every interaction.
Synchronize engagement across all your owned channels, and connect online interactions to call centers, in-store POS systems, ATMs, and so on.

Deliver immediate impact.
Drive adoption and ROI with an easy-to-use customizable configuration that is designed for the end user.

Schedule an Interaction Studio demo today.
Spotlight

Michael Page is one of the world’s leading professional recruitment consultancies. It specializes in placing job candidates in permanent, contract, temporary, and interim positions around the globe.

Recently, aggregate websites and job boards posed a competitive threat to Michael Page’s business. The marketing team knew it needed to increase direct, personalized engagement with job seekers to combat the competition.

It turned to Interaction Studio. By personalizing website experiences for each visitor in real time, click-through responses to digital prompts increased by 25% and job alert registrants by 30%. Plus, the team saw a 300% increase in email opens, and a 450% increase in their email click-through rate – all resulting in a commensurate increase in candidates successfully posted into a new role.

300% increase in email opens

450% increase in email click-throughs
Deliver Email That Delivers Results

Personalize relevant emails at scale and enjoy the number one marketing ROI generator. Here’s how.

**Execute campaigns quickly.**
Store and share preapproved assets for rapid deployment. Design, plan, target, and test with ease.

**Create intelligent messages.**
Use AI to help predict your subscriber’s next moves.

**Use multidimensional segmentation.**
Target audiences based on customer data from any source.

**Engage every subscriber.**
Place relevant content in emails based on customer behavior and attributes using a powerful scripting language and dynamic content.

Schedule an Email Studio demo today.
Fanatics’ ability to engage with customers around the biggest sporting events, in real time, is unmatched – cementing it as the world’s largest online retailer of sports merchandise. The company uses Salesforce to personalize email campaigns at scale. “Multiply a thousand teams by an endless stream of sports news, and you’ve got billions of emails being sent to fans each year,” said Jonathan Wilbur, Director of CRM.

With Salesforce’s templates and tools, including AMPscript for dynamic content, the team at Fanatics can seize the moment when big sports news breaks. It built scripts that search customer data to display fans’ favorite teams, pull in real-time scores and stats from vendor feeds, and personalize branding using partner IDs. The result is campaigns customized according to multitier segments. In other words, Fanatics delivers merchandise that’s relevant to its customers and their favorite teams – at the right time.

“We’re actually able to stand up a campaign in a matter of minutes. In 2015, we sent about 3.5 billion messages.”

Jonathan Wilbur
Director of CRM
Fanatics
Send alerts based on customer behavior and actions through SMS, push notifications, and group messaging. Here’s how.

**Link your mobile strategy with other channels.**
Use mobile strategies to drive email subscriptions. Increase fans and followers on social networks, and inspire visits to your website or online store.

**Send time-sensitive alerts or reminders instantly.**
Send notifications of a promotion or sale, and respond in an instant to trends in your industry with relevant mobile content.

**Engage customers with your mobile app.**
Drive app adoption to make engagement convenient — keeping your brand top of mind and in the palm of the customer’s hand.

**Target customers with location-based technology.**
Engage customers when they’re closest to you by using geofencing technology to send messages based on customers’ proximity to your store or event.

Schedule a Mobile Studio demo today.
Life Time, the Healthy Way of Life Company, is transforming the way it communicates, employing a seamless multichannel experience that uses member data to create personalized communications, netting a 154% ROI.

Each of Life Time’s members has unique fitness goals. For example, if a member comes in with their two children, the team at Life Time knows that it needs to be able to communicate differently with that member than with someone who is training for a triathlon. Each of those members has a unique journey and needs different information to achieve their health objectives, athletic aspirations, and fitness goals.

Renee Main
VP Marketing, Member Acquisition, and Retention
Life Time

The content of every communication via email, online, mobile texts, or mobile notifications is helping [customers] walk through that journey to get them to where they personally want to go.

Spotlight
Target Audiences to Inspire Action

Reach the right customer at the right time, on the right platform. Here’s how.

**Power data-driven advertising securely.**
Use your CRM data to inform your advertising across Google, Facebook, LinkedIn, Twitter, and display ads.

**Coordinate email and advertising to increase engagement.**
Re-engage, upsell, and cross-sell existing customers by combining email and advertising efforts.

**Integrate your lead generation efforts.**
Coordinate your advertising with nurture programs and sales initiatives.

**Drive advertising ROI.**
Optimize ad spend by suppressing audiences from advertising that doesn’t apply to them.

**Build your data asset.**
Unite your CRM with Audience Studio to power more highly targeted ads.

Schedule an Advertising Studio demo today.
Salesforce allows us to use our first-party data to improve our ad targeting and personalization, resulting in better marketing ROI and a better overall experience for our customers.

Scott Robbins
Digital Communications and Social Media Manager
BFGoodrich

With more than 100 years of heritage, BFGoodrich Tires is dedicated to providing high-performance tires for those who have a passion for driving in virtually any environment.

BFGoodrich relies on numerous agency partners to support marketing engagement with its customers. Prior to Salesforce, customer information was split across each agency, causing information silos and making it difficult for the marketing team to get a holistic view of its customers. Audience segmentation, which is critical to making sure BFGoodrich sends customers the right marketing messages at the right time, would take weeks to develop and send.

BFGoodrich teamed up with Salesforce Success Cloud advisory services to consolidate its many data sources and systems on Salesforce Marketing Cloud, and to create marketing journeys that are unique to each and every customer – whether they’re a tire reseller or a highly engaged tire enthusiast.
Engage prospects and customers on social while promoting cross-channel campaigns. Here’s how.

Manage social from one platform.  
Listen to conversations, analyze and publish across networks and accounts, and engage users from one interface.

Connect across every touchpoint.  
Use social media to drive interactions across marketing, sales, and service experiences.

Apply AI to your social strategy.  
Automate social activities and gain customer insights with Einstein.

Create alignment across your teams.  
Use the Marketing Command Center to display and analyze all of your digital interactions in one place.

SOCIAL STUDIO

Turn Social Fans and Followers into Loyal Customers

Schedule a Social Studio demo today.

CONTACT US
This is not about marketing and sales. It’s about holistically managing the relationship with our customers across brands and functions.

Antonio Sciuto  
EVP of Brands and CMO  
Nestlé Waters North America

Spotlight

From conversations on Facebook and Twitter to digitally connected coolers in grocery stores, the team at Nestlé Waters is reinventing customer engagement in the digital age. It uses Journey Builder and predictive intelligence to personalize experiences for millions of customers.

The team at Nestlé Waters uses Salesforce to manage its content marketing efforts, drive traffic and leads to their ecommerce business, and create amazing customer experiences through social engagement. It uses a marketing command center that tracks its brands, millions of customer interactions, and all marketing campaigns.
Understand customer wants and needs. Then, translate them into meaningful experiences for every individual.

**Analyze rich data in one place.**
View Google Analytics 360 website behavior data together with email and content analytics directly in Marketing Cloud.

**Make better marketing decisions.**
Measure the effectiveness of your marketing and optimize web experiences with data from both Salesforce and Analytics 360 — directly in Google Marketing Platform.

**Deliver immediate impact with hyperpersonalization.**
Activate your Analytics 360 audiences on journeys in Marketing Cloud, and tailor experiences based on site behavior in addition to Marketing Cloud channel engagement.

**Be more productive with less work.**
Quickly connect Analytics 360 to Marketing Cloud, and automate email tagging with campaign parameters — without the help of your IT department.

Schedule a Marketing Cloud and Google Analytics 360 demo today.
With insights from Google Analytics 360 now available in Salesforce Marketing Cloud, we’re able to drive smarter customer engagement.

Lawrence Daffurn  
Head of Lifecycle Marketing  
Open Colleges

“Previously, our marketing team had to do lots of manual work to understand customer insights across email, mobile, digital advertising, and the web. Now, we’re working more efficiently, analyzing cross-channel customer behavior in one intuitive dashboard. Common marketing activities that previously took our team a significant amount of time to manage are now automatic, freeing up my team to spend their time delivering insights back to the business instead,” said Daffurn.
Market Smarter Across Platforms

Take a holistic and intelligent approach with your marketing so the right KPIs and insights are easy to access and act on.

**Connect and unify marketing data sources.**
Integrate and organize data into a unified view using AI.

**Visualize AI-powered insights.**
Surface insights on one-click dashboards to optimize channel and campaign performance instantly.

**Report across channels and campaigns.**
Use always-on analytics, custom visualizations, and shareable reports to understand the performance of your marketing efforts.

**Collaborate and act on your data to drive ROI.**
Make every insight actionable with cross-platform alerts and activations, and see real results.

Schedule a Datorama demo today.
Ticketmaster is a global market leader in live entertainment. Since 1976, it has been sending fans to the concerts, events, and shows they love. And every day, the marketing team at Ticketmaster knows it needs to keep the fan experience front and center to stay ahead of the competition.

Recently, Ticketmaster needed to centralize all of its data in one place. To make the right decisions across campaigns, channels, and sales, fan information had to be trusted, harmonized, and current. So Ticketmaster turned to Datorama.

Datorama unified 300 marketing and sales data sources into one single source of truth for clients, campaign teams, billing, finance, and executives. This resulted in revenue growth of 30% and campaign KPI performance growth of 30%. Plus, the marketing team was able to successfully run 2,000 campaigns per month – that’s double its previous capacity – while saving 120 hours.

Spotlight

“As the leader in live events ticketing and services, we could not have delivered the growth results we’ve seen without Datorama. Datorama is mission critical to our business.”

Gosha Khuchua
VP of Marketing
Ticketmaster
Summary

The age of intelligent marketing is officially here. Drive your marketing across every interaction with the world’s number one marketing platform.

Collect and analyze data to really understand the customer. Create personalized experiences at every interaction with AI. Engage across the entire customer journey, and deliver experiences that each person will love.

Learn more about Marketing Cloud products, features, and capabilities with free interactive tutorials on Trailhead: bit.ly/mktgtrailmix
Blaze your trail.