



Unify Your Teams with the Marketing Cloud Connector



Learn. Network. Grow.

MParDreamin' 2022

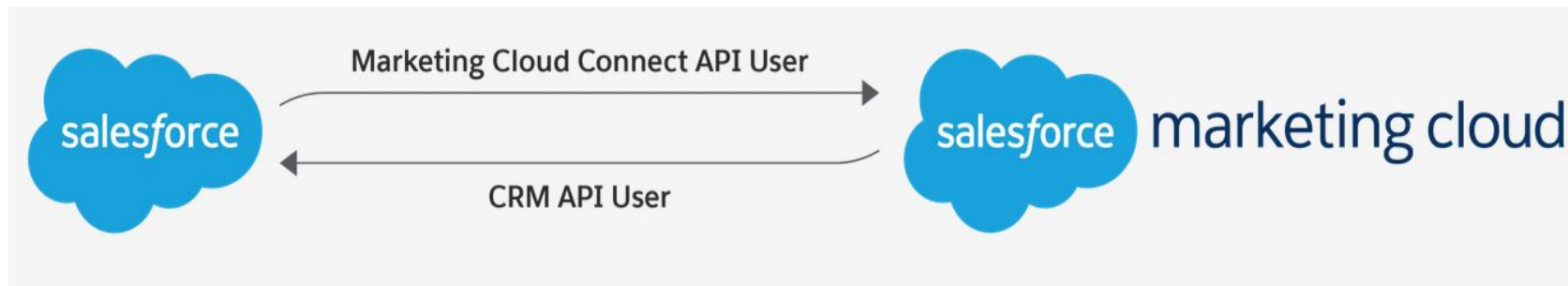
Unify Your Teams with the Marketing Cloud Connector

Sheala Vast-Binder

U.S. Training Manager, Supermums



What Is the Connector?



[Documentation](#)

[Trailhead Module](#)

Why Use the Connector?



Integrate data across sales, service, and marketing clouds:

- Review tracking data in your Salesforce CRM.
- Know how an individual is interacting with your brand.

Personalize customer experiences with CRM data:

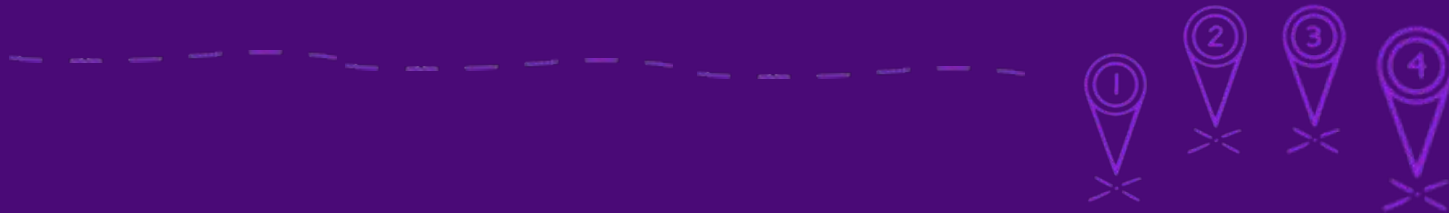
- Enable non-marketers to send branded messages.
- Allow marketers to use CRM data to segment messages across every channel.

Strengthen engagement across teams:

- Tailor interactions based on customer actions.
- Create and update Salesforce CRM based on marketing interactions.
- Automate sales and support communications.



The Connector and Journey Builder



Journeys for Sales Teams



Outward focused:

- Welcome new customers
- Invite to become a loyalty member
- Encourage special event purchases
- Influence abandon cart purchases
- Re-engage customers who have disengaged

Inward focused:

- Convert leads and assign an owner
- Send emails or message to team members when have a new lead
- Create tasks when members have a new opportunity
- Update accounts and contacts
- Add members to campaigns

Journeys for Service Teams



Outward focused:

- Send service surveys via email
- Follow up with SMS reminder
- Invite to personalized newsletter
- Ask to review your product or service
- Send thank you for positive review
- Respond to return & cancellation requests

Inward focused:

- Open & close service cases
- Send email or message to service team
- Create tasks
- Update accounts and contacts
- Add members to campaigns

Journeys for HR/Ops Teams



Outward focused:

- Send birthday and anniversary greetings
- Update applicants and hiring managers
- Educate new employees and guide them through onboarding
- Recognize milestones and achievements
- Keep employees updated on business news

Inward focused:

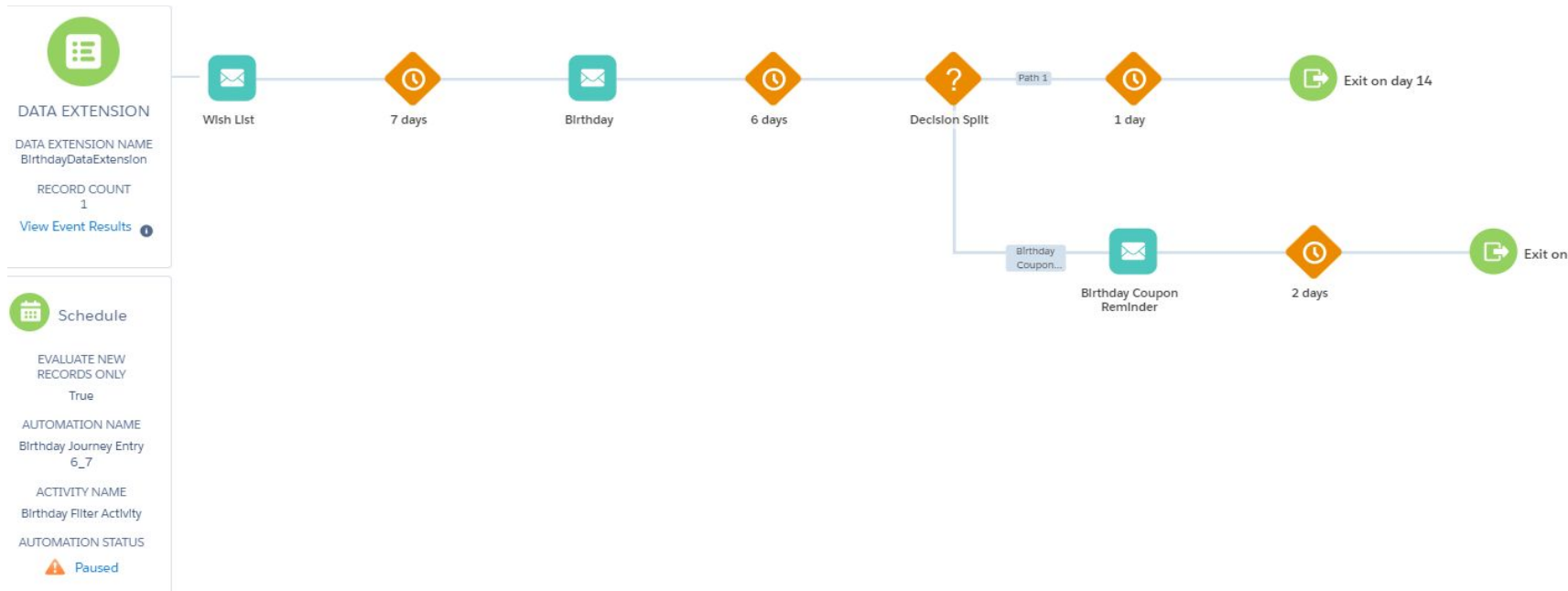
- Open & close service cases
- Send email or message to HR/Ops team
- Create tasks
- Update accounts and contacts
- Add members to campaigns

Welcome Series

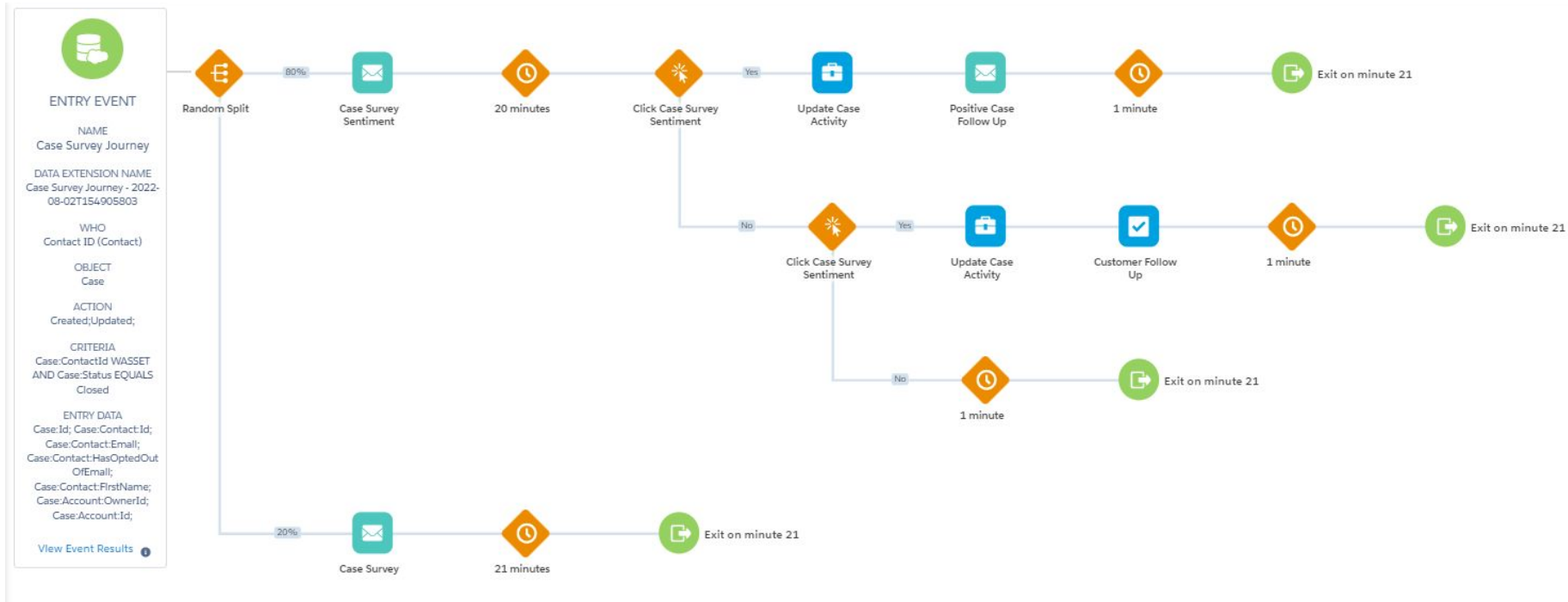


Built by Paola Reynolds

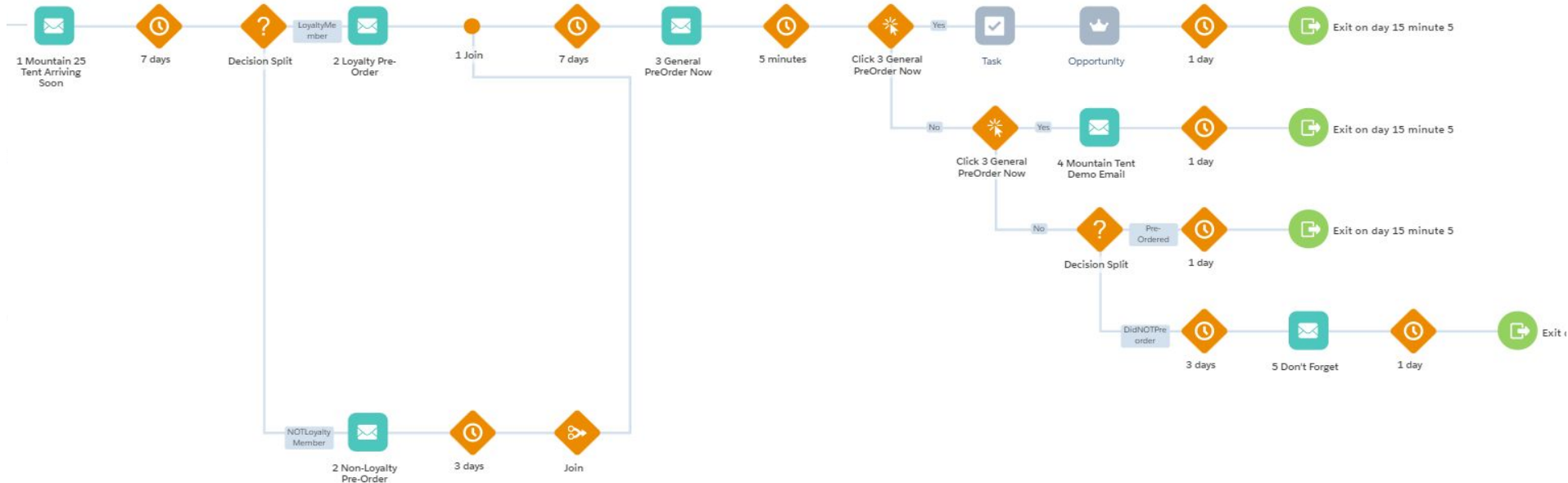
Birthday Journey



Survey and Support



New Sales Journey



Built by Paola Reynolds

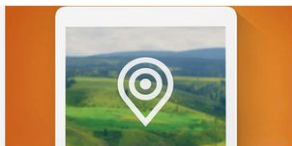


REPORT

Create Great Customer Experiences

Discover Journey strategies, their benefits, and how best to use this emerging practice to transform or fundamentally improve customer experiences.

[DOWNLOAD NOW >](#)



WORKSHEET

Customer Journey Worksheet Set

Do you want to build customer journeys, but don't know where to begin? These worksheets will get you started on successful customer journey mapping.

[DOWNLOAD NOW >](#)



WEBINAR

Intelligent Consumer Engagement with Data and AI

The best consumer engagements are so seamless, they're invisible. They are...magic. Learn how to create magic moments for your own organization.

[WATCH NOW >](#)



WEBINAR

Personalized Financial Customer Journeys

Get guidance from Salesforce marketing consultants to create customer journeys in banking, mortgage, insurance, wealth, and capital markets.

[WATCH NOW >](#)



WEBINAR

Mapping Journeys to Drive Sales

Discover the field guide to creating journeys that drive success in both digital and physical channels.

[WATCH NOW >](#)



WEBINAR

Connect Sales, Service, and Marketing with Automation

Learn how American Express implemented Marketing Cloud to master the art of omnichannel marketing at scale.

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Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

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