

Aligning Sales & Marketing With Account Engagement (Pardot)



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SERCANTE

salesforce

stensul

PFL

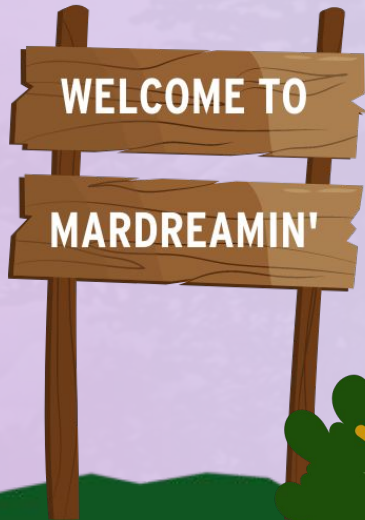
GRIDMATE

THE SPOT
by SERCANTE

FÍONTA

Agenda

- The Problem
- Campaign Phase 1 & 2
- Reporting
- Key Takeaways
- Questions



The Problem





B2B is Ready for Digital Disruption

Today's buyers have been trained to expect a consumer-grade experience

66%

of B2B buyers
chose a digital
interaction in 2021

33%

of buyers
want a seller-free
sales experience

80%

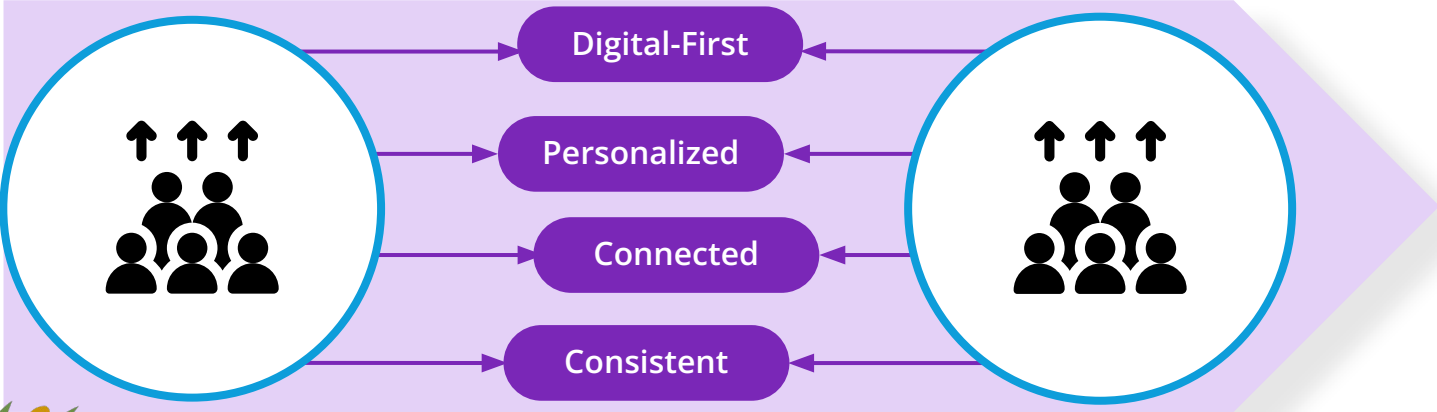
of B2B sales
will occur in digital
channels by 2025

Source: McKinsey & Company, [Digital Disruption, The Rise of B2B in Fragmented Retail](#),
Forrester Report, [The Total Economic Impact™ Of Salesforce B2B Commerce](#)



B2B Buyers Expect B2C Experiences

85% of customers say the experience is as important as the product or services

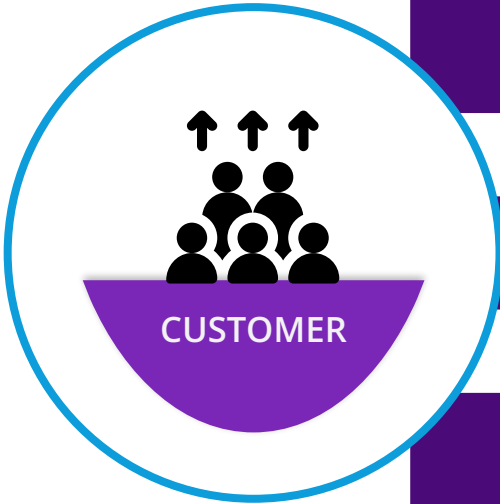


73%

of business buyers say sales interactions feel transactional



What Does B2B → B2C Look Like?



Personalized Buying Experiences
Deliver consumer-grade marketing / sales interactions

Enable Community Connections
Engage with partners digitally

Loyalty / Content
Want to build a relationship and not just be sold to



Personalization is Critical

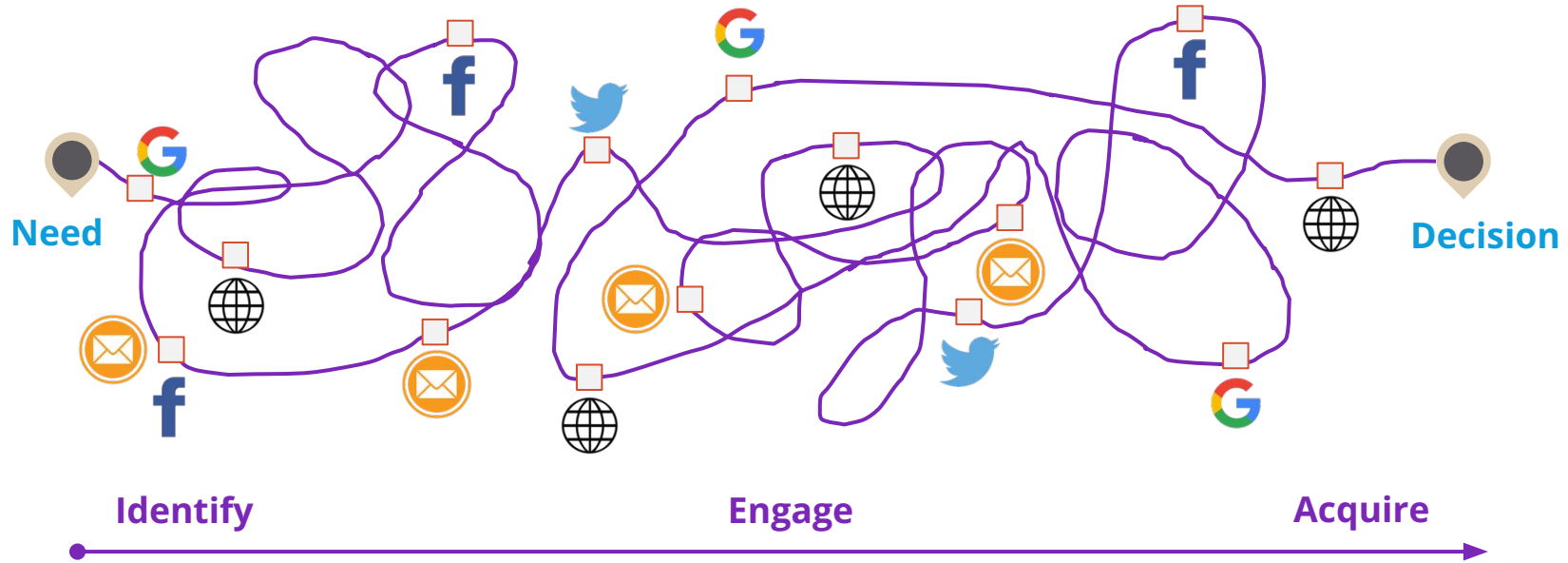
78%

Customers
want a
personalized
experience

90%

B2B buyers
would switch suppliers
for a better digital
experience

Customer Journeys Are Messy



Phase 1

Capture Your Leads



Event Landing Page & Follow Up Nurture

The foodservice industry hosts hundreds of food shows and events each year


- Marketers and sales teams pay big bucks to attend these events
- Networking is the benefit to attending
- New relationships may not convert to revenue right away

What to consider for purposeful industry events

1. How are we tracking our interactions?
2. How can we justify the expense?
3. What actions can keep conversations flowing post-event?

Event Landing Page & Form

- Simplot



Simplot
GOODGRAINS.

Get the quick prep premium grain sides that serve up a profit.

Good Grains™ offers a wide variety of delicious and nutritious blends all fast to prepare from frozen. With on-trend choices and tasty flavors for your customers, plus quick prep and labor savings for you, everybody goes home happy.


[Get a free sample](#)

Ready in minutes
Good Grains™ offers premium blends that are all prepared from frozen and ready in a fraction of the time of scratch made.


Easy on labor
Prepared in just one step, Good Grains™ offer labor savings on signature sides that are consistent with every serving.

Elevate your menu
Whole grains and nutritious vegetable blends deliver the healthy and on-trend choices your customers are asking for.


Choose from a wide variety of easy-to-prepare Good Grains Blends
[See all Good Grains™ products](#)



Sweet Potato Quinoa Breakfast Bowl
Start with Good Grains™ Red Quinoa and add Farmhouse Originals™ Roasted Sweet Potatoes, and Simple Goodness stoned apples for a loveable breakfast offering.
[See full recipe >](#)



Citrus Grain & Kale Salad
Top Simplot Good Grains™ Ancient Grains and Kale Blend with orange poppy seed dressing and pomegranate seeds for an attractive lunch or dinner side.
[See full recipe >](#)



Peanut Chicken Salad
Mix Simplot Good Grains™ Thai Style Red Quinoa & Vegetable Blend with pulled chicken, peanut sauce, and pomegranate seeds or cranberries for entrée to remember.
[See full recipe >](#)

Let's stay in touch.

Whatever you need—from chef-driven products to culinary support and inspiration—your business is our passion.

Fill out the form below and we'll send you recipes and products from our booth!

First Name *

Last Name *

Email *

Business name *

Job Title *

City *

State *

Zip *

Phone *

Comments

[Submit](#)

Form Completion Actions & Autoresponder Email

Completion Actions

Add to CRM Campaign [FG - 2023-6-7 - Food Show - ANC - Responded](#)

Send autoresponder email [2023 ANC Conference Autoresponder](#)

Notify user [Lauren Cutrer](#)

Assign to user [Bernie Zilinskas](#)

The logo for Simplot, featuring the word "Simplot" in a white sans-serif font with a yellow leaf-like icon above the letter 'i'.

LET'S
MAKE
SOMETHING
GREAT
TOGETHER.™

Thank You!

**For visiting us at the SNA Annual
National Conference (ANC)
in Denver!**

Here are some products and recipes from our booth. We thought they would be a great addition to your product portfolio.

Product Solutions for K12 Nutrition Programs

Post-Show Personalized Email



ANC 2023 was a blast!

Thank you for taking the time to visit us at the Simplot booth at ANC 2023! We hope you enjoyed one of the many trendy dishes Chef Z served. We can't wait to kick off the new school year with you! Check out our K-12 website for exciting new recipes, marketing materials, and more.

K-12 Foodservice



K-12 Top-Rated Products



Ready-to-Eat Products (RTE)

Solving for labor with the food safety you need to protect your students.

Ready-to-Eat Products



The Ultimate Bakeable Fries

The Tater Pals™ brand makes the grade with a diverse lineup of bakeable fries.

Tater Pals™ Products



Labor Saving Solutions

Short-staffed? Use frozen products to slash time-consuming prep and free-up your resources.

Labor Saving Solutions

Email Preference Center

Personalize your Inbox.

We at Simplot want to make sure your experience is the best it can be by providing content that is relevant to you. To ensure that we send you the content that is most relevant to your needs, please select which lists you would like to receive email communications from.

Email Address

s*****n@s*****t.com

New Products

Stay up to date on Simplot's latest and greatest new products and recipes

Monthly Newsletter

A monthly newsletter with consumer trends, menu inspiration and cost saving tips for your operation.

[Opt out from all email communications](#)

Save Preferences



Phase 2

Nurture Your Leads & Customers

Brand Introduction Onboarding & Post-Purchase Nurtures

What do you do with all this new data?

- Consolidate prospect and customer data across multiple platforms
- New prospects need long-term nurture strategies
- Don't forget about customizing customer touch points
- Be thoughtful when pairing content to each funnel stage

What to identify to engage your prospects

1. What are our funnel KPIs?
2. What are our moments that matter, trigger points, pass-off points?
3. What message and channels engage our audience?

Personalized Nurture Emails



K-12 Recipe of the Week!

Southwest Sweet Potato Bowl

How about a "breakfast for lunch" option? This rustic vegetarian bowl features roasted sweet potatoes, corn and black beans, peppers, onions, and cheesy scrambled eggs.

[View Recipe](#)



Tools & Resources



Nutrition Finder

Discover Simplot products that meet your K-12 nutritional requirements.

[Try the Simplot Nutrition Finder >](#)

Fry Finder

Find the perfect fries for your students' and operating needs.

[Try the NEW Simplot Fry Finder >](#)



What's Happening in K-12



Customization

Students are loving "build your own" stations, especially bowl concepts.



International Flavors

Today's students grew up sharing their parents' adventurous dining choices.



K-12 Digital Marketing

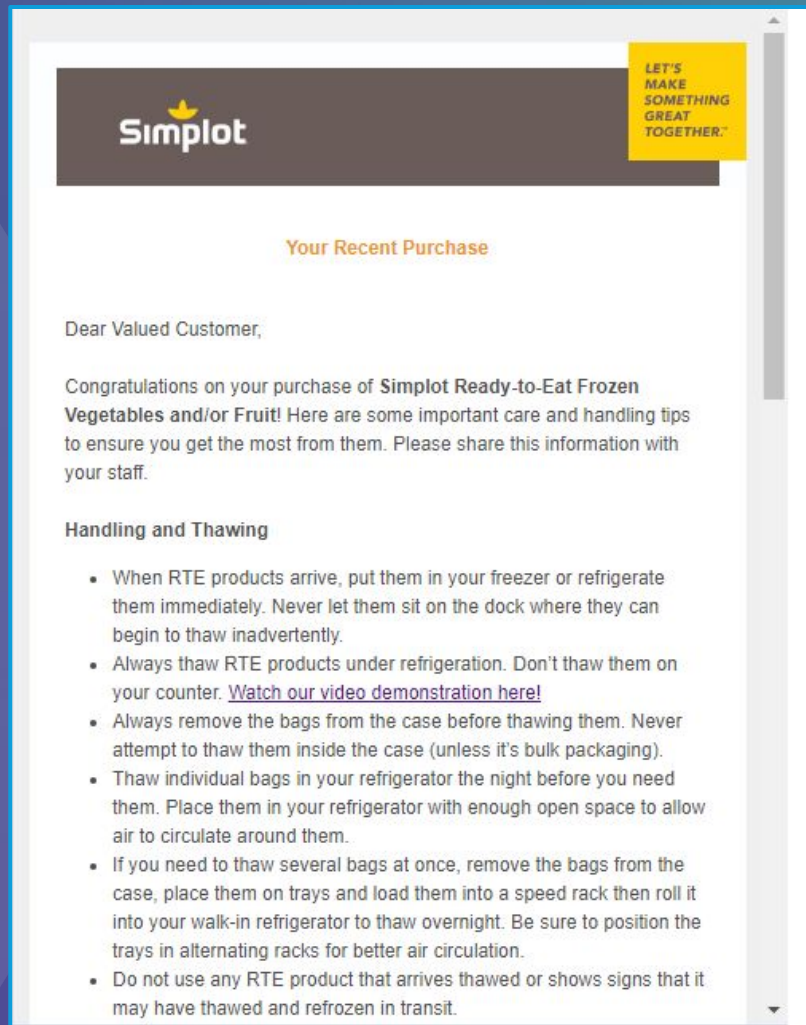
Districts are becoming savvier at marketing their nutrition programs.



"Free-From" Foods

Gluten-free. Sugar-free. Allergen-free. Student dietary requirements are multiplying.

Post-Purchase Personalized Email



The image shows a screenshot of an email template from Simplot. At the top left is the Simplot logo, which consists of the word "Simplot" in a sans-serif font with a small yellow crown icon above the letter "i". To the right of the logo is a yellow rectangular box containing the text "LET'S MAKE SOMETHING GREAT TOGETHER." in a bold, sans-serif font. Below the header is a section titled "Your Recent Purchase" in a bold, orange font. The main body of the email starts with "Dear Valued Customer," followed by a paragraph of text: "Congratulations on your purchase of **Simplot Ready-to-Eat Frozen Vegetables and/or Fruit!** Here are some important care and handling tips to ensure you get the most from them. Please share this information with your staff." Below this is a section titled "Handling and Thawing" in a bold, black font. This section contains a bulleted list of seven instructions regarding the handling and thawing of RTE products. The list includes instructions on where to store the products, how to thaw them, and how to handle multiple bags. The email template is displayed within a white frame that has a vertical scrollbar on the right side.

Simplot

LET'S MAKE SOMETHING GREAT TOGETHER.

Your Recent Purchase

Dear Valued Customer,

Congratulations on your purchase of **Simplot Ready-to-Eat Frozen Vegetables and/or Fruit!** Here are some important care and handling tips to ensure you get the most from them. Please share this information with your staff.

Handling and Thawing

- When RTE products arrive, put them in your freezer or refrigerate them immediately. Never let them sit on the dock where they can begin to thaw inadvertently.
- Always thaw RTE products under refrigeration. Don't thaw them on your counter. [Watch our video demonstration here!](#)
- Always remove the bags from the case before thawing them. Never attempt to thaw them inside the case (unless it's bulk packaging).
- Thaw individual bags in your refrigerator the night before you need them. Place them in your refrigerator with enough open space to allow air to circulate around them.
- If you need to thaw several bags at once, remove the bags from the case, place them on trays and load them into a speed rack then roll it into your walk-in refrigerator to thaw overnight. Be sure to position the trays in alternating racks for better air circulation.
- Do not use any RTE product that arrives thawed or shows signs that it may have thawed and refrozen in transit.

Personalized Resources Page

Products, Recipes & Advice for Takeout + Delivery

Company What's New Contact Blog

Simplot PRODUCTS RECIPES CUSTOMERS RESOURCES Search products, recipes and resources

Resources

Fry Finder
Find your perfect fries >

Nutrition Finder
Find products >

Blogs
Read blogs >

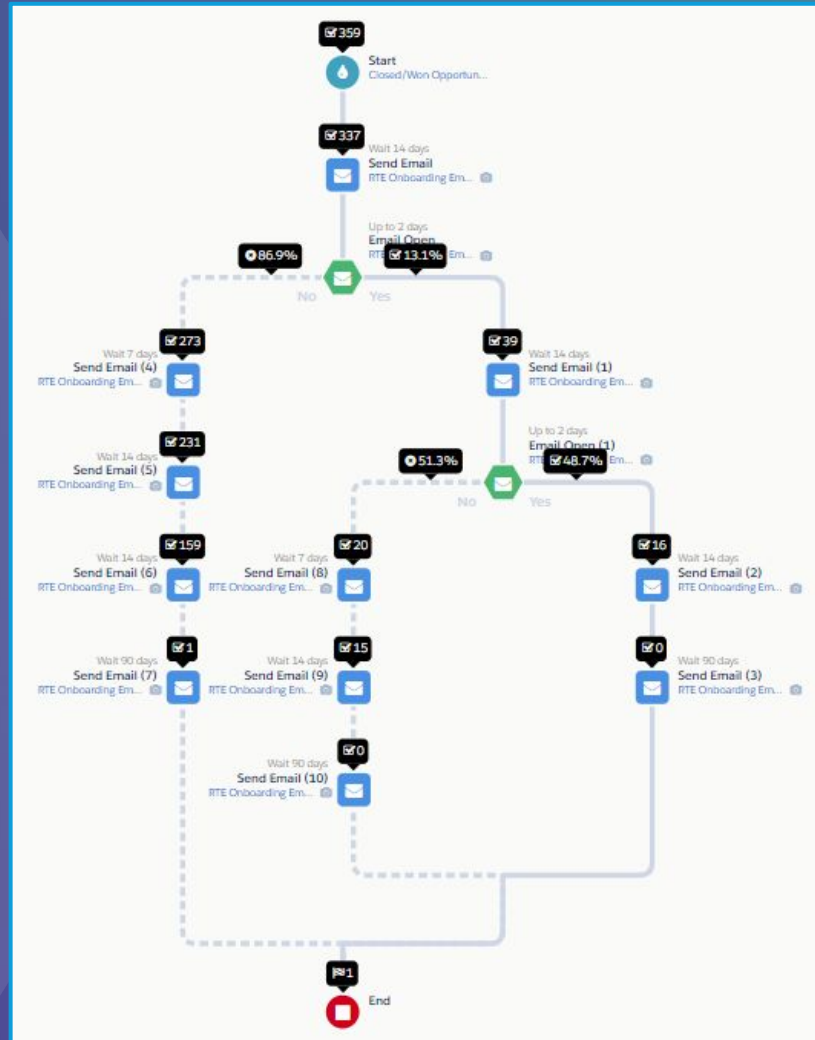
Testimonials
View our Kitchen Stories >


Webinars
Watch our webinars >

E-books
Download our e-Books >

Culinary Team
Meet our Chefs >

Post-Purchase Engagement Studio Nurture Program





Bringing Your Sales & Marketing Teams Together to Deliver Results



Marketing Measurement & Reporting

Continually monitor & optimize the campaign to prove our influence on deals

Campaign Hierarchies

Organize campaign categories and individual marketing efforts

Reporting Dashboards

See asset downloads, form submissions, email engagement

Scoring & Grading

Pinpoint warm vs. cold prospects

Campaign Influence

Identify low/high performing campaigns and activities

Einstein

Use predictive analysis to guide marketing strategy





Marketing Measurement & Reporting





Marketing Measurement & Reporting

Won Pounds	Open Pounds	Lost Pounds
<p>Paid (Includes Free Sample)</p> <p>Sum of Quantity ↓</p> <p>Campaign Name</p> <ul style="list-style-type: none">FG - 2020-8-26 - Content - Deliver...FG - 2021-12-14 - Paid Media - Br...FG - 2021-5-18 - Content - Free F...FG - 2022-8-26 - Paid Media - Si...FG - 2023-2-23 - Paid Media - Ric...	<p>Paid (Includes Free Sample)</p> <p>Sum of Quantity ↓</p> <p>Campaign Name</p> <ul style="list-style-type: none">FG - 2021-10-26 - Paid Media - K...FG - 2021-10-26 - Paid Media - K...FG - 2021-12-14 - Paid Media - Br...FG - 2021-5-18 - Content - Free F...	<p>Paid (Includes Free Sample)</p> <p>No results found</p> <p>No results found</p>
<p>Email</p> <p>Sum of Quantity ↓</p> <p>Campaign Name</p> <ul style="list-style-type: none">FG - 2022-6-20 - Email - Food Tru...FG - 2022-6-29 - Email - Free Fry...FG - 2023-2-21 - Email - How to S...FG - 2023-3-22 - Email - Sidewind...FG - 2023-5-19 - Email - Free Fry... <p>Show More</p>	<p>Email</p> <p>Sum of Quantity ↓</p> <p>Campaign Name</p> <ul style="list-style-type: none">FG - 2023-2-6 - Email - March Ma...FG - 2023-3-16 - Email - St Patric...FG - 2023-3-22 - Email - Sidewin...FG - 2023-3-6 - Email - TrendFea...FG - 2023-8-15 - Email - Emergin... <p>Show More</p>	<p>Email</p> <p>Sum of Quantity ↓</p> <p>Campaign Name</p> <ul style="list-style-type: none">FG - 2022-5-3 - Email - May Sus... <p>Show More</p>



Sales Alerts & Actions

Sales reaches out to prospects in parallel, working in partnership with marketing

Salesforce Engage
Create tailored messaging templates that are specific to brand & campaign goals

Ongoing Real-Time Alerts
Notifies sales & marketing about form fills, engagement, score threshold hits

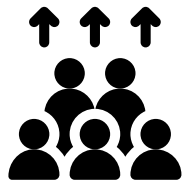
Opportunity Contact Roles
Ties back pipeline efforts to specific campaigns



Key Takeaways



5 Key Takeaways



1. B2B buyers expect a B2C **consumer-like**, personal experience.
2. Rely on your **team & your technology** with a marketing automation platform at the core.
3. Ensure your sales & marketing teams **understand their roles**.
4. Don't let **perfect** be the enemy of good & even a little **personalization** goes a long way.
5. Keep your **data clean!**

Thank You!



Questions?



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