



# Salesforce Marketing Cloud Essentials

## Pricing:

Starting at **\$4,999**

## Completion Time:

**4-6 Weeks**

## Introduction:

Salesforce Marketing Cloud offers a robust platform for creating personalized, cross-channel campaigns and customer engagement strategies from initial contact to loyal customer, enhancing overall marketing effectiveness while cutting costs.



## Benefits:

- ✓ Delivers personalized customer experiences across multiple channels.
- ✓ Enhances lead generation and customer engagement.
- ✓ Simplifies campaign management and tracking.
- ✓ Discover new segments, identify the likeliest consumers to engage with AI



## Features:

- ✓ Email, social media, and mobile automate messaging campaigns.
- ✓ Customer journey mapping.
- ✓ Predictive analytics and 360° customer insights.
- ✓ Robust data management



## What's Included:

- ✓ Marketing cloud automation tools and configurations.
- ✓ Customer segmentation and data management.
- ✓ Integration capabilities with Sales, Service, Commerce and Apps.
- ✓ User adoption training session



## Expected Results:

- ✓ Increased customer engagement.
- ✓ Higher ROI on marketing campaigns.
- ✓ Improved customer retention rates.
- ✓ Make data driven decisions.

## Get In Touch!

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