GyanSys

Unlock True Customer Value and Sell Smarter at Scale

with Salesforce Marketing Cloud

Digital marketing campaigns are increasingly competitive, responding to shifting trends in the marketplace. One significant development that will impact the industry is the phasing out of third-party cookies in 2023. The capability to better monitor the intent of customers to form strong digital connections and relationships is more important than ever. With this constantly evolving environment, for many companies keeping up means building infrastructure that allows for scalability.

GyanSys is a top-tier Salesforce partner that has practical expertise in implementing and customizing distributed marketing for retail and consumer goods organizations. Our extensive Marketing Cloud experience has empowered distributed marketing networks and partners to scale their marketing campaigns. Eliminating the fractured brand experience across various franchises, Marketing Cloud also expands data analysis capabilities and automates marketing processes to deliver seamless online engagement, all especially important capabilities for today's customer journeys that require management across multiple external touchpoints.

The New Way Forward

Online connections and networking are transforming into numerous micro-instances telling one big story. Buyers are now more aware and knowledgeable of marketing techniques and accessing various online channels simultaneously. Being more independent in their buying decisions and digital journeys, establishing a data-centric team is vital.

Enter Experiential Marketing - a fresh concept that focuses on implementing completely tailored user experiences and pathways to guide and delight customers. When it comes to distributed marketing, Conversational Commerce is another significant trend, allowing consumers to engage and communicate with brands directly through messaging and chat apps. These approaches reflect the new normal of customer expectations to connect directly with a brand without having to call, email, or even visit their website.

Your New Model: Marketing Cloud

Marketing Cloud is not just a CRM platform to automate processes, but a data-first digital marketing tool that truly helps you understand and anticipate your corporate and partner networks' need to build deeper relationships. Getting corporate marketers off to a great start, the powerful tools allow you to configure a new system to support a wide range of sales and marketing customer journeys for advisors, owners, and partners. You can now align your strategies with digital transformation by making sure your business goals are applied across the customer conversion funnel.

Marketing Cloud	Engagement	Customer Data Platform	Personalization	Account Engagement	Intelligence

The digital marketing features within this robust platform enable you to identify and build online journeys that ensure consistent consumer engagement at every touchpoint, bringing measurable value to long-term customer loyalty, email marketing campaigns, data management, social media marketing, mobile messaging, and purchasing journeys.

The GyanSys team has extensive experience leveraging Marketing Cloud within an organization's broader Salesforce footprint by interfacing with all of the other Salesforce SKUs. Our team is also certified in Datorama, Interaction Studio, and Customer Data Platform (CDP) alongside the broader Salesforce stack.

Demystifying Marketing Personalization

When it comes to creating personalized content, Marketing Cloud makes this process easy for corporate marketers. Drag-and-drop tools with dynamic content blocks allow for the creation of seamless experiences across multiple digital touchpoints. The platform offers predictive decision-making and predefined event triggers that send relevant messages at any time.

At GyanSys, we know that meaningful data is more than just numbers and demographics, and customer behaviors often transcend singular beyond data points. With Marketing Cloud, corporate marketers have 360° visibility of patterns and unique traits that will help messaging be personal and read at the right time. The brand is consistent and easily identifiable with unified templates, no matter if you are sending an email, or posting updates on social media and campaign landing pages.

GyanSys's Marketing Cloud experts have extensive experience and the ability to design journeys across multiple channels or devices (SMS, Email, and social). Specializing in mobile-friendly solutions, the GyanSys Distributed Marketing Accelerator has all the power of Salesforce in a user-friendly package, easy for corporate marketers and non-tech people to understand. It is easily integrated with external systems involving multi-org data setups.

Uncovering Marketing Data Strategies

People-based targeting is a great marketing tool, providing a great way to deliver consistent digital experiences from corporate marketing to partner networks. This is especially a great opportunity for franchise and partner marketing teams to utilize Marketing Cloud as their new strategy - leveraging and expanding on first-party data already available at their fingertips.
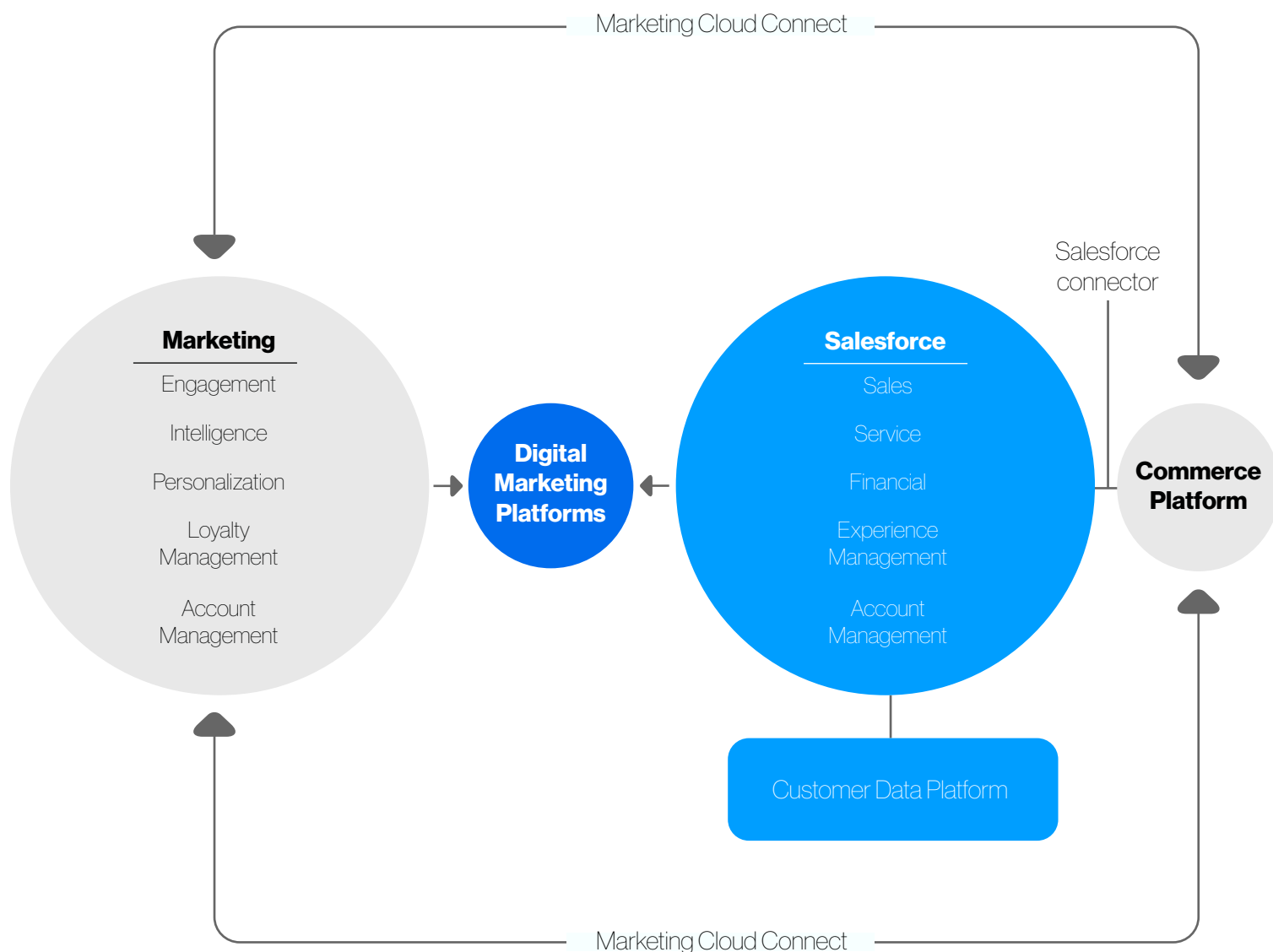
One-to-one marketing can now be achieved with the use of artificial intelligence, which is one of the most powerful tools in the corporate marketer's toolbox. AI can also be used to stay within privacy law requirements, removing the need to store sensitive data, while focusing on past engagement and behavior flows to provide more personalized information.

GyanSys has used the power of Einstein AI in Marketing Cloud projects to help companies capture predictive analytics on how customers will engage with email and mobile messaging, plus the optimal number of communications to send and when it is the best time to send these communication campaigns. The system is also prebuilt to alert you if there is a change in your marketing performance. Our GyanSys experts will also show you how to best use the content insights and optimization use cases to make sure Einstein ensures click-through rates are optimal.

Supporting Your Sales Team

Seamless collaboration and sharing of data are key for marketing and sales teams to succeed. When both teams work together tracking and sharing the same information, enhanced efficiency and increased closed deal volume are typical results. Marketing Cloud Connect facilitates this, enabling access to Marketing Cloud tools directly within both Sales and Service Clouds.

By connecting all your external data from partner and network marketing and sales, you can now get complete access to all the customer touchpoints and data in one place within Salesforce. This is crucial to create one-to-one marketing across all reseller marketing communication and engagements, as well as access a single view of individual customers.

Marketing Cloud Connect

Salesforce connector

Marketing

Engagement

Intelligence

Personalization

Loyalty Management

Account Management

Digital Marketing Platforms

Salesforce

Sales

Service

Financial

Experience Management

Account Management

Commerce Platform

Customer Data Platform

Marketing Cloud Connect

The GyanSys Marketing Cloud team will help you manage and analyze all your data coming in from external partners, resellers, and networks, as well as Software-as-a-Service (SaaS) apps.. We have the ability to write custom integrations between Marketing Cloud and a wide number of data sources (such as Amazon Redshift), as well as design custom integrations where the Marketing Cloud Connector won't work. This approach ensures we will fully integrate all your data sources into one location, speeding up your decision-making processes.

Automating Your Marketing to Scale

Connecting with customers across different networks requires 24/7 availability, which is much more rigorous than one-time deals. Longer-running campaigns are increasingly demonstrating value for building stronger connections and investing in brand credibility over time. This sustained marketing strategy also calls for creating short and long-form content in an easy-to-adsorb manner and ensuring each partner or reseller maintains a consistent brand voice.

You can easily automate generic marketing and sales tasks between your various networks to help speed up the customer cycle with Salesforce Pardot and Marketing Cloud, building email campaigns at scale, launching branded landing pages with a visual editor, and social media posts - all at the same time!

Marketing Cloud empowers your reps and resellers to rigorously analyze leads by compiling a log of all activity, scoring, and grading to help them focus on the prospects that will turn into loyal customers, as well as nurture and boost engagement.

GyanSys is equipped to connect your teams, owners, and partners to use custom branded email templates to ensure consistent messaging, and customer relationship growth. Integrating with Gmail or Outlook, your teams can easily use the templates corporate marketers created without leaving their browsers and quickly access basic customer account information right on the same page. Plus, you can develop and generate the right reports for them to follow and see exactly which templates work best. Our expert team will also show how to build alerts for partners or other external teams to be aware of which content has the most engagement, to build better seamless connections.

Grow your marketing initiatives and make sure you are making the most of your internal and external data sources with Marketing Cloud. Whether you need to completely revamp your partner marketing and franchise sales processes, create new automated workflows, design more personalized content and engagement, or enhance your data management, GyanSys can implement the right solutions with Marketing Cloud.

Count on the GyanSys Marketing Cloud team to help meet your business needs.

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