



M U N I

SALESFORCE
MARKETING CLOUD

AGENDA

01

Marketing Automation

02

Salesforce Marketing Cloud

03

Journey framework

04

Live demo

MEET JAKUB

Head of Marketing Automation, Business Consultant

JAKUB LYSÁČEK

+ ABOUT JAKUB

- 10+ years of expertise in Marketing Automation & Data
- Delivered 20+ projects across diverse industries, including financial services, startups, telco, manufacturing, and e-commerce
- 6x Salesforce certified specialist
- Participated in 50+ presales
- SFMC, Data Cloud, Integrations, Data Model Design, Multi-cloud patterns, Custom Development, Security
- Roadmaps, ROI calculation, KPIs, Journey Design, Change management

enehan



EXPERIENCE WITH CLOUDS AND PRODUCTS



JAKUB'S CERTIFICATIONS



JAKUB WORKED ON PROJECTS FOR COMPANIES



INTRODUCTION



Work experience?

Experience with Marketing Automation?

CRM?

SALESFORCE
MARKETING CLOUD



BUILDING RELATIONSHIPS WITH TODAY'S DIGITAL CUSTOMERS **IS DIFFICULT**

88%

The experience a company provides is as important as its products and services

up from 80% in 2020

78%

Customers used multiple channels to start and complete transactions

up from 72% in 2020

66%

Customers have stopped buying from a company whose values didn't align with theirs

up from 62% in 2020

52%

Customers say they generally trust companies

Up from 48% in 2020

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I feel an emotional connection to the brands I buy from the most

Up from 53% in 2020

MARKETERS NEED INSIGHTS AT THEIR FINGERTIPS

To move at the speed of the customer

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To move at the speed of the customer

Data Silos



Advertising



Email & Mobile



Web and Apps



Sales & Commerce



Other Data Sources

MARKETERS NEED INSIGHTS AT THEIR FINGERTIPS

To move at the speed of the customer

Data Silos

-  Advertising
-  Email & Mobile
-  Web and Apps
-  Sales & Commerce
-  Other Data Sources

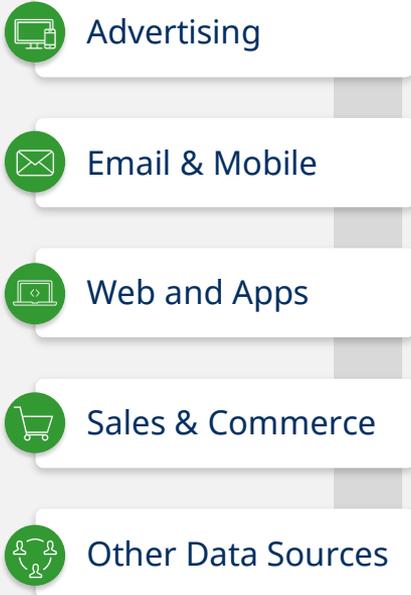
Team Silos

- Sales 
- Digital Advertising 
- Email  Mobile 
- Back-office & Call Centers 
- Marketing Analytics 

MARKETERS NEED INSIGHTS AT THEIR FINGERTIPS

To move at the speed of the customer

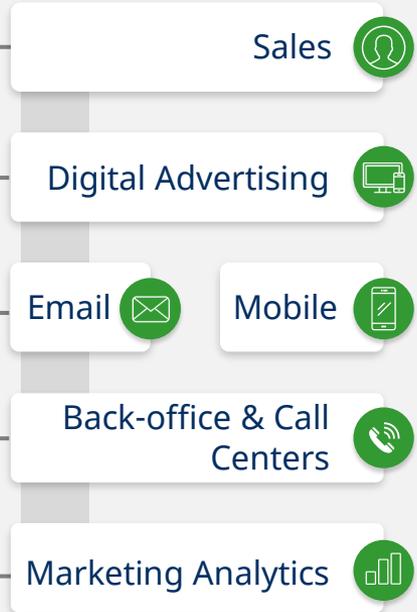
Data Silos



Foundational Challenges



Team Silos



MARKETING TECHNOLOGIES ARE HIGHLY FRAGMENTED

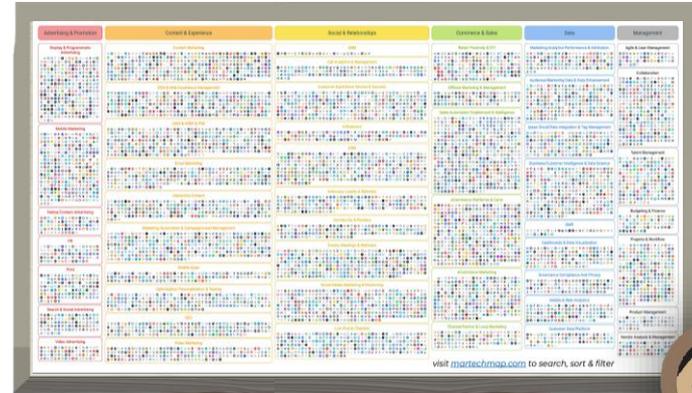
There is 6,521% growth in MarTech over the last 11 years

2011



~ 150 logos

2023



~ 10 000 logos



CUSTOMER SUCCESS PLATFORM



CUSTOMER SUCCESS PLATFORM



salesforce marketing cloud



Data Cloud



Automation Studio



Contact Builder



Advertising



Web Studio



Mobile Studio



Email Studio



Social Studio



Journey Builder



Personalizations



einstein AI



| **CUSTOMER**
JOURNEYS



CUSTOMER JOURNEY

A series of steps a customer goes through during an interaction with a company. It concerns itself with all channels, touchpoints, systems, people, objects etc. Involved directly or indirectly with the interaction.



UNDERSTAND THE CUSTOMER EXPERIENCE

1

Know your customer's lifecycle.

2

Audit today's customer experience.
Be objective and honest.

3

Identify moments that matter in your customer's experience.

Who should we put on this journey?

For Example:

Acquire

- Friends of current members who have never before tried our product/service.

Onboard

- New Premium Checking Account Holders.

Engage

- Our subscriber base who has shared their birthday with us and hasn't scheduled a checkup in a year or longer.

Retain

- Customers whose shipments were delivered after the promised time Frame.

Advocate

- Customers who have given reviews in your community.



JOURNEYS ARE BUILDING BLOCKS OF CUSTOMER EXPERIENCE

Awareness & Acquisition

- Informational
- Welcome New Subscribers
- First Purchase
- Refer a Friend

Onboarding & Engagement

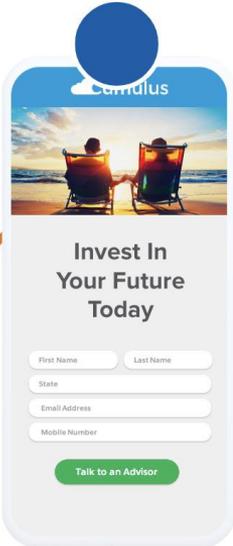
- Encourage Sign-ups
- Influence Next Purchase
- Download the Mobile App
- Encourage Survey Completes
- Profile Completion

Retention & Advocacy

- Product/Service Review
- Abandoned Cart
- Re-Engagement
- Win-back
- Birthday/Anniversary

NEW CUSTOMER ONBOARDING FOR CREDIT CARD

Researches online



The landing page features the Cumulus logo at the top, a background image of two people sitting on a beach, and the headline "Invest In Your Future Today". Below the headline are input fields for "First Name", "Last Name", "State", "Email Address", and "Mobile Number". A green button at the bottom says "Talk to an Advisor".

Fills out form & submits

Receives welcome email with prompt to complete profile



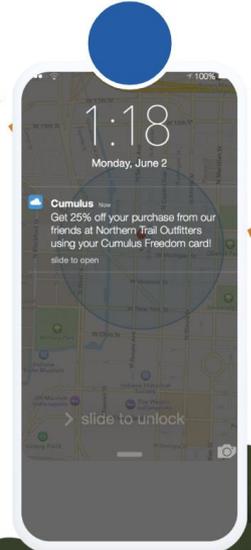
Profile completed; email invite to download the mobile app



Opts-in to receive push notifications



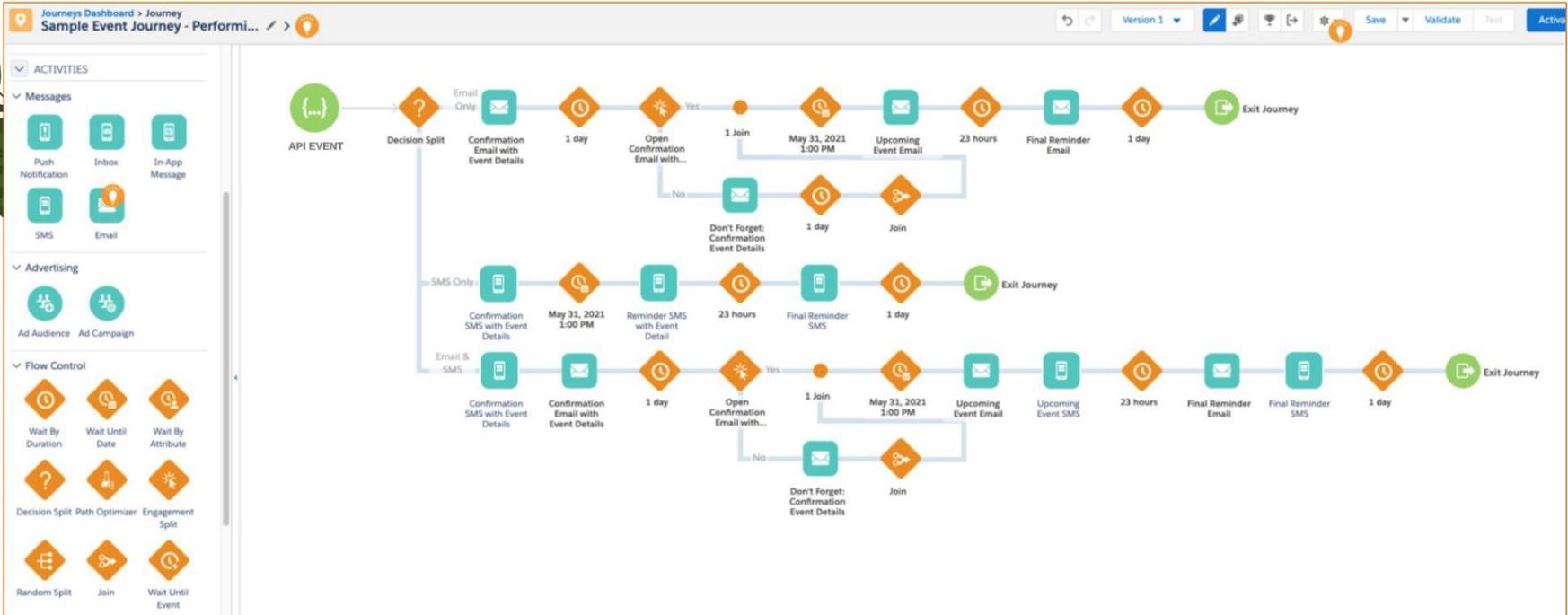
Receives custom offers based on geolocation and preferences



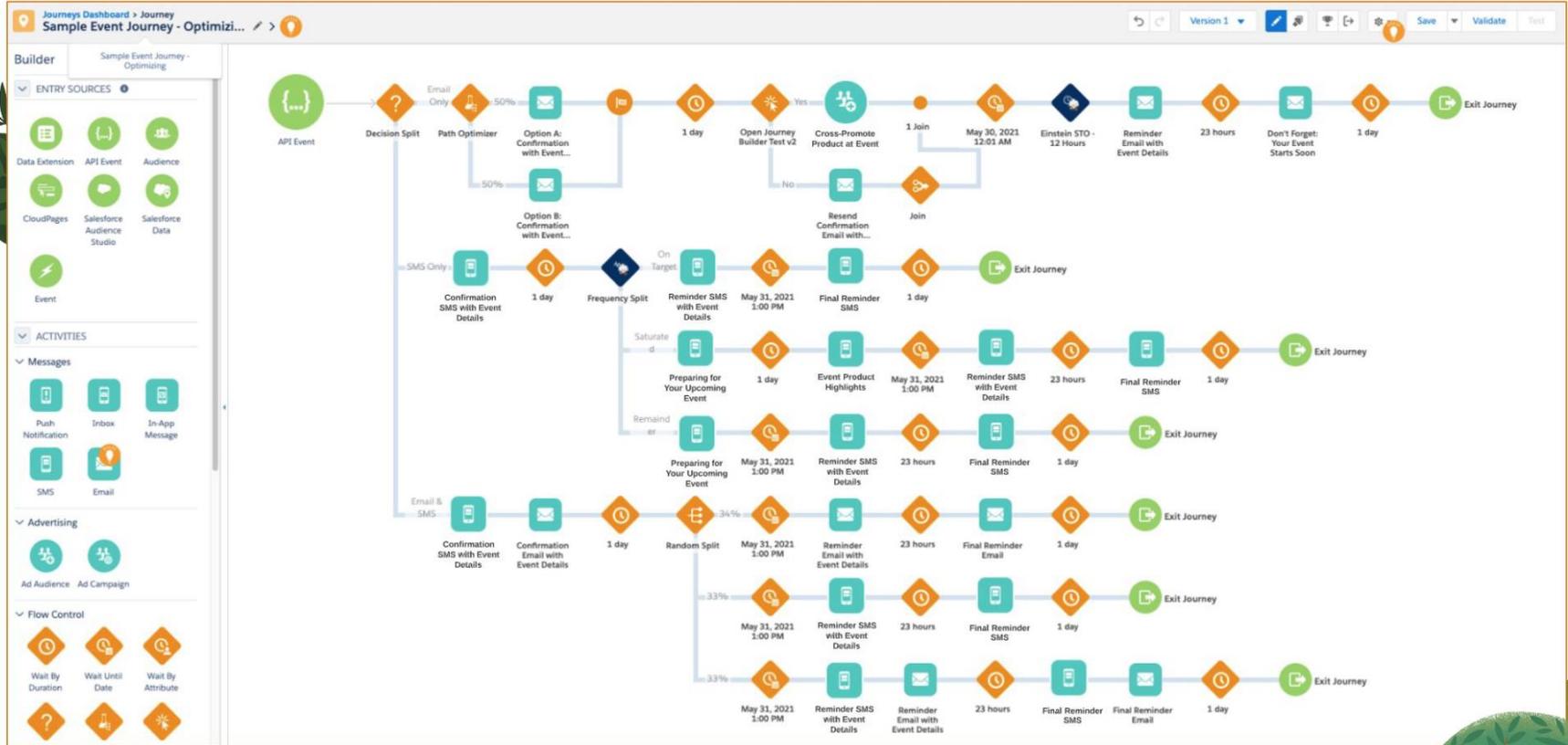
JOURNEY LEVEL "YOUNGLING"



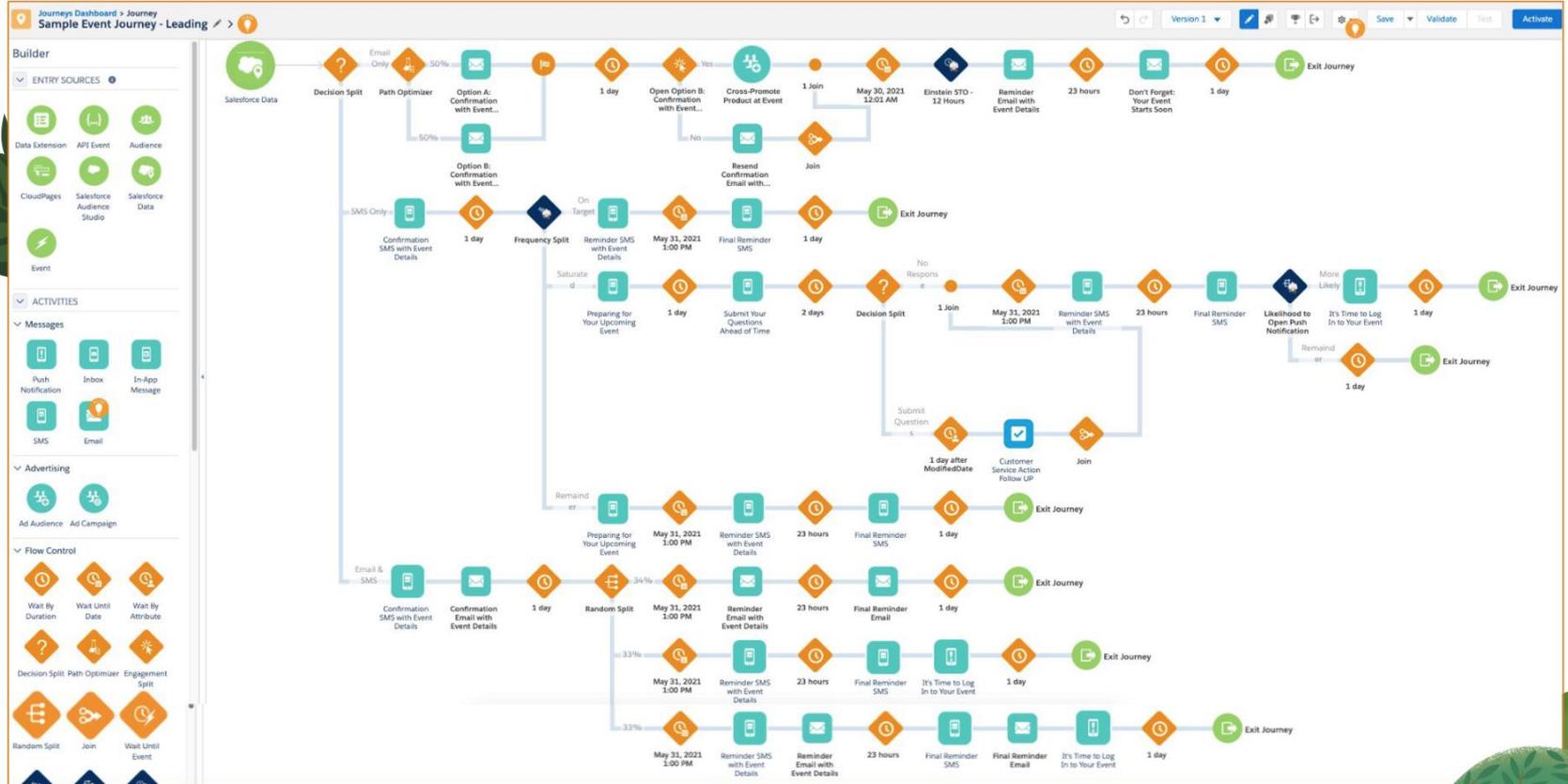
JOURNEY LEVEL "PADAWAN"



JOURNEY LEVEL "KNIGHT"



JOURNEY LEVEL "MASTER"



5 STEPS TO A JOURNEY STRATEGY



Goal
Setting



Audience
Definition



Data
Audit



Content and
Channels



Journey
Mapping

Marketing Metrics

Average Customer Success Metrics Achieved After Implementing Salesforce



33%

Increase in Overall Marketing ROI

26%

Increase in Lead Velocity or Speed

25%

Decrease in Costs to Acquire New Customers

28%

Increase in Customer Engagement

29%

Increase in Efficiency in Marketing Analytics and Reporting

28%

Increase in Ad Spend Optimization

33%

Increase in Customer Lifetime Value

26%

Increase in Lead Volume

Marketing Metrics

Average Customer Success Metrics Achieved After Implementing Salesforce



**Total
Sales**

**Conversion
rate**

**Average
Margin**

**Repeat
Purchase
Rate**

**Average
Order
Value**

**Customer
Acquisition
Cost**

**Cart
Abandonment
Rate**

**Churn
Rate**

JOURNEY DESIGN WORKSHOP

NTO – E-shop zaměřený na prodej outdoor vybavení

Business zadání:

Blíží se Vánoce a e-shop je připravený na každoroční nárůst objednávek. Má plné sklady, posílený personál v logistice i na zákaznické lince a běží vánoční kampaň na letošní největší trendy. Je polovina listopadu a objednavek není zdaleka tolik, jako tomu bývalo minulé sezóny. Tento trend se vyskytuje letošní kalendářní rok v celém odvětví.

Jste v roli CMO a vaším aktuálním cílem je podpořit prodej, abyste letošní sezónu “přežili”. Rozhodl jste se spustit kampaň na podporu prodeje. Máte ovšem omezené zdroje a musíte tedy prioritizovat, jak kampaň bude vypadat.

JOURNEY DESIGN WORKSHOP



Metrika	Popis	NTO	Industry standard
Website bounce rate	Procento návštěvníků, kteří web opustí bez interakce.	65%	50%
Cart Abandonment Rate	Procento opuštěných košíků (ukazuje ztracené prodeje).	72%	70%
Customer Acquisition Cost	Celkové náklady na získání nového zákazníka za určené období.	\$110	\$60
Email open rate	Procento příjemců, kteří otevřou marketingový email.	40%	25%
Email click rate	Procento příjemců, kteří kliknou na odkazy v emailu.	8%	3%
Repeat purchase rate	Procento zákazníků, kteří nakupují opakovaně, vyjadřuje věrnost značce.	40%	28%
Average order value	Průměrná hodnota objednávky za určené období.	\$130	\$95
Customer Lifetime Value	Predikované příjmy, které zákazník generuje během celého vztahu s firmou.	\$900	\$410

JOURNEY TEMPLATE

Názov Journey

Show tab overview

Fáza (typ)

Businessové zadanie a potreba na kt. reagujeme

Cieľ journey

Cieľová skupina	Data	Message	Kanály
Kto je cieľová skupina journey? Ako ju nájdem (ako klient nájde nás)? Aké sú jej špecifiká? napr CZ/ENG lang. S akými konkrétnymi atribútmi pracujem?	aké dáta potrebujem pre journey a pre personalizáciu obsahu? Kde sú uložené? Čo dáta triggruje? Where is it located?	Čo sú key messages a CTAs? Čo by pomohlo zákazníkovi keby dostali za info?	Aké komunikačné kanály použijem? Aký content mám a kde je uložený a aký content potrebujem znova vytvoriť? Kto mi ho dodá?