Salesforce Marketing Cloud Implementation

27-5-2019

Case Study

Agenda

1. Goal Setting
2. Audience Definition
3. Customer Journeys Design
4. Implementation

Five Steps to a Journey Strategy

Goal Setting

Audience Definition

Data Audit

Content and Channels

Journey Mapping

1. Goal Setting

1. Acquire new customers
2. Increase subscriptions
3. Decrease abandoned cart rates
4. Decrease attrition
5. Drive engagement

2. Audience Definition

PROJECT: Pilot DubaiSTore

NAME

Mohamed Jassem

TYPE **Idealist**

Background

Married, two children. Works as a senior technical architect. He lives a busy life as a professional but he tries to find work life balance. He loves traveling and plans a trip or 2 every year with his family. He enjoys buying gadgets and is always up to date with new technologies

Demographic

Male _____ years

United Arab Emirates

Married

IT

50,000 AED

Purchasing Behavior

- He Doesn't like to spend his time on shopping, prefers to buy everything online.
- Has several credit cards issued by different banks.
- His main information channel is the Internet.
- He likes to view product rating prior to making a buying decision.
- He compares several brands in terms of features and value for money before making his decision
- He spends wisely, no matter how attractive the product is, he always considers the level of satisfaction this product is bringing prior to buying it

Technology

Channels

- Facebook
- Linkedin
- Online news
- Email
- Instagram
- Twitter

PROJECT: Pilot DubaiSTore

NAME

Rebecca Ray

TYPE

Artisan

Background

Rebecca is 35, mother of 2. She works in digital marketing as a part time job. She loves hanging out with her family and friends. Photography is her hobby, she loves taking portraits and has her own instagram account with decent followers base.

Purchasing Behavior

- She prefers to see the actual products but doesn't mind online shopping from time to time
- She spends wisely and always looks for good value for money products
- She waits for sales and promotions, like Black Friday to do her shopping
- She prefers cash payments
- She is influenced by word of mouth the most.

Demographic

Female _____ years

UAE

Married

Digital Marketing Specialist

25,000 AED

Channels

- Instagram
- Email
- Pinterest

Technology

PROJECT: Pilot DubaiSTore

NAME

Sandra Nagy

TYPE

Rational

Demographic

Female ____ years

UAE

Single

Senior Graphics Designer

30,000 AED

Technology

Background

- Sandra is 25, single. She has 2 dogs. she loves spending time with her dogs and hanging out with her friends in the evening. She works as a senior graphics designer. Playing the guitar is her hobby.

Purchasing Behavior

- She is a spontaneous buyer, who usually buys what she likes regardless of the price
- She has 2 credit cards and uses them frequently for buying luxury items
- She likes both online shopping and visiting stores.
- She loves buying designer products
- She is influenced by peer pressure, social media influencers, instagram and facebook ads

Channels

- Instagram
- Facebook
- Email

PROJECT: Pilot DubaiSTore

NAME

Deepak Chopra

TYPE

Guardian

Demographic

Male _____ _____ years

UAE

Married

BI Manager

40,000 AED

Technology

Background

- Deepak is 38, married. He works as a BI manager. He loves gaming. He usually spends Thursday nights at his house with his friends playing video games. He loves going to the movies as well. He is always up to date with the latest gaming products and technologies, and he likes attending technology conferences.

Purchasing Behavior

- Deepak prefers online shopping
- He is influenced by blogs, articles, and products ratings
- He looks for the newest products in the market
- He prefers credit card payments
- He is willing to spend on latest products regardless of their price

Channels

- Blogs
- Twitter
- Facebook
- Linkedin
- Email

3. Customer Journeys Design

Journeys Are Building Blocks of Customer Experience

With the customer in control of the journey, how do you guide them?

Awareness & Acquisition

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

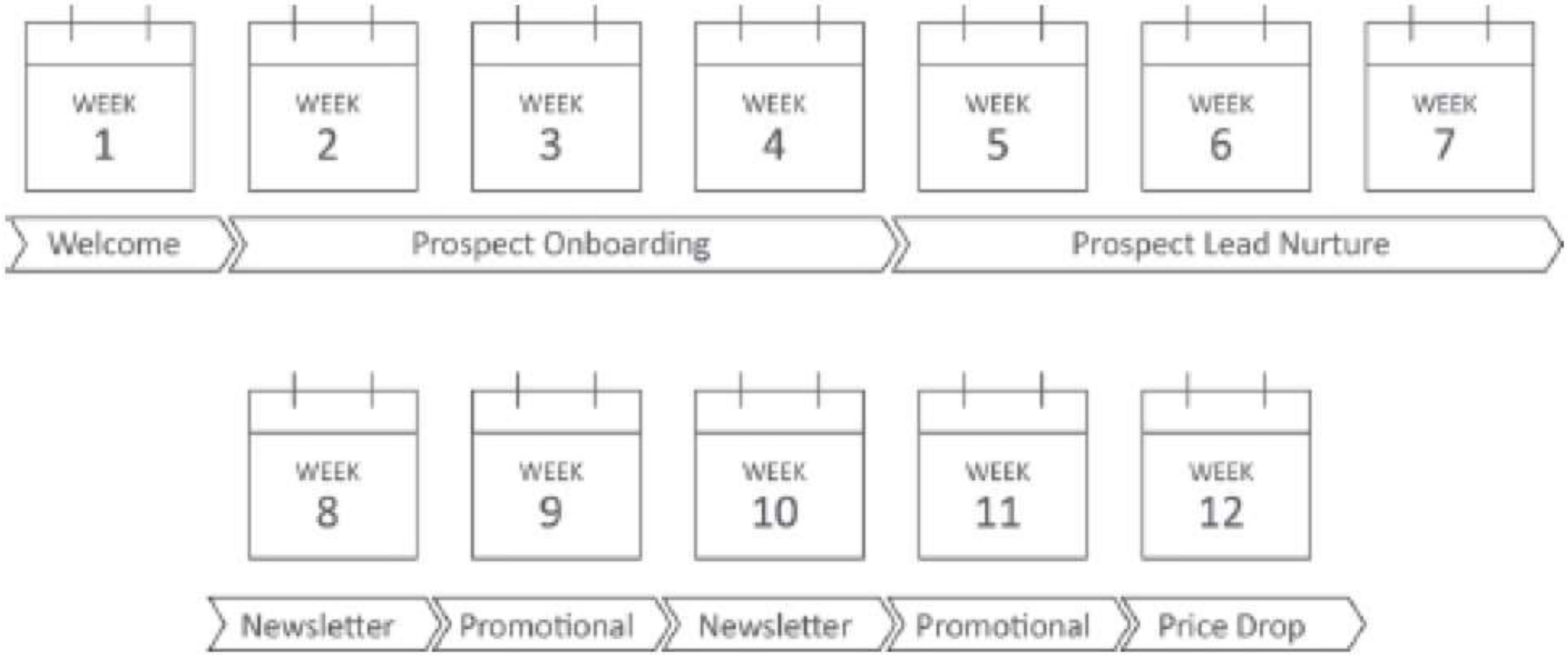
Onboarding & Engagement

- 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

High level Timeline



Customer Journeys

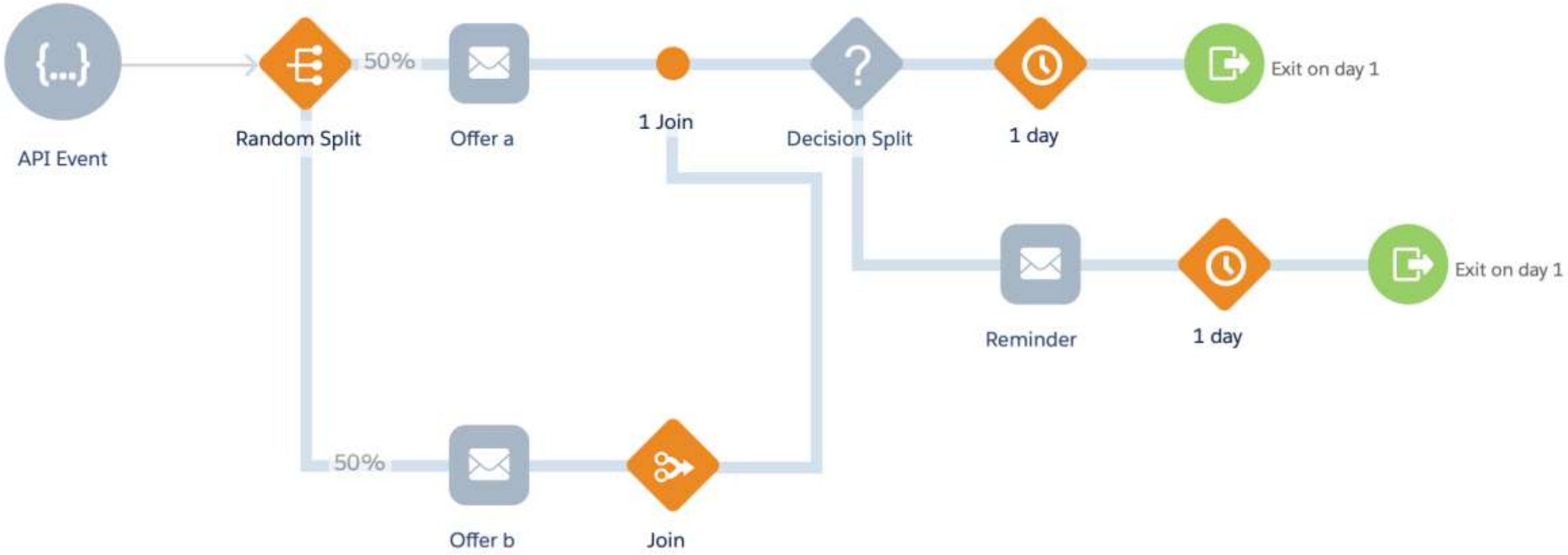
1. Prospect welcome
2. Prospect on-boarding
3. Referral
4. Prospect lead nurture
5. Birthday
6. Abandoned Cart
7. Wish List / Saved Basket
8. Win back
9. NPS

1. Prospect On-boarding - The Nursery Program

1b. Prospect On-boarding - The Nursery Program

Audience	Data	Goal
New Subscribers	• First name, last name, email • Subscription date	- inspire and prompt your prospects to purchase - Prospect into customer - What will the individual get from the product? - CTA

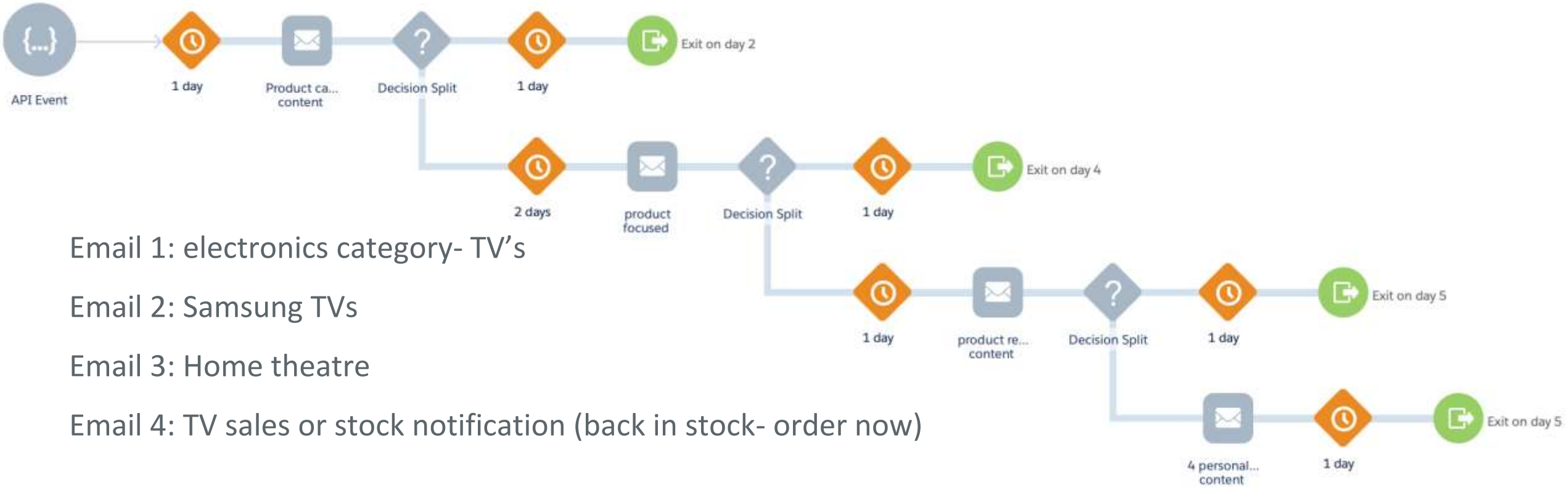
2. Refer a friend



2. Refer a friend

Audience	Data	Content	Goal
Friends of current subscribers who have never before visited Dubai Store	• Current subscriber first name, last name, email • New subscriber first name, last name, email • Current subscriber subscription date • Unique referral code	-Invitation sent to current subscriber encouraging him to refer a friend - Invitation sent to new subscriber with coupon offer - reminder sent to new subscriber - Confirmation sent to existing subscriber when offer has been redeemed	- Acquire new subscriber - Track: Capture coupon redemption

3. Lead Nurturing Program



Email 1: electronics category- TV's

Email 2: Samsung TVs

Email 3: Home theatre

Email 4: TV sales or stock notification (back in stock- order now)

3. Lead Nurturing Program

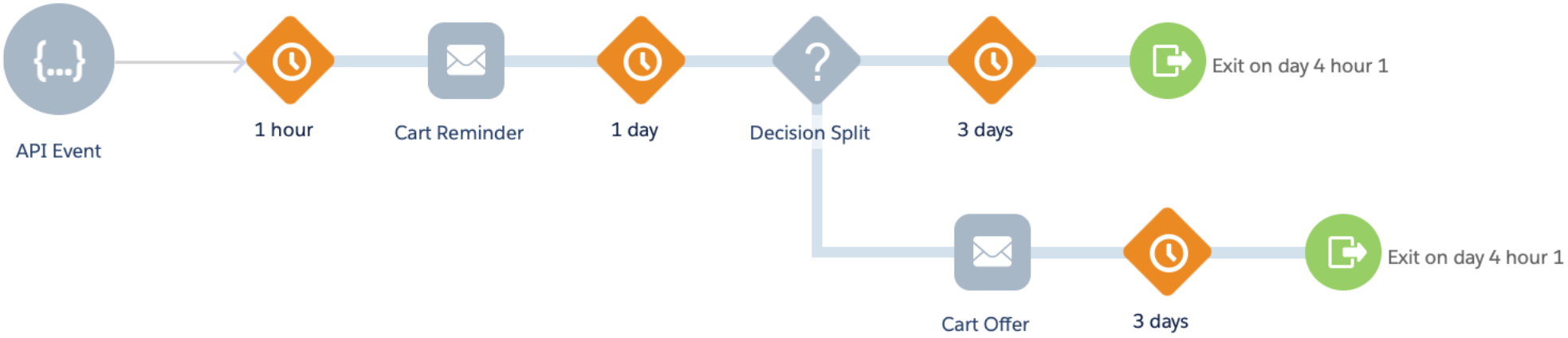
Audience	Data	Content	Goal
Subscribers who have shown interest in product/ category based on website activity	• Current subscriber first name, last name, email • Product information • Product category information • Time of event	4 emails sequence	- Making a purchase

4. Birthday Offer

4. Birthday Offer

Audience	Data	Content
Existing subscribers who have upcoming birthdays	• Customer birthday data to admit contacts (using Date Based Event) • Four emails • Coupon codes • Data you''ll need to personalize the emails	- Birthday greeting + offer - celebration coupon including details about expiration - Thank you email for those who redeemed offer - Reminder for customers who didn’t redeem offer

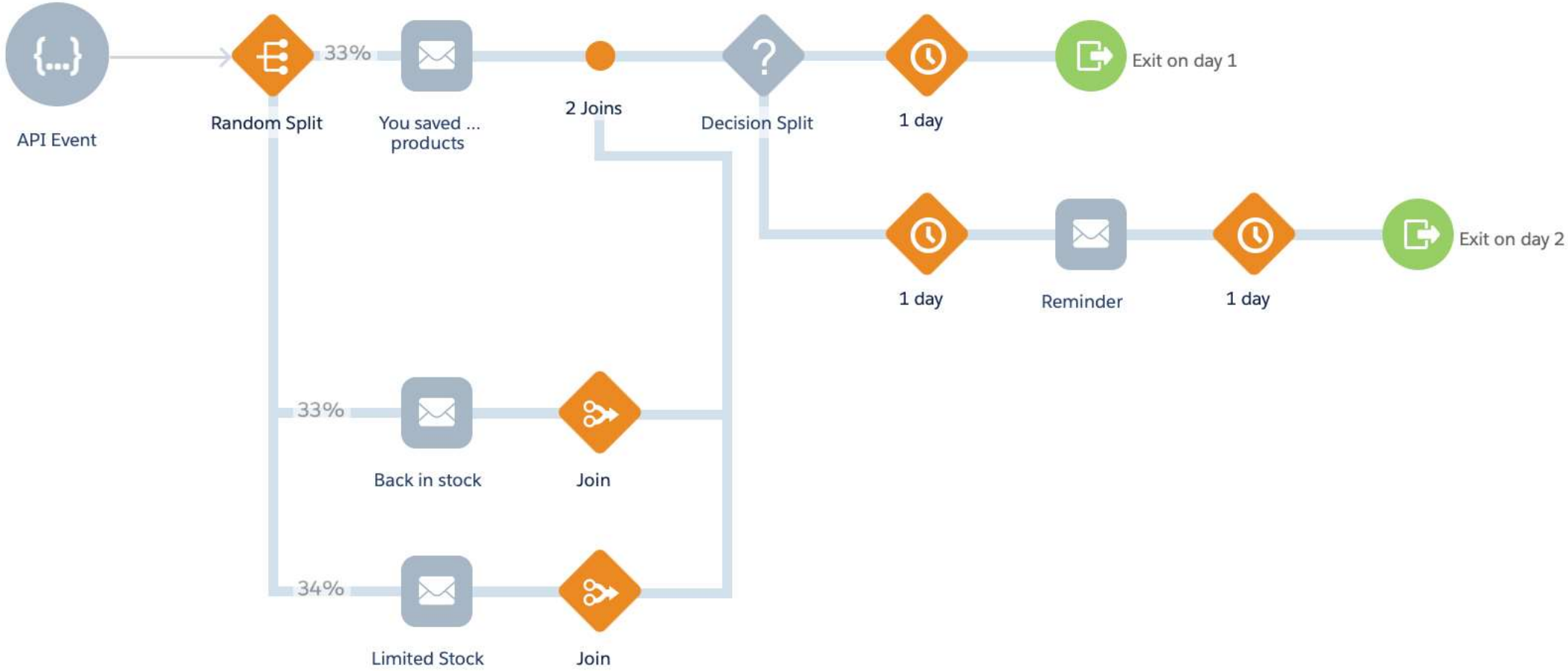
5. Abandoned Cart



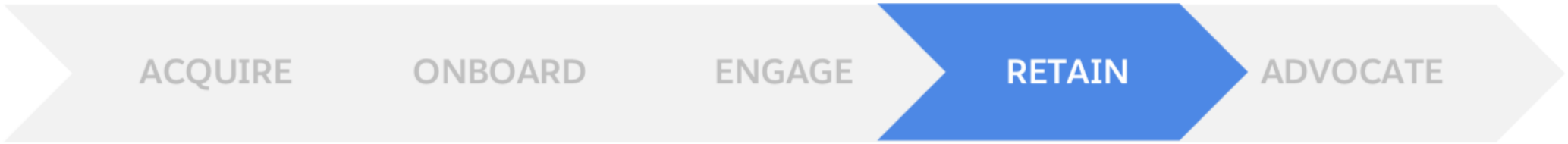
5. Abandoned Cart

Audience	Data
Customers who abandon a purchase Registered or un-registered customers	- First name, last name, email address, abandoned link, abandoned product information - Product file, product name, pricing, image, URL - Transactional action (to check if a purchase has occured)

6. Wish List


API Event
Random Split
33%
You saved ... products
2 Joins
Decision Split
1 day
Exit on day 1
1 day
Reminder
1 day
Exit on day 2
33%
Back in stock
Join
34%
Limited Stock
Join

6. Wish List



Audience	Data
Customers who saved items in their wish list	- First name, last name, email address - Basket link, basket product info - Product name, pricing, image, URL - Transactional action (to check if a purchase has occurred)

7. Win Back


API Event
Decision Split
apology email
1 day
Survey
1 Join
1 day
Exit on day 2
Apology email
1 day
Survey
1 day
Offer
Join

7. Win Back

Audience	Data
Customers who have a delivery delay by 1 day or more	- Promised date - Delivery date - First name, last name, email - Transaction info

8. NPS

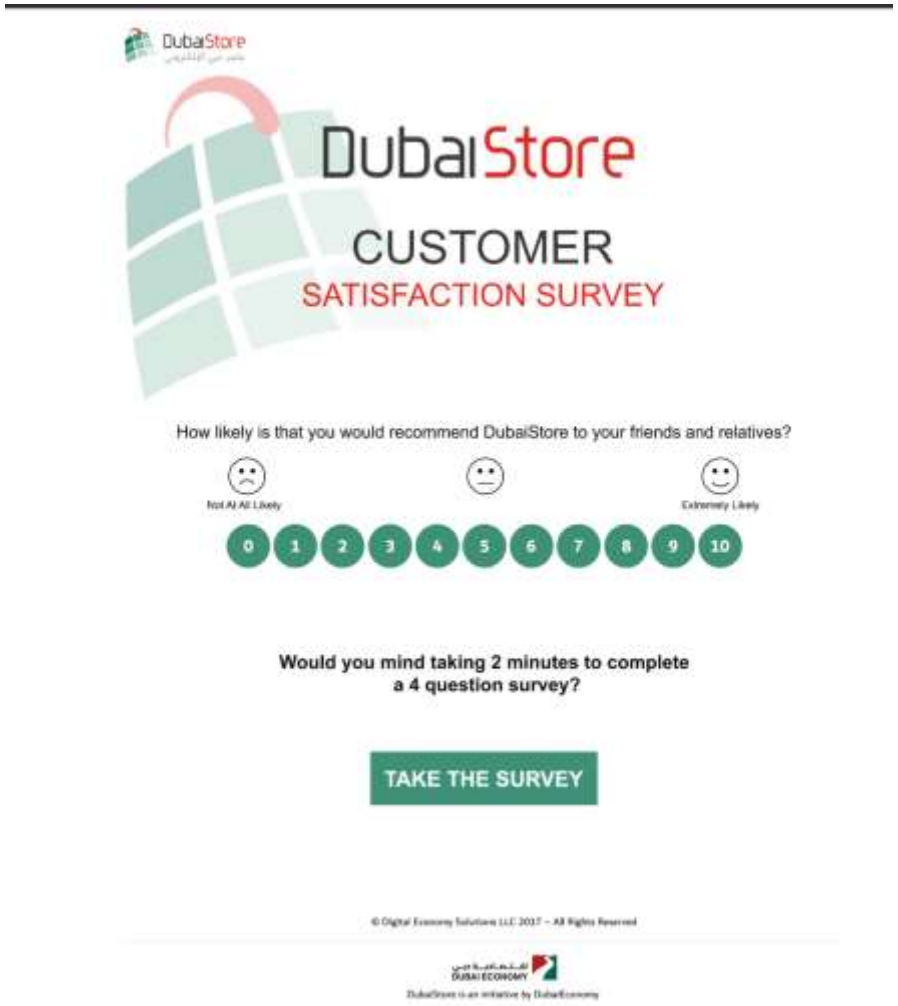

Data Extension
Survey Email
Decision Split
1 Join
Feedback +ve - VE
Thank you email
1 day
Exit on day 1
how can we improve
1 day
Exit on day 1
3 days
Join

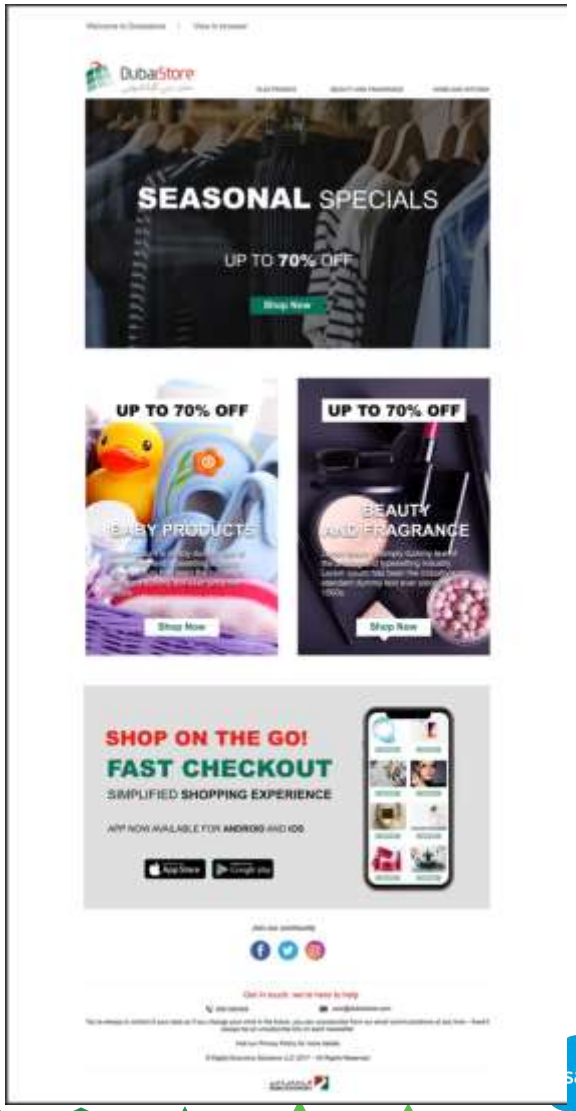
8. NPS

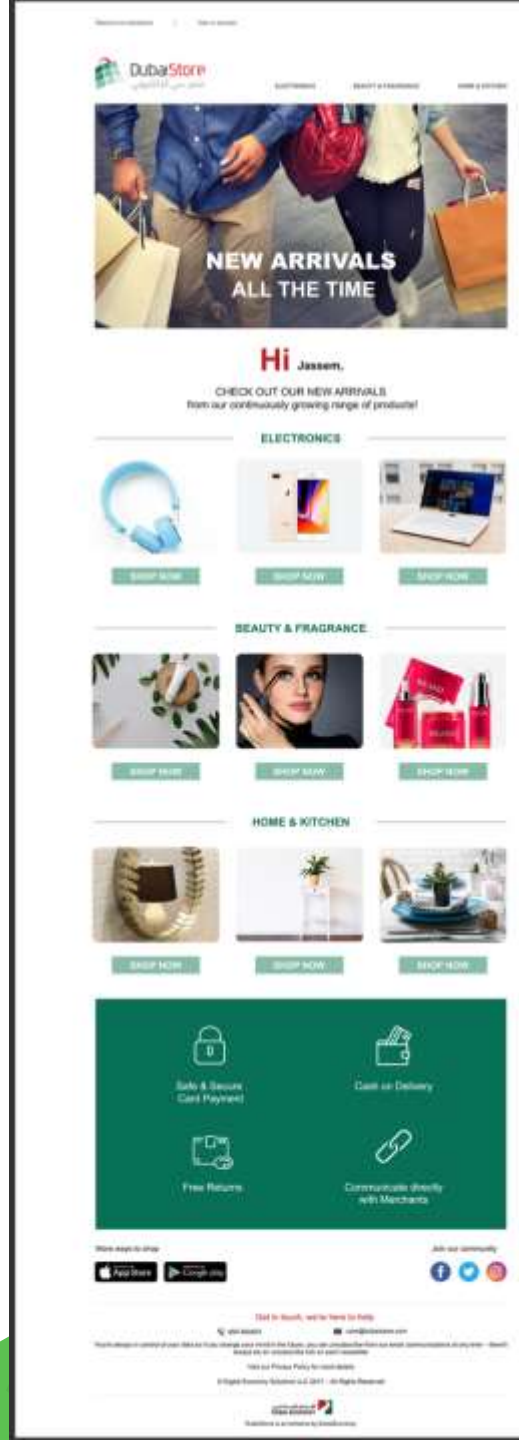
Audience	Data
Customers who have purchased and have been subscribed for 6 months	- First name, last name, email - subscription date - Purchase history

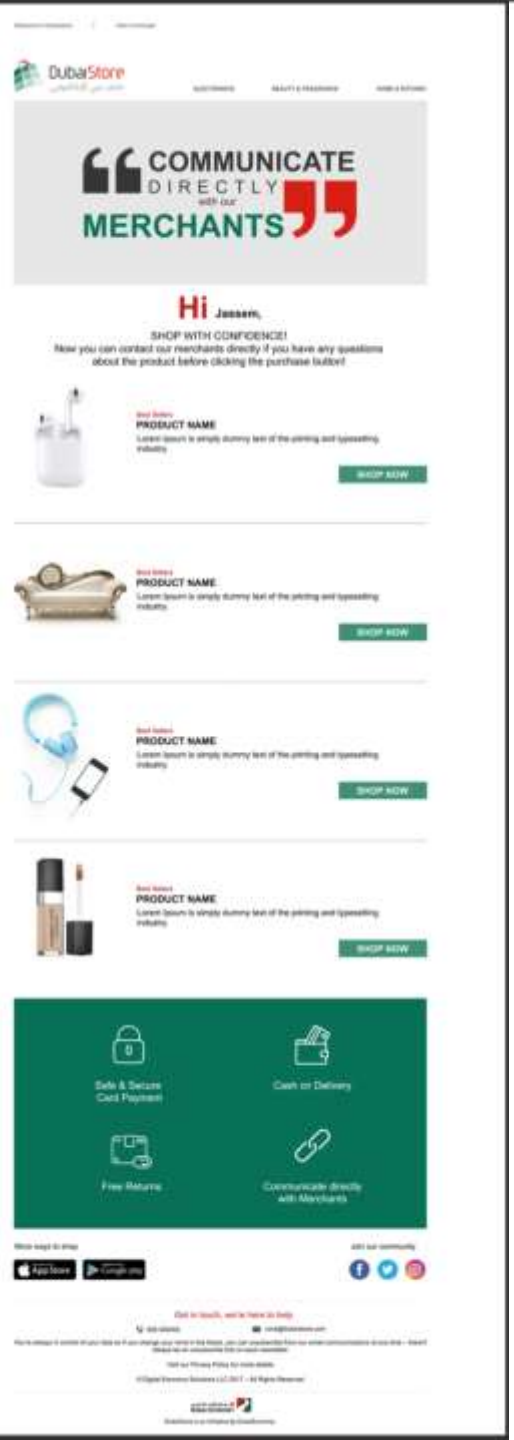
4. Implementation

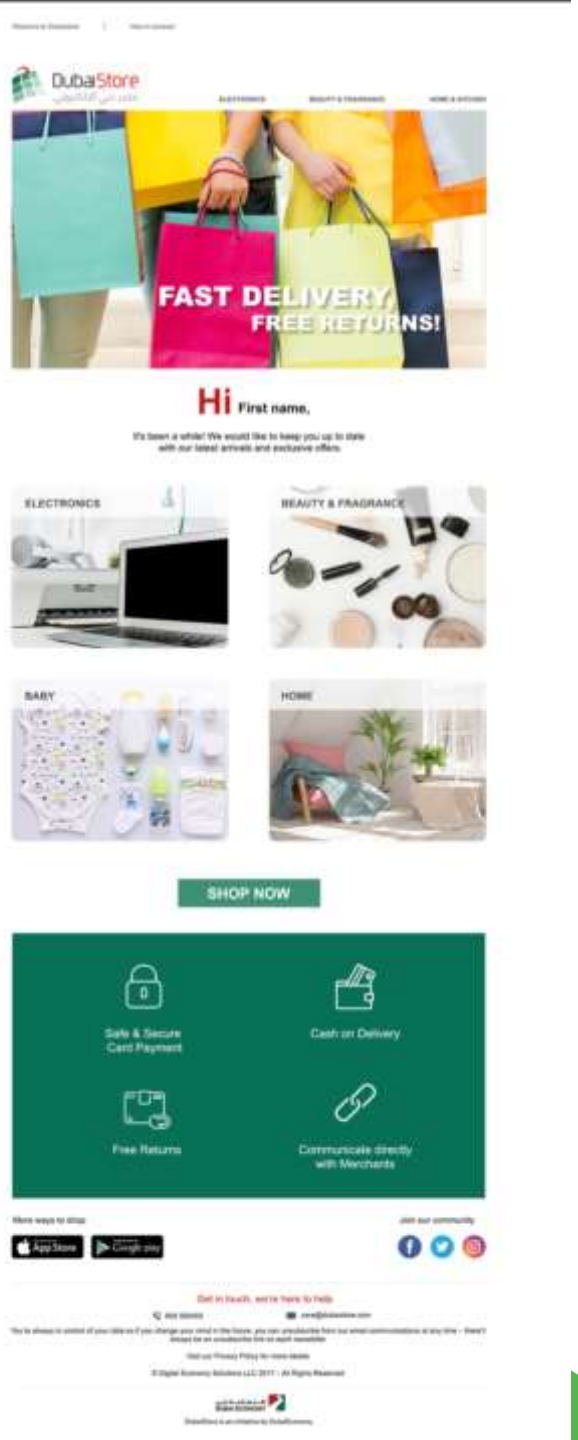
Email Campaigns Designs



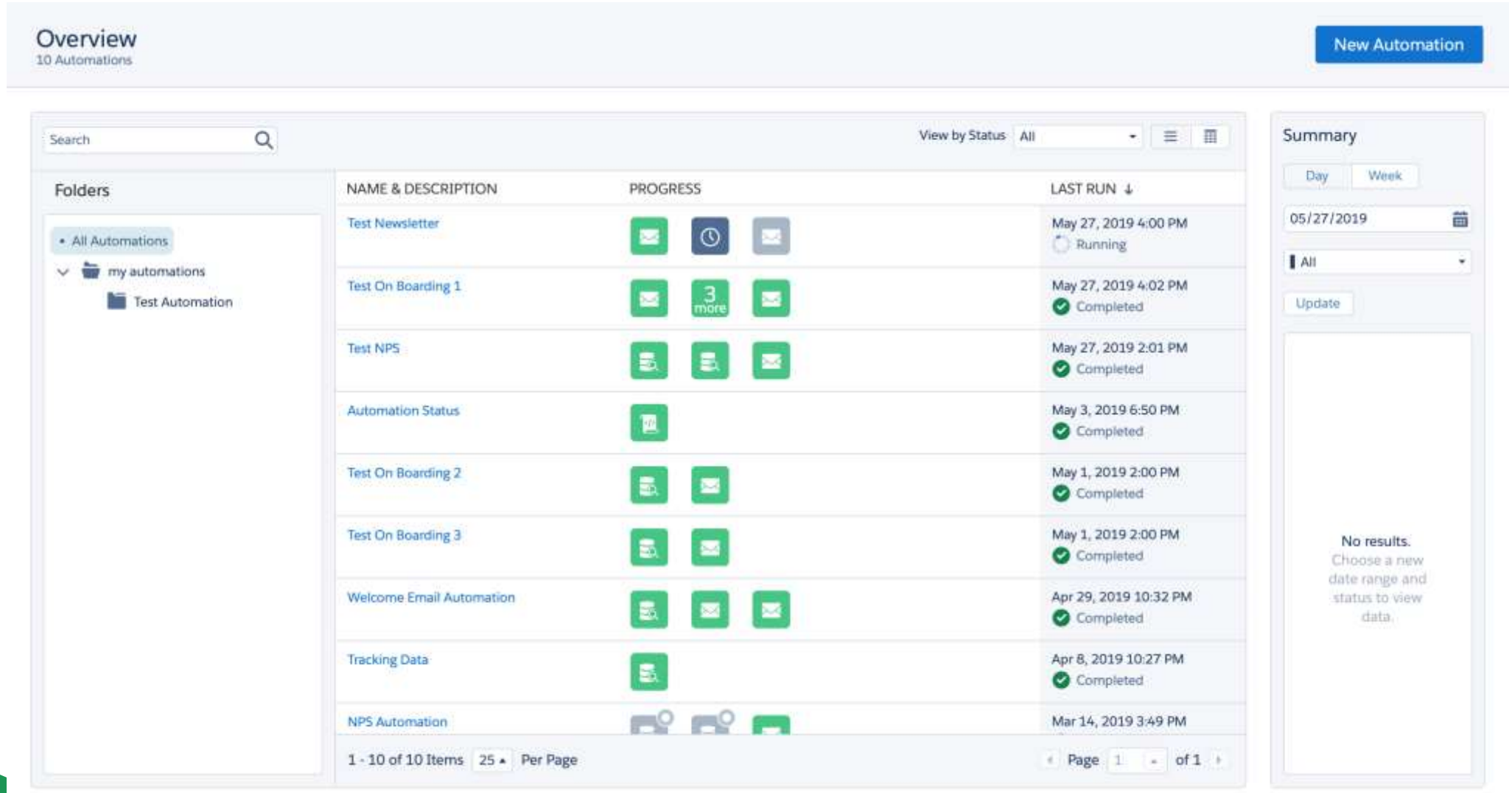



DubaiStore
NEW ARRIVALS
ALL THE TIME
Hi Jassem,
CHECK OUT OUR NEW ARRIVALS
from our continuously growing range of products!
ELECTRONICS
BEAUTY & FRAGRANCE
HOME & KITCHEN
SHOP NOW
Safe & Secure Card Payment
Cash on Delivery
Free Returns
Communicate directly with Merchants


DubaiStore
COMMUNICATE DIRECTLY with our MERCHANTS
Hi Jassem,
SHOP WITH CONFIDENCE!
Now you can contact our merchants directly if you have any questions about the product before clicking the purchase button!
PRODUCT NAME
SHOP NOW
Safe & Secure Card Payment
Cash on Delivery
Free Returns
Communicate directly with Merchants


DubaiStore
FAST DELIVERY
FREE RETURNS!
Hi First name,
ELECTRONICS
BEAUTY & FRAGRANCE
BABY
HOME
SHOP NOW
Safe & Secure Card Payment
Cash on Delivery
Free Returns
Communicate directly with Merchants

Marketing Automations



Reporting

Survey Count	212
NPS Score	11

	Detractors						Passives		Promoters		TOTAL
	1	2	3	4	5	6	7	8	9	10	
Responses		1	1	1		1			2	3	9
Rating %	*0%*	*11%*	*11%*	*11%*	*0%*	*11%*	*0%*	*0%*	*22%*	*33%*	*100%*

Detractors %	44%
Promoters %	56%

45 45

Website Insight & Feedback

Thanks!