

Spark Overview

Drew Graham
Marketing Specialist – Higher Ed West
949-375-8798 | dgraham@salesforce.com

salesforce

 marketing spark

Salesforce Marketing Cloud's process for **unlocking** the moments of value that exist **between** customers and their **journey** with your sales, service and marketing efforts.



Marketing Spark

Unlock Moments of Value Between Customers and Their Journey with Sales, Service, and Marketing



Spark Session

Collaborative workshop to align on gaps and opportunities



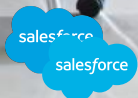
“Art of the Possible” Vision

Reimagine the customer experience through a persona-driven story



Prioritized Plan

Strategic recommendations of short, medium and long-term priorities



Spark Workshops

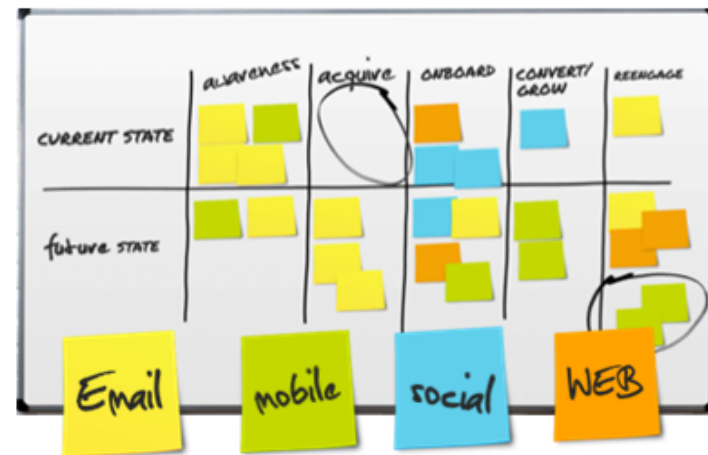
A collaborative exploration of your digital engagement programs

- Understand your digital goals
- Review today's digital programs & communications
- Help you align your future digital vision
- Identify & prioritize opportunities to achieve a successful and scalable future vision



Who Should Attend

- Those involved in strategy, operations and analysis of digital programs (Email, Mobile, Social, Web).
- Everyone from Email Coordinator to CMO is encouraged to join.
- Diverse perspectives make it better; providing a complete picture of activity AND making unique connections around what's possible.



Often Overheard Comments

“Valuable. Putting the life-cycle construct around our activity exposed gaps I didn’t know existed!”

“OK, I didn’t know we did that!”

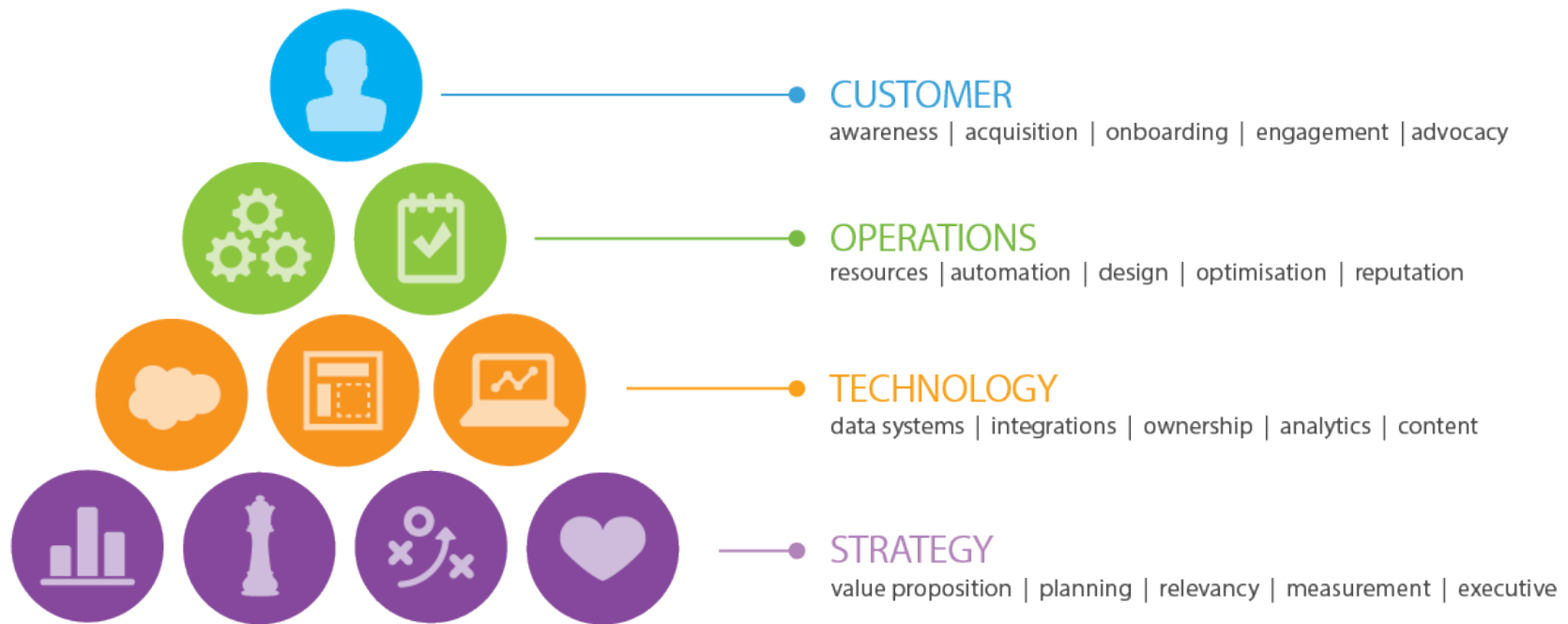
“We seldom take the time to analyze ourselves together. It opened my eyes to several issues and opportunities. ”

“Valuable. Now I know which part of the ocean to boil!”

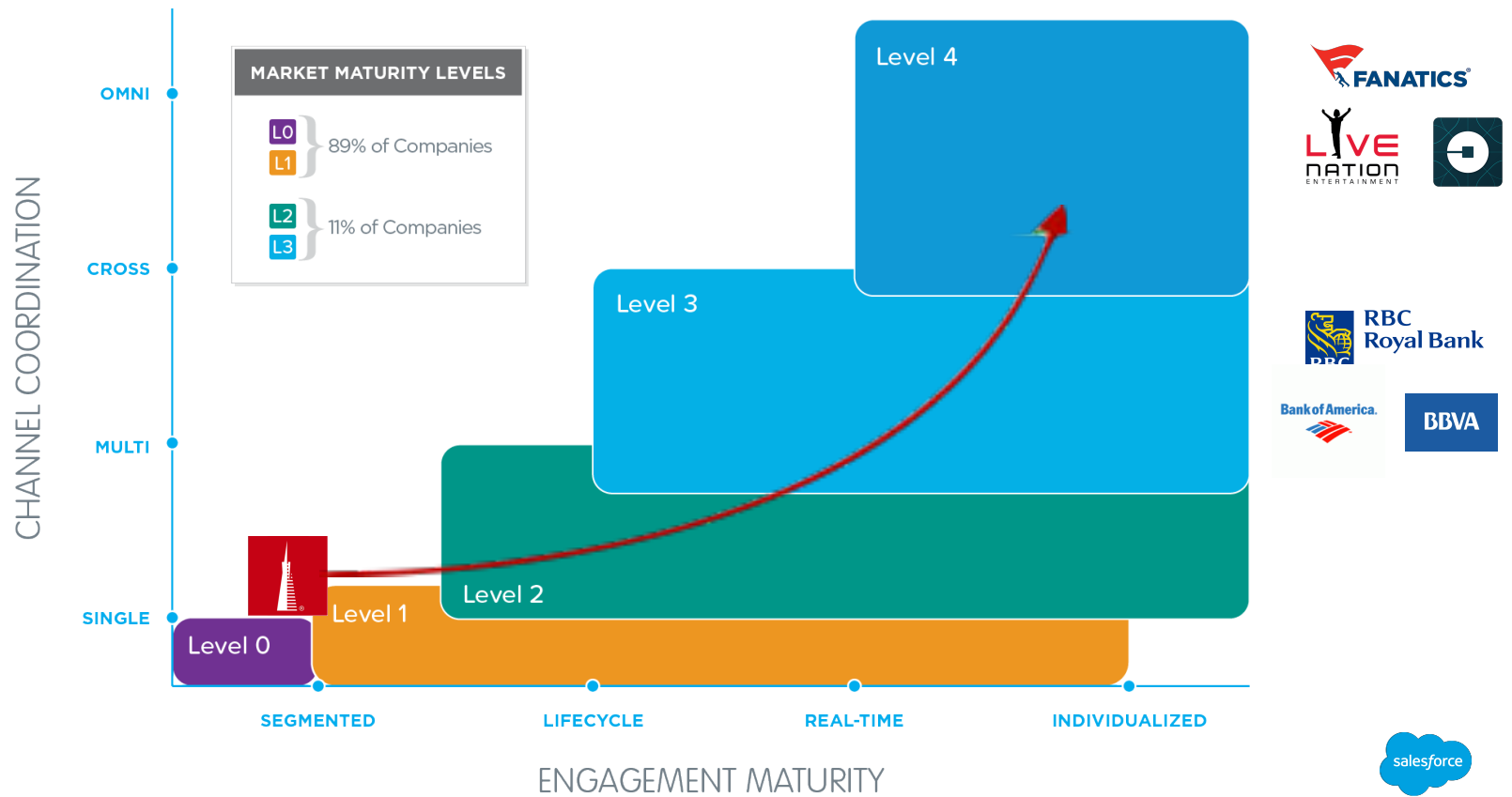


The Spark methodology looks at everything via Four Dimensions

Uncovering the gaps and opportunities that exist in a company's Transformational Journey.



Capabilities Maturity Model



Salesforce for Marketing

Build 1-to-1 journeys across every client interaction



Sample Agenda

Introductions & Marketing Cloud overview (15 min)

Discovery & Mapping (2.5 hrs)

- ✓ **Strategy (30 min):** Understand your digital marketing goals, along with barriers/gaps to achieving them
- ✓ **Technology (30 min):** ID current systems & data plus requirements to accomplish what's next
- ✓ **Operations (30 min):** ID current process for building, sending and measuring digital programs
- ✓ **Customer (60 min):** Define customer personas, map out current + desired experiences

Prioritization (30 min)

Next Steps (10 min)



Next Steps

- Digest what we've learned.
- Then... regroup, recap and further explore the identified opportunities.
- Share how we helped others realize these opportunities.
- Share you HOW you can get there & what it's worth.



thank y☁u