

# 5 REASONS YOU NEED:



- 1 **Do you want to tie your entire customer experience together in one holistic view react immediately and through their preferred channel with relevant needed content?**

**Let Tectonic help you build one-to-one orchestrated customer experiences using Salesforce Marketing Cloud, extensive tools set in email, mobile, social media, web, and advertising channels.**

- 2 **Do you struggle with all the demands of social media channels?**

**Social Media Marketing in the Marketing Cloud helps you listen, analyze, engage, and acquire customers across many channels in real time.**

- 3 **Do you wish you could deliver 1:1 customer digital experiences that provide the right ad at the right time?**

**Let us introduce you to Salesforce Marketing Cloud digital and web personalization.**

- 4 **Do you want to proactively pause marketing efforts while you are trying to resolve a support issue?**

**Journey Builder allows marketers to create triggers and conditional formatting that directly relates to the activities of your customer.**

- 5 **Do you wish you could connect via text messaging with your customers?**

**Mobile Connect will help you text customers not only based on activity but on geography or even weather conditions.**

Marketing Cloud is an amazingly elegant solution that allows a 360° view of your customer and their interactions with your company across many channels all together on one platform. It gives marketing professionals the tools to understand in real time how customers are behaving and act pro-actively to affect their behavior with the right approach.

This allows you to drive more leads with cross-sell, up-sell opportunities, increase revenue and customer acquisition, reduce support costs, and improving effectiveness across all channels.

Marketing Cloud blends together email marketing, mobile marketing, social media marketing, web personalization and your ad channels. By using journey builder, content and messaging, customer platform data, with predictive intelligence tools across all those channels you can knit together the most comprehensive view of your customers and their behavior all in one platform.



**Let's take a look at the tools Marketing Cloud employs across their channels:**

**Journey Builder** is a comprehensive mechanism to design customer experiences that conditionally react and interact with a customer along their journey across several channels with appropriate steps and non-steps to build the most appropriate and authentic rapport.

The **Content and Messaging** tool in the marketing cloud houses all of your creative and content pieces so you can deliver them up at appropriate times. This gives your teams easy access for approvals to move things through creative processes while delivering timely messaging on the correct channels.

The **Customer Data Platform** houses all demographic information, their real time behavior and purchases that are consolidated into one 360° view of your customer's journey. This allows for more timely and appropriate interactions.

**Predictive Intelligence** — Intelligently marketing to customers these days takes a lot of knowledge and experience. Predictive intelligence puts forward simple steps and appropriate actions for how customers are interacting with your company.

**Let Tectonic help you build one-to-one orchestrated customer experiences using Salesforce Marketing Cloud, extensive tools set in email, mobile, social media, web, and advertising channels.**

