Future-Proof Campaigns in B2B and B2B2C

How GRANIT PARTS Successfully Organises Marketing Campaigns with Salesforce Marketing Cloud

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About GRANIT PARTS

CLIENT GRANIT PARTS

INDUSTRY Spare Parts Wholesaler for Agricultural Machinery,

Gardening Tools and Construction Machinery

BUSINESS FIELD B2B/B2B2C

PROJECT PERIOD Ongoing Since March 2018

TECHNOLOGY Salesforce Marketing Cloud

As a wholesaler of original and identical parts for all brands, GRANIT PARTS (www.granit-parts.com) supports agricultural machinery, gardening tools and construction machinery specialist dealers across Europe with top service and top products. Throughout Europe, GRANIT PARTS is active in 25 countries and counts 38,750 specialist dealers among its customers.

The European central warehouse in Heeslingen comprises 65,000m² with 230,000 permanently available items. Comprehensive customer support, quick shipping and a wide variety of services make GRANIT PARTS a competent and reliable partner of specialist dealers.
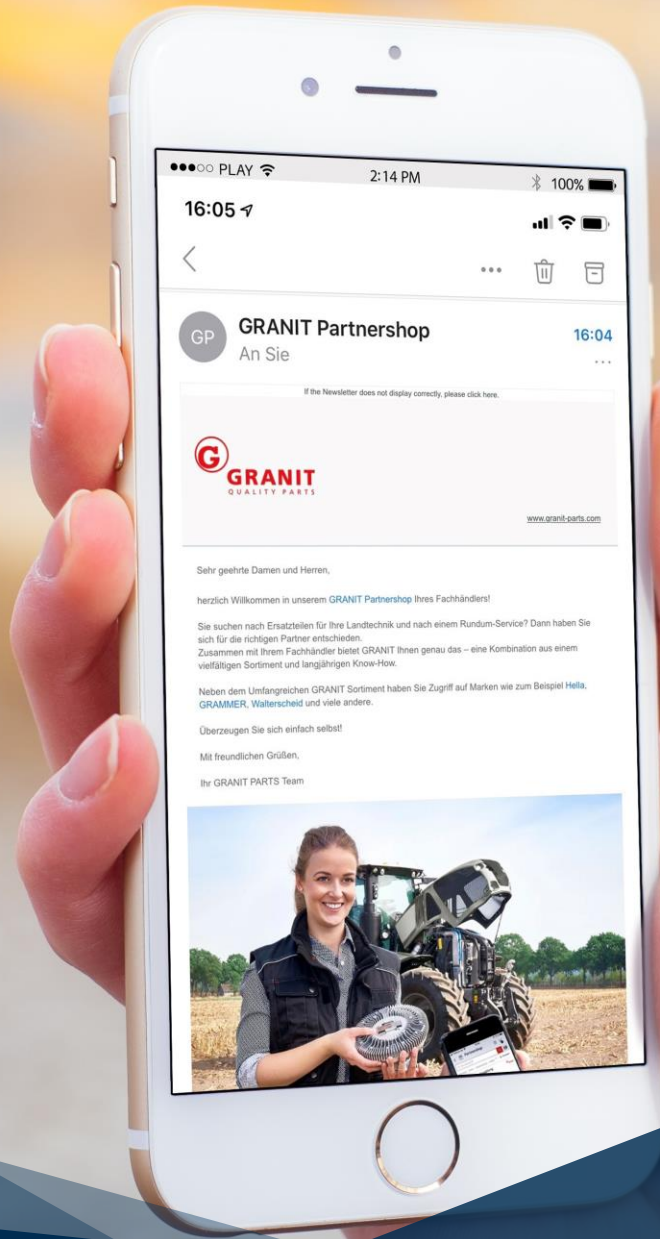
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Ready for the Future Thanks to Effective Marketing Campaigns

GRANIT PARTS already relied on Salesforce Marketing Cloud for its own marketing activities. In order to be able to assist cooperation partners in this regard as well, GRANIT PARTS commissioned dotSource to further develop its existing marketing tool.

In an initial workshop, the status quo of marketing campaigns was analysed, target groups and personas were examined and cross- as well as up-selling opportunities were evaluated. Furthermore, GRANIT PARTS and dotSource defined marketing goals in this workshop and discussed further options that had not yet been implemented as part of Salesforce Marketing Cloud.

GRANIT PARTS has set itself the goal of staying fit for the future with the help of effective marketing campaigns and intends to further expand Salesforce Marketing Cloud for itself and other Fricke Group divisions.

Besides sending e-mails automatically, GRANIT PARTS will, for example, also create and manage customer journeys to increase its online shop traffic and boost sales through an improved user experience.

Personalisation with Salesforce Marketing Cloud

»We needed a quick, uncomplicated and flexible solution. With dotSource, we did not only get such a solution, but also a responsive, uncomplicated and flexible team with whom we had a strong, mutual basis of trust right away. All of this has even – or particularly – proven itself in challenging moments.«

Benjamin Luyten, Head of Partnershop International

Salesforce Classic Content vs. Content Builder

After the roadmap had been clearly defined, dotSource started to further develop the marketing automation system. Besides the migration from Salesforce Classic Content to Content Builder, this also included state-of-the-art design adjustments and the development of a new data structure.

Content Builder is a cross-channel content management tool that enables the anchoring of images, documents and other content in a single location in Salesforce Marketing Cloud. Thanks to its drag and drop interface, Content Builder is easy to use. It offers several advantages over Salesforce Classic Content, including copy and paste support directly from Word files, the ability to display multiple content blocks in a content area, and a flexible folder structure.

Newsletter Marketing as a Service

GRANIT PARTS previously only supplied industrial customers with newsletters itself but is now giving other Fricke Group divisions the opportunity to conduct targeted e-mail marketing. For this purpose, existing mailing templates were revised and adapted to the individual requirements. This gives all Fricke Group divisions the opportunity to keep track of customer and user data at all times.

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# Personalisation with Salesforce Marketing Cloud

Purposeful Segmentation Using Dynamic Content

Before the beginning of the project, GRANIT PARTS mainly used Salesforce's marketing tool for sending e-mails. The company is now also using dynamic content to provide the different target groups within its mailings with suitable content based on segments and the respective language. Creating more dynamic newsletter content allows GRANIT PARTS a more personal interaction with customers and makes the content significantly more relevant for the respective recipient.

GRANIT PARTS is now also implementing trigger campaigns that address customers in a targeted and individual manner, for example via welcome journeys. Moreover, the integration of reactivation campaigns is intended to turn inactive contacts back into active customers in the future.

The implementation of Salesforce Journey Builder also ensures that a consistent customer experience across all channels can be created and managed easily and quickly. Based on real-time user activities, Journey Builder can automatically send messages and serves customer needs right where they arise.

The wide functional scope of Salesforce Marketing Cloud allows GRANIT PARTS to create personalised experiences at every stage of the customer journey, thus generating genuine added values for both the company and its customers.
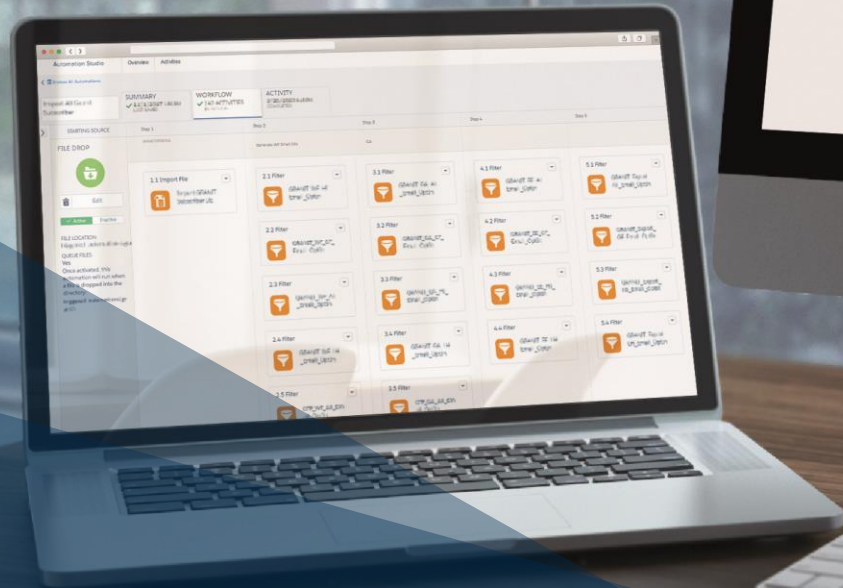
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About Us

dotSource, that's over 300 digital natives with one mission: designing digital customer relations. Our work rises from the connection of humankind, space, and technology.

We've been supporting businesses in their digital transformations since 2006. Whether e-commerce and content platforms, customer relationship and product data management, or digital marketing and artificial intelligence: our solutions are user-oriented, emotional, targeted, and intelligent.

We see ourselves as a partner of our clients, whose special requirements and needs flow into the project straight from the first idea. From strategy consultation and system selection, to branding, concept creation, UX design and conversion optimisation to operation in the cloud – together we develop and implement scalable digital products. Our approach relies on new work and agile methodologies such as scrum and design thinking.

Companies like Esprit, EMP, BayWa, Axel Springer, hagebau, C.H.Beck, Würth and STABILO trust in our competence.

With our blog Handelskraft.com, annual Trend Book, and Handelskraft Conference, we network industry knowledge and provide insight into current opportunities and developments of digital brand management. In order to comprehensively prepare professionals and executives for the entrepreneurial challenges of the digital world, we launched Digital Business School together with Steinbeis Technology Group in 2015.

With our groundbreaking solutions, we have been able to establish ourselves as one of the leading digital agencies in German-speaking Europe and are now among the top 10 largest companies in the industry.

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DIGITAL SUCCESS
RIGHT FROM THE START.

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