

# Salesforce Marketing Cloud Advisory & Implementation Services

Delivering cloud solutions since 2009 and now with the backing of global management consultancy Kearney, Cervello has a proven track record of helping companies *win with data*. We help our clients maximize their investments in Salesforce's Marketing Cloud and focus on optimizing their digital marketing footprint. We believe personalized, intelligent messaging is the cornerstone of customer engagement. Our expertise in automation and analytics can help you scale and measure that customer engagement to drive growth.

## WHY CERVELLO?

- Cervello has a strong reputation for working seamlessly with companies as an extension of their team.
- Our coaching philosophy helps empower our clients' ownership of business insights.
- Our breadth and depth of industry expertise complements our technical knowledge.
- Cervello's practical and functional expertise aligns best practices with solution design and implementation.
- Data is the heart of what we offer; our custom solutions are driven by data.
- Our solutions are integrated across Salesforce Clouds, including Sales, Service, and Community.

## SOLUTION IMPLEMENTATION

We deliver business value to marketers by improving the customer experience through the use of Salesforce Marketing Cloud and the Salesforce Platform. We take an agile approach to the following areas:

- Requirements definition, scoping, and prioritization
- Process mapping
- Sprint planning and retrospectives
- Change management and user adoption
- Reporting and KPI's
- Administrator and end user training



### Strategy & Vision

We conduct discovery with key stakeholders across the organization to ensure alignment and buy-in on people, processes, and technology.

We surface the problem and challenges and focus on the strategic initiatives.

Be it brand loyalty, lead generation, customer acquisition and retention, or customer service, we work with our clients to define their future-state vision.



### Enablement

Once we align with our client's objectives, we home in on solution capabilities, including the following:

- Campaign management
- Contact management
- Process improvement
- Audience segmentation
- Automation
- Journey mapping
- Cross-channel marketing
- Social listening
- Subscriptions and preferences
- Persona mapping



### Success & Roadmap

We view solution adoption and ROI as two crucial factors in determining project success.

Our experienced team leads customized training sessions and offers ongoing support.

Knowledge-sharing happens throughout the duration of the project.

We measure, report, and compare outcomes to help frame your digital marketing road map.

10+

Years of working in cloud

40+

Number of certifications held

75+

Salesforce projects completed

9.6

Customer satisfaction rating

Platforms Migrated:



## ABOUT CERVELLO

Cervello is a leading professional services provider focused on helping companies solve complex challenges and optimize business performance. For more information, visit us at [www.mycervello.com](http://www.mycervello.com) or contact us at [info@mycervello.com](mailto:info@mycervello.com).

