



Salesforce and Marketing Technology

Drive business outcomes and return on your Salesforce and marketing technology investments.



Salesforce and marketing technologies are key pillars in your business ecosystem.

Enabling your sales and marketing teams to engage prospects and customers with your enterprise data is critical in today's ever-changing world. To succeed, your CRM and marketing technology solutions must be properly implemented, adopted and aligned between sales, marketing and IT. Centric Consulting can help.

As a Salesforce Consulting Partner, our expertise spans the Salesforce product suite, including:

Sales Cloud: Boost sales, build stronger relationships with current customers, win new ones, and accelerate business growth.

Service Cloud: Increase service team productivity by putting all the information employees need for a 360-degree view of customers at their fingertips.

Marketing Cloud: Engage your customers via email, mobile, social, web and advertising in a single platform.

Pardot: Generate more pipeline, create meaningful connections, and empower sales to close more deals with Pardot's marketing automation solution.

The Centric Difference



500+ Marketing Technology and CRM Projects Completed



OUR EXPERIENCE

Centric is a multi-year Salesforce partner with experiences across a variety of industries, including retail (clothing & apparel), automotive, software/technology, insurance, financial services and healthcare.

Additional Salesforce Capabilities:

- Salesforce Communities
- Salesforce CPQ
- Salesforce Financial Services Cloud
- Salesforce Maps
- Tableau CRM / Einstein Analytics
- Tableau
- MuleSoft
- AppExchange Solutions

Our Approach

Centric was founded as a remote company more than 20 years ago. We partner with clients to understand their businesses and align them with their technology investments to increase business value. By fully assessing your capabilities, we help advance and mature them based on your business goals.



SALES AND MARKETING TECHNOLOGY SOLUTIONING

Envision, implement, and manage Salesforce and your marketing technology solutions while optimizing your customers' experience.

- Strategy development
- Implementation services
- Managed services
- Custom development



TECHNOLOGY INTEGRATION

Connect enterprise data across your marketing technology stack with integrations that advance business objectives.

- Salesforce and marketing technology integrations, migrations, and consolidations
- MuleSoft & Tableau



SALESFORCE AND MARKETING TECHNOLOGY ENABLEMENT

Increase the business value and ROI of your existing Salesforce and marketing technology investment.

- Customer and lead lifecycle alignment
- Platform enablement
- Increased scale and engagement
- Cross-platform data management assessments
- Integrations, migrations and consolidations



MARKETING OPERATION SERVICES

Operationalize campaigns while increasing efficiencies and ensuring quality.

- Campaign management services, including:
 - Design
 - Execution, testing and monitoring
 - Reporting and analytics
 - Best practices and governance

TRACI WHETZEL

Marketing and CRM Technology Lead

 (330) 807-0006

 traci.whetzel@centricconsulting.com

