



Optimizing sales and marketing strategy

THE CHALLENGE

Issues faced by a leader in the lighting control industry :

- **Lack of customer unified view** due to fragmented system for sales, service, marketing
- **No central system** for lead management and tracking
- **Lack of social media strategy** to engage customers instantly
- **Manual processes for dealer application** review and approval, and lack of real-time tracking

THE SOLUTION

Nagarro helped to build client's sales and marketing strategy :

- Evaluated the existing marketing landscape on **Eloqua and transitioned to Pardot**
- Designed user friendly email & landing page templates with **dynamic & personalized content**
- Sales and marketing alignment for **better customer journeys**
- Set up **lead nurturing programs & implemented lead scoring model** for high quality leads
- Automated functionality to launch Pardot emails from Salesforce
- **Social Media Integration** (Facebook, LinkedIn, Twitter) to engage customers on social platforms
- Provided customized analytics reports and dashboards based on **campaign success metrics**
- Implemented single sign-on for Pardot and Salesforce
- Digitalized the dealer onboarding process, including business validations , tracking, approvals

THE IMPACT

The solution provided the below business benefits :

- Optimization of onboarding process from **5 days to 5 hours**
- **Increased lead conversion ratio** and sales revenue
- **Shortening of the sales and marketing cycle** and generated more sales opportunities



Salesforce Products



Sales Cloud



Integrations



Pardot



Community Cloud