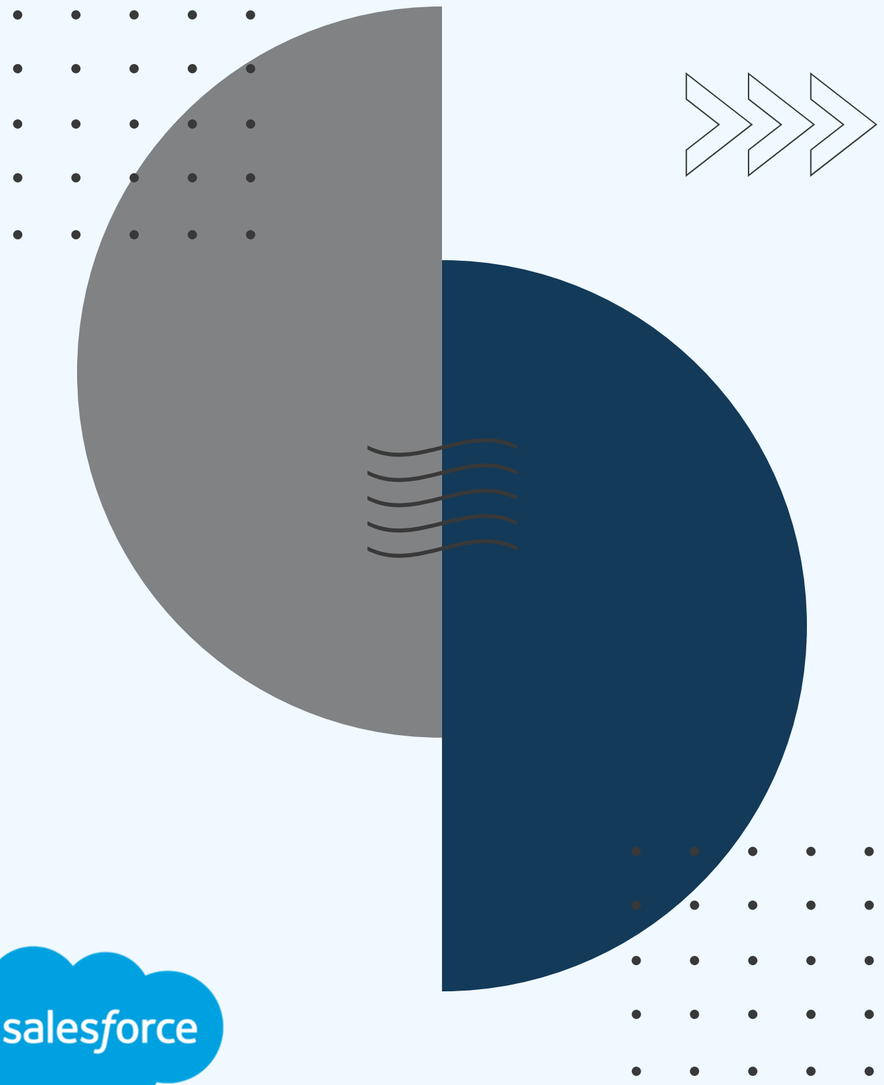

QUICKSTART

SALESFORCE MARKETING CLOUD

Send customers the right message at the right moment using intelligent marketing automation!

salesforce marketing cloud

THE APPHIENZ BRAND

Our Salesforce support keeps you connected to the data that matters so you can take your company to new heights.

YOUR SALESFORCE PARTNER FROM INCEPTION TO SUPPORT!

salesforce PARTNER

2014	100+	99%
Year Established	Project Completed	Customer Satisfaction

San Diego Humane Society · Western Digital · Viasat · illumina · Airgain · LPL Financial · PowerSchool · cybereason · ITRC IDENTITY THEFT RESOURCE CENTER · OpenX

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WHAT IS MARKETING CLOUD?

salesforce marketing cloud

Marketing Cloud is a digital marketing automation and analytics software. It helps you deepen customer relationships across every touchpoint with integrated marketing tools.

AUTOMATE YOUR MARKETING ACTIVITIES AND DAILY TASKS WITH OUR QUICKSTARTS

- **Lead nurture and sales campaigns**
- **Abandoned cart emails**
- **Personalized emails and communications**
- **Messages via social media or chat tools**
- **Hosting online events like webinars, and much more can all be easily automated.**

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WHY APPHIENZ?

- Our QuickStart packages are designed to setup your Marketing Cloud quickly and efficiently
- We decode your initial Salesforce requirements and pain points through technology and process expertise

Quality Work

Fixed Price

Efficiency

Certified Salesforce Experts

Innovation

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THE PROCESS

Our QuickStart packages are designed to setup your Marketing Cloud quickly and efficiently

DISCOVER

- Project Kick-off Session
- Requirements Gathering

DESIGN

- Users & Permissions
- Designing a Solution

DEVELOP

- Configuration of standard objects
- Package requirements
- Reports & dashboards

DEPLOY

- Training and User Guide
- Post-Go-Live Support

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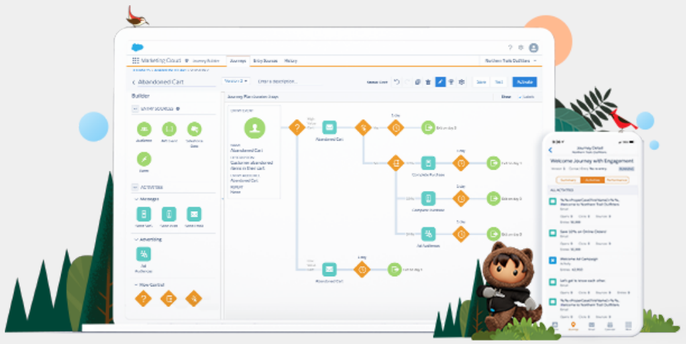
DISCOVERY & INSTALLATION

QUICKSTART

Get your basics up and running in just **10 hours**.



Discover & Design

Kick-off meeting
Requirement Gathering

Develop

- Discovery
- Business / Marketing Processes
- Data Understanding
- Email, Ad, Social, Mobile Studio Installation
- Users & Permissions

Deploy

User Guide and Training
Go-Live Support

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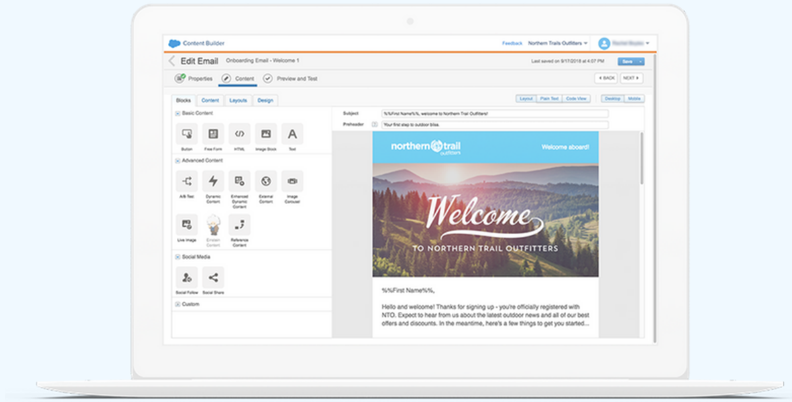
EMAIL STUDIO
QUICKSTART

Get your email studio up and running in just **60 hours**.



Discover & Design

Kick-off meeting
Requirement Gathering
Data Understanding
Users & Permissions

Develop

- Content Builder, Analytics Builder & Web Studio Set up
- Landing Page Design with form / Cloud Page
- Integration of Lead Form (Static leads from the website)
- SAP Configuration
- IP Warm-Up
- Cloud Page SSL Implementation
- Salesforce Data Sync
- Email personalization
- Default Preferences Center
- Data sync with Sales Cloud
- Data Extensions Set Up
- Email Journey Builder
- Analytics Integration
- Email templates Set Up

Deploy

User Guide and Training
Go-Live Support

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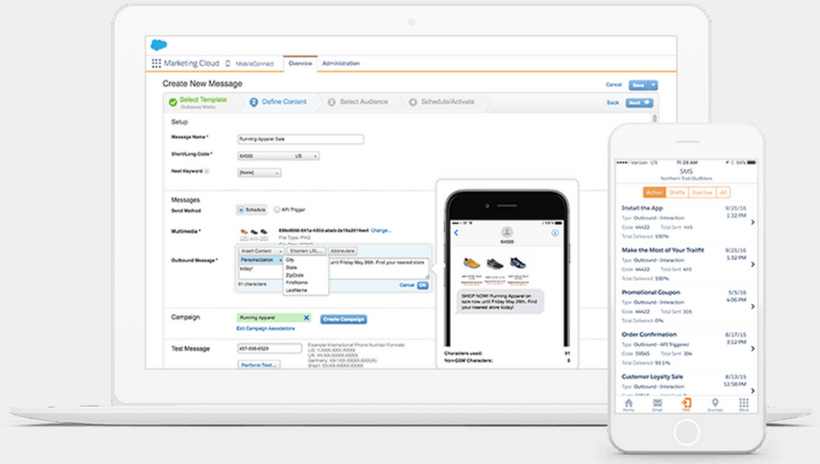
MOBILE STUDIO
QUICKSTART

Get your Mobile Studio up and running in just **25 hours**.



Discover & Design

Kick-off meeting
Requirement Gathering
Data Understanding
Users & Permissions

Develop

- Setting up Target Audience
- Message Customization with personalized attributes
- Shortcode installation
- SMS Integration in journeys

Deploy

User Guide and Training
Go-Live Support

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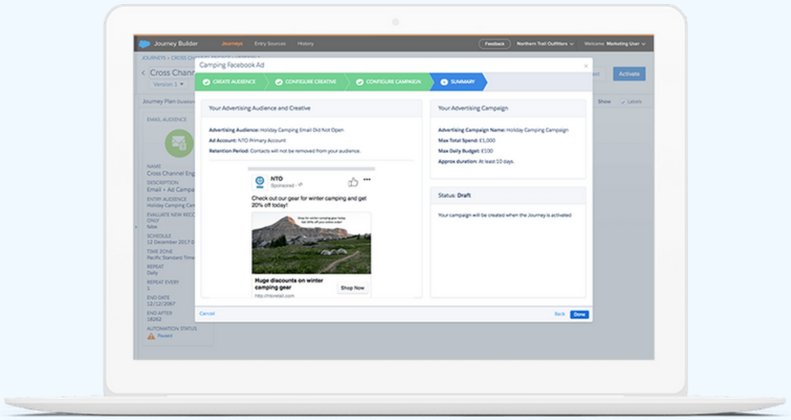
AD STUDIO
QUICKSTART

Get your AD Studio up and running in just **35 hours**.



Discover & Design

Kick-off meeting
Requirement Gathering
Data Understanding
Users & Permissions

Develop

- Configure Facebook, Google & LinkedIn Accounts
- Create Audience
- Integrate with data extensions
- Sync Facebook Lead Form
- Sync Facebook Campaigns
- Integration with existing journey or create a new journey
- Use of FB campaigns
- Best practice consulting

Deploy

User Guide and Training
Go-Live Support

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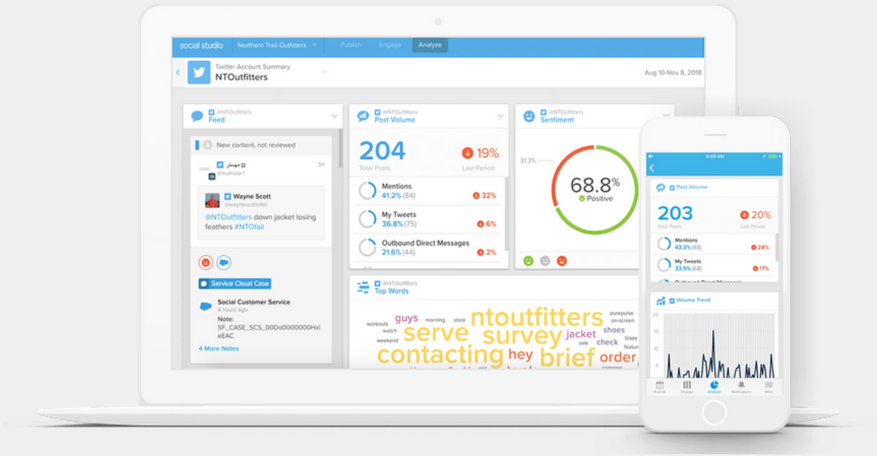
SOCIAL STUDIO
QUICKSTART

Get your Social Studio up and running in just **35 hours**.



Discover & Design

Kick-off meeting
Requirement Gathering
Data Understanding
Users & Permissions

Develop

- Setting up Social Channels
- Set up posts scheduling
- Set up Engagement Macros
- Create users
- Create topic profiles
- Create up to keyword profiles
- Case Synchronization
- Lead Synchronization
- Create up to dashboard
- Create up to workbenches
- Create up to standard data sets

Deploy

User Guide and Training
Go-Live Support

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Connect with us today to know more about our Marketing Cloud QuickStart packages!

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