

## CASE STUDY

# American Choral Directors Association

Supporting Choral Directors with Marketing Cloud Account Engagement (Pardot)

## Goals

Expanding membership required flexible technologies.

The American Choral Directors Association (ACDA) is a membership organization dedicated to inspiring excellence and nurturing lifelong involvement in the choral arts. ACDA provides a wealth of benefits to its members, including professional development and networking opportunities, choral repertoire, publications, awards and competitions, a career center, and more. ACDA had chosen to move onto a Salesforce-based Association Management System (AMS), Fonteva, and sought a marketing automation solution that would offer additional features and ease of use while integrating well with that core system.



Marketing Cloud Account Engagement (formerly Pardot) has been really helpful in terms of the automated emails, engagement paths, and one-on-one emails we could set up for routine requests. That's been a great improvement in terms of efficiency and tracking.

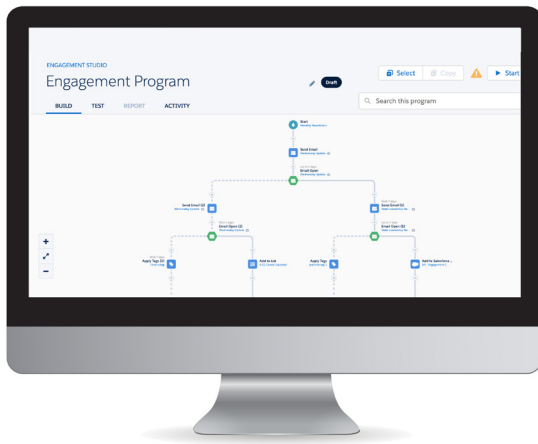
### Sundra Flansburg

*Director of Membership and Communications  
American Choral Directors Association*

## Challenges

Aging systems no longer met growing needs.

- Legacy email management solutions no longer suited the organization's needs as it grew
- The organization had recently implemented a Salesforce-based Association Management System (AMS) and wanted a solution that integrated well with that AMS.
- ACDA wanted to easily segment lists, capture additional information about user preferences, and automate certain processes, including reminders about membership renewals.



*Informed by real-time Salesforce data, ACDA now utilizes an automated member engagement path to encourage early renewals*

## Solutions and Results

Collaboration and training simplify the move.

### Personalized Communication

Fionta performed a thorough yet tailored Discovery phase with key ACDA staff and stakeholders, reviewing existing systems, data, and business processes with an eye toward ensuring the new Marketing Cloud Account Engagement (MCAE, formerly known as Pardot) implementation was easy to use for key stakeholders.

### Streamlined Integration

Integration with Fonteva and list migration from Constant Contact set the stage for ACDA's success.

### Reduced Touchpoints

Previously manual processes have been automated, and ACDA has a stable of branded email templates and marketing assets that meets its needs for both standard and one-off email communications.

### Transition Support

Fionta's training on MCAE allowed ACDA to see a quick return on its investment in the solution. Constant monitoring of court websites for any changes (i.e., a new judge is assigned or a case is rescheduled) and sending an SMS alert when changes occur.

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