



FACT SHEET APEXON & SALESFORCE

EXPERIENTIAL MARKETING

Deliver a new type of experience, increase marketing effectiveness, streamline lead generation, and build brand loyalty through the power of Salesforce



salesforce

MARKETING TRANSFORMATION

In wake of the massive shift towards digital, marketing teams must reinvent their methodologies to accomodate changes in customer needs and keep up with the competition. Today's consumers expect experiences that go far beyond a digital product page and shopping cart. Experiential marketing enables consumers to not just buy products or services, but to actually experience the brand. Marketing teams must align their processes and activities with the following desired outcomes:

- Personalized engagements
- Memorable experiences
- Emotional connections with the brand and its products and/or services
- Brand trust



ELEVATING YOUR CUSTOMER EXPERIENCE

With the help of Salesforce and its connected suite of marketing applications, Apexon can guide you through the process of delivering exceptional customer experiences. From defining your target personas and journeys, to articulating goals, to deploying the right Salesforce marketing toolset for your organization, we are here with you every step of the way. Our team, composed of digital marketers and Salesforce Marketing Consultants, will help you boost brand authenticity, cultivate trust, increase lead generation, and realize extreme ROI on your marketing strategy.

SALES TRANSFORMATION APPROACH

STAGE 1: KICK-OFF, ADVISORY, & DISCOVERY

Apexon's Salesforce Marketing Consultants will work with you to validate your business case and define the project scope. This will help you identify the marketing capabilities you need to accomplish your goals. This might include defining customer journeys, personalized email campaigns, social marketing, SEO, and website personalization. We will also help you select the right Salesforce marketing toolset including Marketing Cloud (Email Studio, Social Studio, Customer Journeys, Interaction Studio, etc.) and Pardot, to achieve your business objectives.

STAGE 2: BUSINESS PROCESS & JOURNEY MAPPING

During this stage, we will work with your team to define your target personas, map out your desired customer journeys, and identify opportunities to streamline marketing processes. Apexon will help you deploy a flexible solution to address your current and future marketing goals.

STAGE 3: IMPLEMENTATION & TRAINING

Apexon's certified Marketing Cloud and Pardot consultants will configure a solution to achieve your marketing objectives and integrate it with the data sources that drive and inform your customer interactions. We will train your marketing team to execute your marketing plan on the platform, but will be there to support you when you need a little extra help.

STAGE 4: FUTURE ENHANCEMENTS

Apexon will help your company expand usage of the platform to fully realize your marketing objectives and maximize your ROI. We offer flexible support models to help you at every step of your Salesforce journey, including dedicated managed service teams, or a bucket of hours for you to draw from when you need help.

A WINNING COMBINATION

Transforming your marketing practices is difficult, but we're here to help. Apexon's proven track record of success ensures your business will get the most out of your Salesforce marketing platform and realize the ROI that you expect. Personalize the customer journey, build a stronger human connection, and create powerful digital experiences that will keep your customers returning for more. The time to create memorable experiences around your brand is now, so let's get started!



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators – putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

