



digital additive

Delivering on the Promise of One-to-One: Marketing Cloud Implementation and Launch

Since 2013, we've focused on setting up "send-ready" Salesforce Marketing Cloud (SFMC) accounts to meet our clients' business needs. We ensure your platform and data are configured to get the right messages to the right customers at the right time.

This experience, alongside our multi-year client partnerships and our expertise working exclusively within the Salesforce Marketing Cloud platform, truly sets us apart.



Implementation Goals

- Implement the Salesforce Marketing Cloud platform to support your communication needs
- Support a personalized relationship with your customers at scale
- Build a foundation for future growth
- Maximize the value of SFMC to get the most out of your platform investment



SFMC Implementation Approach

- Regular platform-focused meetings with your team
- Configuration of key SFMC elements with best-practice guidance including:
 - Business unit setup
 - Sender Authentication Package
 - Sender Profiles and Reply mail management setup
 - Migration of existing unsubscribe data
 - Web Analytics Connector setup
- IP warmup plan
- Platform walkthrough with key users



Customized Set up Support

- SFMC data architecture planning
- Migration planning and execution
- Integration with other Salesforce Cloud(s)
- Enablement and set up of external data feeds
- Email template development - with non-technical users in mind
- Preference Management setup
- Automated program use case planning and journey mapping
- Journey/Automation buildouts + go live monitoring
- Customized training on your SFMC instance

Want to know more? We're looking forward to it!

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PARTNER
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