



# Discover how KPMG can help you get the most from your investment in Salesforce Marketing Cloud

At KPMG, our goal is to help companies build capabilities critical to thriving in highly disruptive environments. We understand that one of the main issues faced by marketers is to know their customers, engage them, personalize and redefine customer experience across each and every touch point.

Marketing has undergone exceptional transformation in recent years, where the affiliation between customers and brands has evolved significantly. Guided by the proliferation of smart devices, far-reaching presence of technology, the emergence of digital native, culture of 24/7 connectivity, and the deep penetration of social media.

## Marketers' top challenges may impact companies top- and bottom-line, and current and future performance

In today's online marketing world, organizations are continually creating campaigns that are personalized to customers and customer groups globally. A healthy dose of customer data and business intelligence is required to drive scale.

### Marketers' top challenges

Real-time customer engagement	
Single view of customers across business units	
Cohesive customer journey across disparate channels and devices	

### Challenges by the numbers<sup>1</sup>

**90%** of marketers say their digital engagement strategy and marketing mix have **changed since the pandemic**

**78%** Of marketers have **changed or reprioritized metrics**

**33%** of marketers are satisfied with their ability to **create more relevant experiences with customer data**

## Salesforce Marketing Cloud (SFMC) helps deliver exceptional brand experiences across channels through its digital marketing platform.

SFMC can help companies evolve, adapt and scale rapidly in today's dynamic market environment, enabling businesses to send the right message at the right time based on personalization data from the world's leading CRM. This can lead to more effective marketing campaigns and business growth.

(1) Source: Salesforce, "State of Marketing in 2021" (August 2021)

# KPMG has the hands-on experience to help companies adopt and effectively use SFMC

We have a defined, tried and tested Salesforce Delivery Model. We use an agile approach, customized based on the client and industry, to retain flexibility and nimbleness as we work through SFMC planning and configuration. We aim to strike the right balance between efficient and effective agile delivery and quality safeguards and controls.



**ADVISORY** - Strategic guidance and planning for SFMC implementations, maturity model, gap analysis, roadmap creation and design



**CROSS-CLOUD SOLUTION DESIGN** - Environment architecture and solution design, personalization field mapping, security



**IMPLEMENTATION AND MIGRATION** - Migration of campaigns and configuration from existing platform and build out of the SFMC org



**MANAGED SERVICES** - Campaign creation, scheduled and automated sends, ongoing maintenance, reporting, etc.

We also understand how hard it is to deliver successful change within a marketing team so we offer a tried and tested, people-centric approach to end-user enablement and training. Our deep understanding of Marketing Cloud products will help companies use these products to maximum effect.

- Journey builder
- Customer 360
- Mobile studio
- Email studio
- CDP
- Advertising studio
- Marketing cloud personalization
- Marketing cloud intelligence

## Contact us

For more information on how KPMG can help you maximize your investment in Salesforce Marketing Cloud, talk to us today.



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## The KPMG difference

We go beyond initial strategy and implementations to long-term optimization, analytics, campaign management, additional channels, and other offerings to help make sure Salesforce Marketing Cloud is being used to its fullest potential.

### FOCUS ON SUCCESS

We're focused on helping to drive business outcomes and best-of-breed marketing strategies, not just IT implementations.

### WE LOCK ARMS

Our approach is to work with you rather than simply execute.

### SFMC #1

We know SFMC, and we'll help you avoid common pitfalls to help deliver on a successful outcome.

### ACCELERATORS

Our tested methods, assets, and tools help to accelerate benefits and value.

## Value-focused solutions

Our clients can expect value-focused, performance driven solutions to their marketing challenges. We know with the right design and implementation strategy, companies can enhance customer experience and drive profitable growth. Companies effectively using Salesforce Marketing Cloud provide their customer with leading customer experiences across channels, customize their interactions with customers according to their real-time behaviors and realize a better return on marketing spend.

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