



CONFIGURATIONS THAT DRIVE
VALUE FROM SALESFORCE

MOBILE MARKETING STRATEGIES

Mobile marketing capabilities such as SMS messaging and push notifications, which allow businesses to reach customers on their mobile devices.

MOBILE STRATEGIES

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Enable Salesforce Mobile App for your sales team

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Use Salesforce Mobile Publisher to build mobile apps with Salesforce data

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Set up push notifications for events, such as new leads or opportunities

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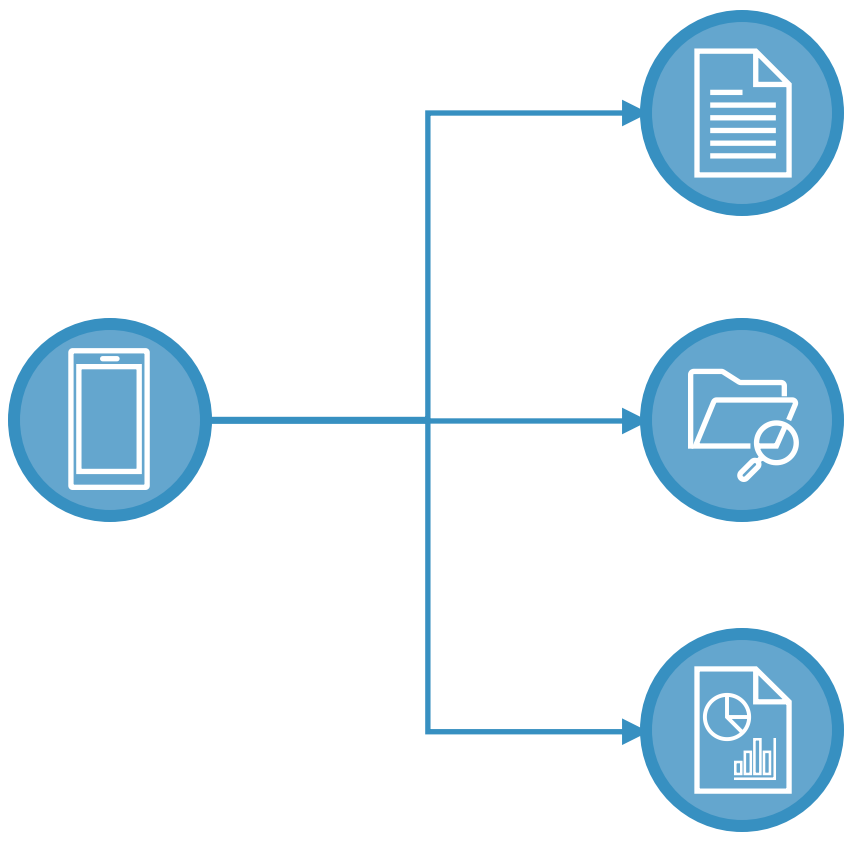
Implement mobile ad campaigns through Salesforce

ENABLE SALESFORCE MOBILE APP FOR YOUR SALES TEAM

Let's say you run a software company, and your sales team is responsible for selling software solutions to various clients. By enabling the Salesforce Mobile App, your sales team can access critical customer information on-the-go, such as contact details, previous interactions, and purchase history. This feature can help them stay connected with clients, even when they're away from their desks.

Additionally, the Salesforce Mobile App can provide your sales team with real-time updates on new leads and opportunities. This can enable your sales representatives to act quickly on new leads and opportunities, ensuring that they don't miss out on potential sales. Furthermore, with the ability to access reports and dashboards from their mobile devices, your sales team can stay on top of sales performance metrics and make data-driven decisions.

Overall, enabling the Salesforce Mobile App for your sales team can enhance productivity and efficiency, resulting in increased sales and revenue for your business.



USE SALESFORCE MOBILE PUBLISHER TO BUILD MOBILE APPS WITH SALESFORCE DATA

Let's say you run a healthcare organization, and you want to provide your patients with a mobile app that allows them to access their medical records and schedule appointments. With Salesforce Mobile Publisher, you can build a custom mobile app that integrates with your Salesforce data, making it easy for patients to manage their healthcare information from their mobile devices.



By using Salesforce Mobile Publisher to build your mobile app, you can ensure that your patients' data is secure and protected. Salesforce's robust security features and data encryption protocols can help you meet regulatory compliance requirements and protect sensitive patient information.

Moreover, by providing your patients with a mobile app, you can improve the overall patient experience. Patients can schedule appointments, access their medical records, and communicate with their healthcare providers in real-time, all from the convenience of their mobile devices. This can result in increased patient satisfaction and loyalty.

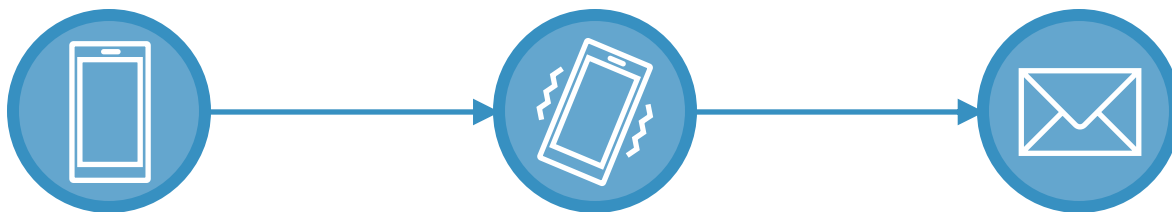
Additionally, by building a mobile app with Salesforce Mobile Publisher, you can streamline your internal operations. For example, you can build a mobile app for your field service technicians that integrates with your Salesforce data, allowing them to access work orders, update service requests, and communicate with customers in real-time. This can result in increased efficiency and productivity, ultimately leading to improved customer satisfaction and revenue growth.

Overall, using Salesforce Mobile Publisher to build mobile apps with Salesforce data can enhance your business operations and improve the customer experience.

SET UP MOBILE PUSH NOTIFICATIONS FOR SPECIFIC EVENTS, SUCH AS NEW LEADS OR OPPORTUNITIES

Let's say you run a retail business, and your sales team is responsible for identifying and closing new sales opportunities. By setting up mobile push notifications for new leads or opportunities, your sales representatives can receive real-time alerts on their mobile devices, ensuring that they can act quickly on new opportunities.

For example, when a new lead is added to Salesforce, a push notification can be sent to the appropriate sales representative, alerting them to the new lead. This can enable the sales representative to follow up with the lead promptly, increasing the likelihood of converting the lead into a sale. Similarly, when a new opportunity is created, a push notification can be sent to the sales representative responsible for the account, enabling them to stay on top of the opportunity and close the sale quickly.



In addition to improving sales efficiency, setting up mobile push notifications can also enhance communication and collaboration among team members. For example, if a sales representative is out of the office, they can still receive push notifications on their mobile device, ensuring that they stay up-to-date on important events and activities.

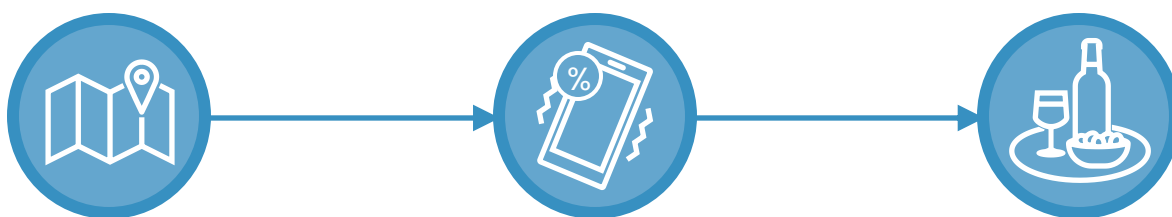
Overall, setting up mobile push notifications for specific events can improve sales efficiency and collaboration, resulting in increased revenue and customer satisfaction for your business.

USE MOBILE GEOLOCATION TO TARGET CUSTOMERS BASED ON THEIR LOCATION

Let's say you run a restaurant chain, and you want to increase foot traffic at your locations. By using mobile geolocation, you can target customers who are in the vicinity of your restaurants with personalized offers and promotions. For example, you can send push notifications to customers who are within a certain distance of your restaurant, offering them a discount on their meal or a free appetizer.

By targeting customers based on their location, you can increase the relevance and effectiveness of your marketing campaigns. Customers are more likely to respond positively to offers that are relevant to their immediate needs and interests. Moreover, by using mobile geolocation, you can reach customers in real-time, increasing the likelihood that they will act on your offer and visit your restaurant.

In addition to improving customer engagement, using mobile geolocation can also provide you with valuable insights into customer behavior and preferences. By tracking the location data of your customers, you can gain a better understanding of where your customers are coming from, how often they visit your locations, and what types of offers and promotions are most effective at driving foot traffic.



Overall, using mobile geolocation to target customers based on their location can improve customer engagement, drive foot traffic, and provide you with valuable insights into customer behavior and preferences.

ENABLE MOBILE TRACKING TO MONITOR CUSTOMER BEHAVIOR AND ENGAGEMENT

Let's say you run an e-commerce business, and you want to track customer behavior and engagement on your mobile app to improve your marketing campaigns and drive more sales. By enabling mobile tracking, you can monitor customer actions and interactions on your mobile app, such as page views, clicks, and purchases.

By tracking customer behavior and engagement, you can gain valuable insights into how your customers are using your mobile app and what types of products or services they are interested in. This information can help you optimize your marketing campaigns and personalize your messaging to better resonate with your target audience. For example, you can use the data to send targeted push notifications and in-app messages to customers who have shown an interest in a particular product or category.



Moreover, by tracking customer behavior and engagement, you can identify areas of your mobile app that may need improvement. For example, if you notice that customers are frequently abandoning their shopping carts at a certain point in the checkout process, you can use this information to make changes to the user experience and improve conversion rates.

Additionally, by using mobile tracking, you can measure the effectiveness of your marketing campaigns and track key performance indicators (KPIs) such as click-through rates, conversion rates, and revenue. This can enable you to make data-driven decisions and optimize your marketing efforts for maximum ROI.

Overall, enabling mobile tracking to monitor customer behavior and engagement can provide you with valuable insights into customer behavior, improve your marketing campaigns, and drive more sales for your business.

USE MOBILE-FRIENDLY EMAIL TEMPLATES TO OPTIMIZE EMAIL CAMPAIGNS FOR MOBILE DEVICES

Let's say you run an e-commerce business, and you want to improve the effectiveness of your email marketing campaigns. By using mobile-friendly email templates, you can ensure that your emails are optimized for viewing on mobile devices, which are increasingly becoming the primary way that customers access their email.

By using mobile-friendly email templates, you can ensure that your emails are easy to read and navigate on a small screen. This can improve the overall user experience and increase the likelihood that customers will engage with your emails and take the desired action, such as making a purchase or visiting your website.

Moreover, by using mobile-friendly email templates, you can improve the deliverability and open rates of your emails. Many email clients prioritize mobile-friendly emails in their inbox, and emails that are not optimized for mobile devices may be flagged as spam or deleted without being read.

Additionally, by using mobile-friendly email templates, you can track and measure the effectiveness of your email campaigns. For example, you can use email analytics tools to track open rates, click-through rates, and conversions, enabling you to identify areas of your email campaigns that may need improvement and make data-driven decisions to optimize your marketing efforts.

Overall, using mobile-friendly email templates to optimize email campaigns for mobile devices can improve the effectiveness of your email marketing campaigns, increase customer engagement, and drive more sales for your business.



IMPLEMENT SMS MESSAGING CAMPAIGNS THROUGH SALESFORCE

Let's say you run a retail business, and you want to increase sales and engagement with your customers. By implementing SMS messaging campaigns through Salesforce, you can reach your customers directly on their mobile devices, which are increasingly becoming the primary way that customers access information.

By using SMS messaging campaigns, you can send personalized messages and promotions directly to your customers' mobile devices. For example, you can send a text message to customers who have previously made a purchase, offering them a discount on their next purchase or alerting them to a sale or promotion. This can increase customer engagement and encourage repeat purchases.



Moreover, by implementing SMS messaging campaigns through Salesforce, you can automate and streamline your marketing efforts. You can use Salesforce's automation tools to trigger SMS messages based on customer behavior and interactions with your brand, such as abandoned carts, website visits, or email opens. This can save you time and resources, while also ensuring that your messaging is timely and relevant to your customers' needs.

Additionally, SMS messaging campaigns can help you reach customers who may not be actively checking their email or social media accounts. Since SMS messages are typically read within minutes of being received, they can be an effective way to reach customers in real-time and encourage immediate action, such as making a purchase or visiting your website.

Overall, implementing SMS messaging campaigns through Salesforce can improve customer engagement, increase sales, and automate and streamline your marketing efforts, making it a valuable tool for businesses looking to reach their customers on their mobile devices.

SET UP MOBILE LANDING PAGES OPTIMIZED FOR MOBILE BROWSING

Let's say you run a real estate business, and you want to generate more leads and improve the user experience for potential clients who are searching for properties on their mobile devices. By setting up mobile landing pages optimized for mobile browsing, you can ensure that your website is easy to navigate and provides a seamless user experience for mobile users.



By optimizing your landing pages for mobile devices, you can improve the overall user experience and increase the likelihood that potential clients will engage with your content and take the desired action, such as submitting an inquiry form or calling your office.

Moreover, by setting up mobile landing pages, you can track and measure the effectiveness of your marketing campaigns. For example, you can use Salesforce's analytics tools to track page views, conversion rates, and bounce rates, enabling you to identify areas of your marketing campaigns that may need improvement and make data-driven decisions to optimize your marketing efforts.

Additionally, by setting up mobile landing pages, you can improve the SEO (search engine optimization) of your website. Since Google and other search engines prioritize mobile-friendly websites in their search results, optimizing your landing pages for mobile browsing can improve your website's ranking in search results and drive more organic traffic to your website.

Overall, setting up mobile landing pages optimized for mobile browsing can improve the user experience for potential clients, increase the likelihood of conversion, and drive more organic traffic to your website, making it a valuable tool for businesses looking to improve their digital marketing efforts.

USE MOBILE SOCIAL MEDIA INTEGRATION TO ENGAGE CUSTOMERS ON SOCIAL MEDIA PLATFORMS

Let's say you run a fashion retail business, and you want to increase engagement and sales through social media channels. By using mobile social media integration through Salesforce, you can connect your social media accounts and monitor customer engagement on social media platforms, such as Facebook, Twitter, and Instagram.

By using mobile social media integration, you can easily respond to customer inquiries, comments, and reviews in real-time, improving the overall customer experience and increasing customer satisfaction. This can also help you identify areas of your business that may need improvement, such as product quality or customer service, and make data-driven decisions to optimize your business operations.

Moreover, by using mobile social media integration, you can track and measure the effectiveness of your social media marketing campaigns. For example, you can use Salesforce's analytics tools to track the number of likes, shares, and comments on your social media posts, as well as the conversion rates of social media campaigns. This can help you identify which social media channels and campaigns are most effective at driving engagement and sales, enabling you to optimize your social media strategy for maximum impact.

Additionally, by using mobile social media integration, you can leverage user-generated content (UGC) to promote your brand and products. For example, you can encourage customers to share photos of themselves wearing your clothing on social media and feature the best UGC on your website or social media accounts. This can help build brand loyalty and drive engagement and sales among your target audience.



Overall, using mobile social media integration to engage customers on social media platforms can improve the overall customer experience, increase engagement and sales, and provide valuable insights into customer behavior and preferences, making it a valuable tool for businesses looking to optimize their social media marketing efforts.

IMPLEMENT MOBILE AD CAMPAIGNS THROUGH SALESFORCE

Let's say you run an e-commerce business, and you want to increase sales and brand awareness through mobile advertising. By implementing mobile ad campaigns through Salesforce, you can create targeted ads that reach your ideal customer base and drive conversions.



By using Salesforce's mobile ad campaign management tools, you can create, manage, and track mobile ad campaigns across multiple channels, including social media platforms, search engines, and display networks. This enables you to reach your target audience wherever they are and drive engagement and sales.

Moreover, by using mobile ad campaigns, you can track and measure the effectiveness of your advertising efforts in real-time. For example, you can use Salesforce's analytics tools to track the number of impressions, clicks, and conversions generated by your ad campaigns, as well as the return on investment (ROI) of each campaign. This enables you to optimize your ad campaigns for maximum impact and make data-driven decisions to improve your advertising efforts.

Additionally, by using mobile ad campaigns through Salesforce, you can leverage advanced targeting capabilities to reach your ideal customer base. For example, you can target ads based on demographics, interests, behaviors, and location, enabling you to reach customers who are most likely to be interested in your products or services.

Overall, implementing mobile ad campaigns through Salesforce can improve the effectiveness of your advertising efforts, increase engagement and sales, and provide valuable insights into customer behavior and preferences, making it a valuable tool for businesses looking to optimize their mobile advertising strategy.

QUESTIONS?

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