

Delivering a Multi-Brand, Enterprise Marketing Cloud Implementation

The Situation

As ScottsMiracle-Gro (Scotts) focused on expanding its portfolio of brands, teams across the company began to experience challenges with efficiencies, data collection, and strategy alignment. After the move to Salesforce Service Cloud helped ease some of these pain points, Scotts soon committed to a wider adoption of the Salesforce platform. However, it was clear that the simultaneous implementation of Commerce and Marketing Clouds would pose a significant challenge, so Scotts partnered with Bold Orange. We helped facilitate the company's enterprise-level digital transformation, streamlining marketing automation efforts, eliminating data silos, and driving seamless integration across Scotts' tech stack.

The Approach

The first phase of the project focused on architecture, with our team determining how to structure data flow to enable single-customer visibility across Scotts' portfolio. We started with a proof-of-concept that would bring the vision to life for select brands within the Scotts ecosystem. In doing so, we were able to efficiently validate architectural design decisions, refine data migration processes, build the necessary integrations with other systems, and create repeatable assets. This allowed for an accelerated and scalable approach to the migration of remaining Scotts brands.

The Impact

Our team successfully migrated nine of Scotts' brands onto Salesforce Marketing Cloud from various vendors in less than a year—a true feat of efficiency. But we didn't just stop at the migration; we also identified additional ways the Scotts team could leverage Marketing Cloud Personalization through interstitial pop-ups and subscriber acquisition forms. This allowed Scotts to further consolidate their vendors and go "all in" on Salesforce.



Solution Overview

- Stable data model that integrates Service, Commerce, and Marketing clouds for a 360 customer view
- Custom Preference Center, integrated with Service Cloud
- Transactional Sends, integrated with Service Cloud and Commerce Cloud
- Behavior-based Sends with Interaction Studio open-time data
- Interaction Studio leveraging CloudPage Subscriber Acquisition forms, Integrated with Service Cloud



"This truly was a coordinated effort between Bold Orange and ScottsMiracle-Gro to ensure there was no consumer impact or downtime while launching a new website and marketing automation platform at the same time. This was no easy feat, and I'm so impressed with the team's ability to pull this off."

Julie Johnson
BOCO Technology Team