



MARKETING CLOUD JUMPSTART

salesforce

a Turnberry Salesforce solution

TIME FRAME: 6-8 weeks

TEAM: Experienced Marketing Cloud Consultant

designed to deliver the jumpstart **YOUR MARKETING TEAM NEEDS**

Everything you need to stand up your Marketing Cloud instance in six to eight weeks

- Integrated marketing automation solution for your Salesforce instance
- Reusable and configurable email templates
- Improved customer engagement and personalization
- Reduced costs with targeted experiences
- Visibility into key campaign metrics & KPIs

WHAT'S INCLUDED

1 Discovery + Exploration

- Discovery sessions to gather information around existing marketing processes and structure
- Identify what information and data will be captured and how teams will interact with lead and customer data
- Understand key metrics and KPIs
- Summarize findings and learnings through business requirements documentation

3 Training

- Conduct training sessions for super users and trainers so they are prepared to conduct end user training
- Create and share training material related to the Marketing Cloud jumpstart configuration

2 "The Jumpstart"

- Configure Marketing Cloud to align with your desired marketing processes
- Configure reusable email, landing page, and journey templates to streamline future content build
- Define and implement a data management strategy integrated with Salesforce
- Conduct test email send, prior to the first official email send
- Configure user accounts and security

4 Readiness and Support

- Conduct and support the first email send
- Support the marketing team following the first email send

WHY TURNBERRY?



The nation's leading companies partner with Turnberry for our holistic approach to Salesforce solutions, flexible engagement model, and top Salesforce talent of all levels. Turnberry's Salesforce capabilities combine all the perks you get from a large-scale system integrator, like national reach and breadth of expertise, with all the benefits of a boutique player, including flexible engagements and exceptional talent.

You can rely on our team's deep expertise in the manufacturing, legal, healthcare, and life sciences industries, and our proven track record helping clients realize the value of their Salesforce investments.

Already using Marketing Cloud? Turnberry offers a variety of packages to evaluate and optimize your existing Salesforce products. Reach out to info@turnberrysolutions.com to learn more.