

Client

GlobalEasts Corporation

## **Project Overview**

GlobalEats Corporation is a multinational food and beverage conglomerate with a diverse portfolio of brands spanning across various cuisines and consumer demographics. Starting from quick-service restaurants to premium dining experiences, GlobalEats Corporation caters to a wide range of tastes and preferences, operating in multiple countries worldwide.

## **User Problems**

GlobalEats Corporation faced considerable challenges in aligning their marketing efforts across their extensive brand portfolio. With each brand operating independently and utilising disparate marketing platforms, they struggled to maintain consistency in messaging and branding. Furthermore, they lacked real-time visibility into campaign performance and customer insights, hindering their ability to optimise marketing strategies effectively.

## **Kodehash Solutions**

To address these challenges and streamline their marketing operations, GlobalEats Corporation partnered with the Kodehash Salesforce team. Kodehash, as a leading provider of cloud-based marketing technologies proposed a comprehensive solution leveraging their advanced marketing cloud platform tailored to the unique needs of GlobalEats Corporation.

### **How Kodehash Team Proceeds:**

#### **1. Centralised Marketing**

The Salesforce team at Kodehash implemented a centralised Marketing Cloud hub that served as a unified platform for all brands within GlobalEats Corporation. This hub facilitated seamless collaboration, allowing for consistent branding, messaging, and campaign management across all brands and regions.

#### **2. Customised Brand Templates**

The customised brand templates within Kodehash marketing cloud, ensuring each brand's unique identity while adhering to corporate branding guidelines. These templates streamlined the creation and deployment of marketing assets, reducing time-to-market and ensuring brand consistency.

#### **3. Real-time Analytics and Reporting**

Leveraging the robust analytics capabilities of Marketing Cloud, Kodehash provided GlobalEats Corporation with real-time insights into campaign performance, customer engagement, and ROI. Customised dashboards and reports enabled stakeholders to monitor key metrics and make data-driven decisions to optimise marketing strategies.

#### **4. Cross Channel Integration:**

The Salesforce team integrated the marketing cloud with GlobalEats' existing marketing channels, including social media, email and mobile apps. This seamless integration enabled cross-channel marketing automation, personalised messaging, and coordinated campaign execution across multiple touchpoints.

## **Project Challenges**

Throughout the implementation process, Kodehash Salesforce team encountered several challenges:

- Multinational Deployment required careful coordination and localisation to accommodate varying regulatory requirements and cultural nuances.
- Brand customisation for each brand within GlobalEats Corporation necessitated close collaboration with brand managers and creative teams to ensure alignment with brand guidelines and aesthetics.
- Driving adoption of the new centralised marketing platform among brand teams and stakeholders required comprehensive training, communication, and change management initiatives to overcome resistance to change and encourage buy-in.

## **Results**

- **Enhanced Brand Consistency**  
Customised brand templates ensured that each brand could maintain its unique identity while aligning with corporate guidelines.
- **Improved Marketing Efficiency**  
Centralised campaign management and automation streamlined marketing operations, reducing manual effort and enabling faster time to market for marketing initiatives.
- **Actionable Insights**  
Real-time analytics and reporting provided actionable insights into campaign performance, customer behaviour, and market trends. This helps stakeholders to make data-driven decisions, optimise marketing strategies, and allocate resources more effectively.
- **Competitive Advantage**  
With Kodehash's advanced marketing cloud solutions, GlobalEats Corporation is able to deliver more impactful and personalised marketing experiences, driving customer engagement and loyalty across all brands and markets.