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# CASE STUDY: ONE HOCKEY

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Mailchimp Integrations



PRESENTED BY

**CloudSharks**

## Summary

One Hockey faced significant challenges due to the disconnect between Mailchimp and Salesforce, which impeded data synchronization, campaign tracking, and workflow automation. This disconnection led to inefficiencies in marketing efforts, emphasizing the need for a robust integration to achieve better alignment, enhanced engagement, and improved return on investment (ROI).

## Challenges

- **Inconsistent ListView Names and Tags:** Updates to the Mailchimp account involved adding new ListView names and assigning corresponding tags to ensure consistency during campaign dispatches. This was crucial for maintaining uniform communication.
- **Manual Campaign Setup:** Each new campaign request required a structured process, beginning with the creation of HTML templates tailored to the campaign content. These templates were then integrated into Mailchimp campaigns, which was time-consuming and prone to errors.
- **Lack of Real-Time Updates:** The absence of real-time data synchronization between Mailchimp and Salesforce led to outdated information, impacting lead management and decision-making.
- **Fragmented Marketing and Sales Efforts:** Without seamless integration, aligning marketing and sales efforts was challenging, resulting in missed opportunities for customer engagement and lower marketing ROI.

## Solutions Implemented

### Integration with Zapier:

- **Automated Data Syncing:** Utilizing Zapier, the integration automated the synchronization of contact data, campaign metrics, and customer interactions between Mailchimp and Salesforce. This ensured real-time updates, enhancing the accuracy and timeliness of data.

### Enhanced Lead Management:

- **Real-Time Data Updates:** The integration facilitated real-time updates, allowing for more effective lead tracking and management within Salesforce. This improved the efficiency of follow-up actions and lead nurturing.

### Streamlined Campaign Tracking:

- **Consistent Data Flow:** By ensuring a consistent data flow between Mailchimp and Salesforce, the integration enabled better campaign tracking. Marketing teams could easily monitor campaign performance and adjust strategies accordingly.

### Workflow Automation:

- **Template Integration:** The integration process was automated to incorporate HTML templates directly into Mailchimp campaigns. This reduced manual intervention, minimized errors, and maintained uniformity in communication.

### Improved Alignment and ROI:

- **Optimized Customer Engagement:** Aligning marketing and sales efforts through seamless integration optimized customer engagement strategies. The synchronized data allowed for more personalized and targeted marketing campaigns, leading to higher conversion rates and improved ROI.

## Challenges

The integration of Mailchimp with Salesforce at One Hockey addressed critical challenges by streamlining data synchronization, enhancing campaign tracking, and automating workflows. The use of Zapier facilitated real-time updates and improved lead management, ensuring consistent and accurate data across both platforms. This alignment between marketing and sales efforts not only optimized customer engagement but also significantly boosted the ROI from marketing initiatives. The comprehensive integration has set a strong foundation for future growth and efficiency in One Hockey's marketing operations.