Salesforce Marketing Cloud is the key to lasting customer relationships thanks to standardised profiles, AI-driven interactions and content personalisation.

Salesforce Marketing Cloud helps you improve your marketing journeys and nurture lasting relationships with your audience. By leveraging comprehensive customer information, you can deliver personalised campaigns across all channels, automate interactions and boost loyalty. With robust analytics and AI capabilities for B2C and B2B e-commerce, this is a leading solution for digital marketing and customer engagement.

In addition, Salesforce Marketing Cloud enables teams to access real-time data, improve efficiency, make decisions and implement targeted marketing strategies for specific audience segments. **As a Salesforce partner, Swisscom guarantees a Marketing Cloud activation aligned with your customers' journeys and brand strategies.**

Benefits of Salesforce Marketing Cloud

Personalised customer experiences

Fine-tune your marketing campaigns by using data to create personalised messages across all channels. We help you to improve customer engagement and loyalty while maximising conversion rates and ROI.

Omnichannel capabilities

Orchestrate your campaigns across multiple channels, including e-mail, social media, mobile and web. We ensure consistent messaging and brand experiences throughout the customer journey to increase engagement and conversion rates.

Automate customer interactions

Reduce marketing workflows and improve efficiency with automation capabilities. By automating repetitive tasks, such as e-mailing, lead nurturing and audience segmentation, your marketing team can spend more time on strategy and creativity.

Enhanced audience management

Leverage robust audience management capabilities to segment and target your customers and prospects with precision. Make use of demographic, behavioural and contextual data to create highly personalised segments and ensure that your messages resonate with the right audience at the right time.

Swiss-compliant customer data management

Through the Hyperforce architecture, which is hosted in Switzerland, we guarantee fully compliant data confidentiality. We ensure that your data remains secure and compliant with local and global regulations such as the GDPR. You can confidently manage your customer information while maintaining regulatory compliance, boosting trust and credibility.

Salesforce Marketing Cloud

swisscom

Salesforce Marketing Cloud capabilities

Email Marketing **Social Media Marketing** **Mobile Marketing** **Journey Builder** **Audience Segmentation** **Marketing Automation** **Analytics & Reporting**

Facts & figures

Basic services

Getting started
Our basic services package includes essential integration offerings to kickstart your Salesforce Marketing Cloud implementation.

– Initial consultation and needs assessment
– Marketing cloud setup and configuration
– Customer data migration
– Audience segmentation setup
– E-mail template design and implementation
– User training and onboarding
– Basic reporting and analytics configuration

Options

Boost your engagement
Enhance your Salesforce Marketing Cloud implementation with our optional services.

– Social media integration and campaign management
– Mobile marketing automation setup
– Journey builder design and customisation
– Advanced audience segmentation strategies
– Custom e-mail personalisation solutions
– Integration with CRM systems (e.g. Salesforce Sales Cloud)
– A/B testing and optimisation strategies

Supplementary services

Complete your marketing ecosystem
Take your Salesforce Marketing Cloud implementation to the next level with our supplementary services.

– Predictive analytics implementation
– Advanced journey automation workflows
– Cross-channel campaign coordination
– Custom API integrations with third-party systems
– Dynamic content personalisation solutions
– Martech tools health check and performance optimisation
– Integration with IoT devices for enhanced customer engagement

For more information and to get in touch with our experts, visit: https://swisscom.ch/salesforce

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