

Our partnership with Salesforce



We are Edit, a data and tech consultancy.

We optimise customer connections by supercharging first-party data in an ethical and privacy-first way. We generate exceptional ROI through the intelligent application of strategy, data and marketing tech to deliver hyper-personalised customer journeys.

Unlike other CRM agencies, our purpose is not simply to design creative and push out campaigns, but to get to the very fundamentals of what a successful CRM programme should look like. We strip everything back to our client's core objectives and take a data-driven, consultative approach, something we like to call Transformational CRM.

Our Transformational CRM approach places impact over input. Our clients trust us to do the alchemy that turns data – their most valuable asset – into revenue. We can also help ensure that the newest and most up-to-date principles are presented to consumers in a way that makes them feel reassured that they are in control of how their data is used.

|| Edit have been brilliant at helping us extract value from our data. They have provided full-service CRM and strategy support, customer journey planning, data and propensity modelling and tech consultancy, to help shape our automation with Salesforce Marketing Cloud.

Aisha Anderson

Head of CRM, Shell Fleet Solutions

Our Salesforce partnership

Building a Salesforce Practice with a specific focus on the Salesforce Marketing Cloud stack enables Edit to extend our expertise in deploying and configuring marketing technology to our clients through:

- Engagement – engage your customers from anywhere with intelligent marketing automation
- Personalisation – speak to customers with the right message at the right time
- Intelligence – connect your entire ecosystem of marketing data using AI-powered data integration
- Customer Data Platform – unlock the value of real-time customer data and create a single source of truth (SSoT)

Delivering seamless customer experiences

Customers demand relevant, personalisation experiences across their interactions with brands across many channels and complex customer journeys.

The right marketing technology stack can enable you to effectively understand, manage and automate one-to-one, personalised customer experiences from end to end. From identifying target audiences to building tailored customer journeys that cover contact rules, personalisation strategies, and the co-ordination of them across different channels and touchpoints.

Technology alone is no silver bullet without a plan or purpose. Edit's team have experience from across the B2B and B2C space and can help you to focus in on what matters most. By defining the overall vision and marketing technology roadmap, we'll enable you to prioritise, communicate internally and manage expectations.

Our approach to Transformational CRM strategy

We like to approach strategy in a clear and understandable way so that when it's applied, it sticks. We collaboratively explore with our clients where they are at any given point in time by breaking down the strategy into the following sections and using everything we discover to start to create a plan of action to achieve their long-term or overall aims.

Customer centricity

We say that we are customer centric and we make sure customers are the focal point of every part of our strategy.

Balanced insights

We are a data-driven marketing consultancy, but only when we need to be. We know data has its place, but the most powerful customer insight is balanced – drawing upon the right tools within the right context.

Value exchange

At the heart of everything we do is the value exchange between the customer and the business we're working with – our work aims to satisfy and benefit both parties.

Personalisation

On its own, personalisation doesn't mean anything. You may want 'omni-channel personalisation'. But we're more interested in why you want it. What do you want your customers to do as a result?

Data strategy

We like to think of customer data as the words within a conversation between the customer and the business we're working with. When we say data strategy, we mean customer data capture, enhancement and re-application to the customer journey – making their experience better.

Customer journey planning

We start by understanding the business, its customer profiles and how those customers interact with the business – that's how we start developing your journeys.

Alignment

Because we're outcome-led, we're obsessed with strategic alignment – to deliver changes in customer behaviour and ultimately impact against core measures for the business.