

Seas The Cloud

Seas the Day with Smarter Marketing

Seas The Cloud - Getting Started Guide

Welcome to Seas The Cloud! We're excited to help you Seas the Day with smarter marketing. This guide outlines what to expect as we begin working together in Salesforce Marketing Cloud.

Step 1: Discovery & Alignment

We'll kick things off with a discovery session to understand your goals, tech stack, audience, and use cases. We'll align on scope, timeline, and success metrics.

Step 2: Licensing Guidance (If Needed)

If you're still evaluating Salesforce Marketing Cloud options, we'll guide you through the licensing and edition selection process to ensure you're set up for success.

Step 3: Strategy & Design

We'll map out journeys, campaign types, automation flows, and data model needs. Expect wireframes, flow diagrams, and recommendations tailored to your team.

Step 4: Implementation

We build and configure your Marketing Cloud assets including: Data Extensions, Automations, Journeys, Emails, Cloud Pages, and more.

Step 5: Testing & Launch

We test everything together to ensure flawless delivery. Once approved, we support your go-live and keep an eye on performance for the first few cycles.

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Step 6: Post-Launch Optimization

We'll review performance data and help you fine-tune automations, content, and targeting. We're always here to support you as your needs evolve.

Need Help?

support@seasthecloud.com

MonFri, 9am5pm ET

Live support, email, or scheduled calls available