

Salesforce Marketing Cloud Workshop

Plan and Activate Your Marketing Cloud Strategy

Accelerate your adoption of Salesforce Marketing Cloud with our workshop and drive business outcomes related to customer segmentation, data syndication for marketing automation, and insight activation in your customer relationship management solution.

Workshop Overview

In this workshop, we'll help you develop a comprehensive understanding of Marketing Cloud's capabilities and establish an initial backlog for a minimum viable product (MVP) implementation.

Activities include:

- Marketing Cloud education, including scope and architecture
- Building an understanding of your current and future-state vision

This two-hour engagement is offered at no cost, depending on the project scope.



Deliverables

- **MVP Roadmap:** An estimate and planned timeline for your Marketing Cloud MVP implementation, including documentation of the features that will be delivered in each phase.
- **Architecture:** Diagrams that showcase the immediate Marketing Cloud MVP and long-term vision.
- **Planning and Resourcing:** A list of team members and skills needed for Marketing Cloud implementation and long-term support.

Why Perficient

We're an Enterprise Salesforce Partner specializing in CRM, data, AI, and personalization. For more than 15 years, we have built industry-specific Salesforce solutions that help Fortune 1000 organizations enable data-driven decisions and deliver personalization at scale.

- Navigator Expert: Marketing Cloud
- 580+ projects
- 1400+ certifications
- 4.8/5.0 CSAT score



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Only 31% of marketers are fully satisfied with their ability to unify customer data sources.

Source: Salesforce