



MARKETING & PERFORMANCE

Salesforce Marketing Cloud Engagement Accelerator



Strengthen Customer Relationships and Grow Your Business

Understanding and connecting with your customers at the right moment is critical. Perficient's Marketing Cloud Engagement Accelerator lets you centralize your marketing data in one place, giving you a clearer picture of your customers' habits and preferences.

Overview

The Marketing Cloud Engagement Accelerator is a packaged solution conducted in six-to-eight weeks. Deliverables include:

- Ready-to-use email templates
- 2-3 customer journeys
- Data loading setup
- A branded preference center
- IP warming
- A roadmap for using Salesforce Marketing Cloud
- Considerations for future marketing campaigns
- Train-the-trainer handoff

Sample Use Cases

- Sales: Contact your highest-value customers with the right message or offer.
- Service: Use email and SMS to support customer service cases.
- Marketing: Guide prospects and leads through multiple channels to their first purchase.

Why Perficient

We're an Enterprise Salesforce Partner excelling 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.

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



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As a leading Salesforce consulting partner, we are on a mission to harness the power of Salesforce to solve complex business problems.