



# Amazing happens when technology amplifies corporate messaging.

This major retail corporation has a designated email marketing department and needed CDW's help creating several promotional email templates that reflected their new brand guidelines. They also required training resources for the team explaining how to move forward with the templates and replicate them for additional campaigns.

## Opportunity and priorities

- Increase agility – Create easy-to-use email templates in Salesforce Marketing Cloud that allow for quick editing, adjustable creative, and accurate branding.
- Enhance the experience—Provide training sessions and step-by-step instructions for customizing and adapting promotional materials. Deliver consistent messaging to customers that aligns with the new brand guidelines.

## Solutions and services

- Created seven new Salesforce Marketing Cloud email templates.
- Delivered templates allowing the team to edit design content within PowerPoint.
- Established training documentation detailing how to configure the templates to allow for A/B testing.
- Conducted multiple training sessions reviewing how to utilize the templates going forward while soliciting questions and feedback from the team.
- Tested each new email across multiple email clients.

## Outcomes

- Activated seven new custom templates that they can use in their current campaigns or customize for future ones.
- Received detailed documentation on how to edit, replicate, and further customize the templates, as well as perform A/B testing using Path Optimizer and/or Email Studio.

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