



LYONSCG DIGITAL MARKETING SERVICES

Salesforce Marketing Cloud

Strategy, Implementation, and
Support – Optimized for Commerce

BENEFITS

- ✓ Seamlessly integrate Marketing Cloud with other Salesforce solutions including Commerce Cloud
- ✓ Optimize Marketing Cloud for your commerce environment
- ✓ Create a more agile process for developing and deploying emails
- ✓ Develop and deploy data-driven, results-focused campaigns
- ✓ Improve data quality and data management processes
- ✓ Increase customer acquisition and retention

Salesforce Marketing Cloud is a powerful digital marketing platform that enables 1-to-1 personalized, cross-channel customer journeys. When implemented in a commerce environment, it enables retailers and brands to personalize every path to purchase, and deliver the right offer to shoppers at the right time.

From strategy to implementation to campaign development and deployment, LYONSCG offers a comprehensive set of services to help you get the most out of Marketing Cloud. Leveraging our deep knowledge of Salesforce Commerce Cloud, our Marketing Cloud-certified team will ensure that Marketing Cloud is expertly integrated into your commerce environment and optimized for unified commerce across all customer touch points.

STRATEGIC SERVICES

LYONSCG provides strategic services for both new and existing Marketing Cloud implementations. Our digital marketing experts will help you define your ideal state and develop a results-driven marketing strategy. Strategic services include:

Ideal State Definition: Taking into consideration your overarching commerce strategy and objectives, we will define the ideal state for your business, including which data should be housed in Marketing Cloud, how it should be leveraged, and what types of journeys should be implemented.

Roadmap Planning: We will conduct an audit of your current program and develop an overarching email strategy, including unified planning across digital and store channels.

Creative and Campaign Development: We will develop optimal email templates, including mobile, and will outline best-in-class journeys and drip campaigns.

Lifecycle Strategies: We will work with you to develop effective strategies for customer acquisition and retention, including segmentation strategies for personalized journeys.

Data Science: We will conduct a behavioral analysis leveraging cross-channel insight and attribution, and will provide engagement profiling, list churn analysis, and suggestions for frequency optimization.

IMPLEMENTATION SERVICES

Our comprehensive implementation services ensure proper set up and configuration of Marketing Cloud, including integration with Commerce Cloud and other Salesforce Clouds. Customer journeys will be optimized for unified commerce across all customer touch points. Implementation services include:

Core Platform Set Up: We will ensure proper platform set up, including business user configuration, user configuration and role assignments, and Sender Authentication Package configuration/IP management.

Integration with Commerce Cloud: Leveraging our extensive experience with Commerce Cloud, we will integrate the two platforms so that you can successfully trigger journeys, automate email sends, and access transactional reporting data.

Data Architecture Consulting: We will conduct an in-depth solution discovery process, and provide a blueprint for technical development of the platform.

Platform Customization: We can customize the platform to your environment, including preference center configuration, data and profile management configuration, data import, and tracking and predictive intelligence configurations.

Email Automations and Configurations: We will set up journey configurations and triggered email sends and user-initiated sends.

Marketing Cloud Studio Suites: In addition to the core platform, we can also implement additional studios, including Social Studio, Mobile Studio, Advertising Studio, and Web Studio.

SUPPORT SERVICES

Once your strategy is defined and the platform has been implemented, our digital marketing team provides a full array of support services to help you deploy Marketing Cloud and run campaigns. Support services include:

Email Creative Production: We will develop responsive, data-driven design templates, optimized through design and usability testing, design assessments, and trends analysis. We can also provide copywriting services.

Campaign Execution: We will set up your campaigns, including creative import, segmentation, testing, and deployment.

Platform Training: We will train your internal staff should you prefer to transition platform management for email deployment in-house.

ABOUT LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to www.lyonscg.com.

RELATED SERVICES



Strategic Foundations

Digital best practices that set you up for long-term success



Marketing Management

Campaigns that drive results across your entire business



Search Engine Optimization

Strategies that enhance traffic and conversion



Paid Search and Media

Turn fans and followers into brand advocates



Insights and Optimizations

Data services that track, test, and optimize performance

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