

BUILD A MARKETING SYSTEM THAT UPLIFTS EMPLOYEES

Boost Productivity and Engage Consumers

Consumers' needs are ever-changing, and it's important to keep up. Here are three things to consider when undergoing a change in your marketing system.

1

Connect to a community of buyers with an omni-channel strategy

From social listening to email marketing journeys, the ubiquity of connected devices means that customers need a seamless experience across multiple touchpoints. Grow your consumer base with Salesforce Marketing Cloud and an omni-channel strategy.



Consumers want **better experiences** in 2022, and businesses are failing to respond – risking on average **9.5% of their revenue**. ([Qualtrics](#))



An astonishing **two thirds of consumers** think that companies need to be better at listening to feedback. ([Qualtrics](#))

2

Be mindful of the Conscious Consumer

The price tag and other fees are important to consumers, but authentic choices for social good are driving more and more consumers' buying decisions. Not only that, this mission-driven focus needs to be authentic for your brand. Companies that have adopted transparent and meaningful practices frequently earn the business of consumers who don't just love their products, but are loyal to the brand for the values it represents.



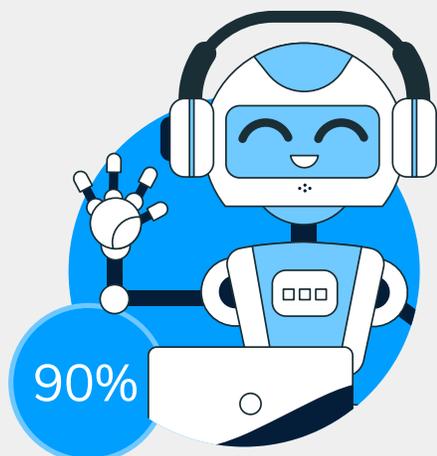
Nearly half of consumers surveyed in 2019 said they'd **pay more for sustainable products**, and Gen Z respondents say they'd pay 50-100% more for a sustainable product. ([Means and Matters](#))



Greater than 60% of consumers believe businesses need to care more about them

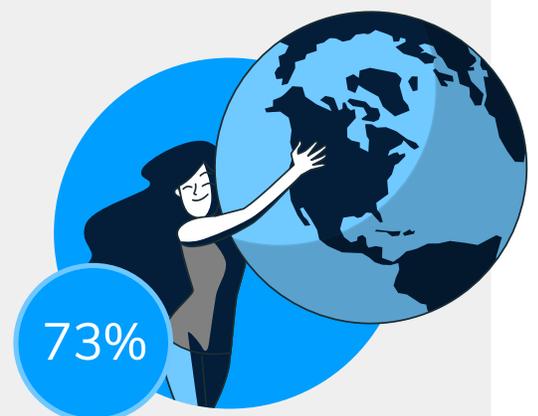


According to a 2017 survey, **90 percent of millennials** will buy from a brand if they believe their social and environmental claims; 95 percent say they'll refer friends and family. ([Shelton Group](#))



"Loyal customers buy with a frequency of up to 90% compared to regular consumers." ([Artificial Solutions](#))

Chatbots: The Definitive Guide 2020 by Artificial Solutions



A whopping 73% of global consumers say they would **definitely or probably** change their consumption habits to reduce their impact on the environment. ([Grow Ensemble](#))

3

Drive the narrative

Unlock the power of content and get to market faster by tailoring your approach to every customer. Marketing Cloud allows for real-time data of your customers that can be used to personalized products, marketing content, and email journeys at the right time. You hold all the power with Marketing Cloud, and your brand's story matters, so chart your path and drive that narrative.



According to research by [Headstream](#), if people love a brand story, 55% are more likely to buy the product in future, 44% will share the story, and 15% will buy the product immediately.

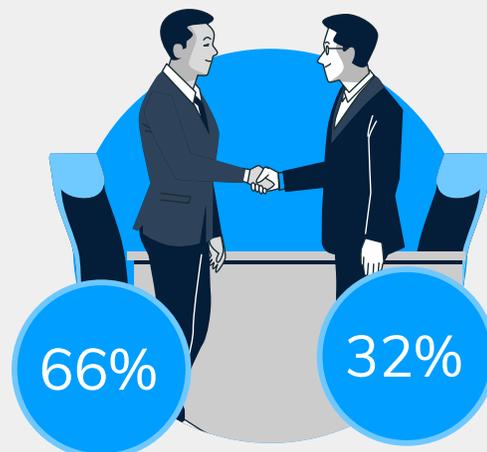


69% of the Gen-Z demographic also find traditional ads disruptive ([Forbes](#))

[Infogram](#) found that stories with data visuals received 34 percent more social engagement, with 20 percent more readers scrolling all the way down the page on those stories.

Consumers buy your product again and again!

Effective action with Marketing Cloud ensures a better-than-expected ROI for your marketing campaigns. Learn how Groundswell can make a difference to your market efforts today!
business@gscloudsolutions.com



While **66% of customers** expect companies to understand their unique needs and expectations, only 32% of retail executives say they have the full ability to turn data into personalized prices, offers, and products." ([Salesforce](#))

Connected Shoppers Report, Fourth Edition," Salesforce Research