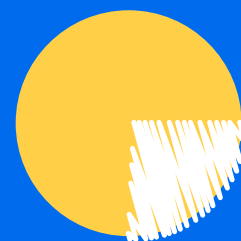


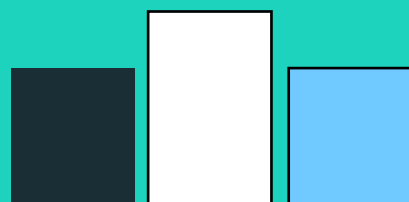
3 steps to tell you everything you need to know about Salesforce Marketing Cloud. Keep customers engaged and tuned into your brand with these key tactics.

DID YOU KNOW?



30% of social media marketers plan to invest more in short-form video than any other social media marketing strategy in 2022. (Target Insight)

1 With Salesforce Marketing Cloud you can manage campaigns and journeys from strategy to creation. Execute digital content across multiple touch points such as messaging, web, and mobile.



On average

51% of companies are currently using Marketing automation (Email Monday)

Make marketing easy with automated journeys in Marketing Cloud. Personalize with AMPscript and show customers your brand is mindful of their unique experiences and deliver them actionable tailored journeys.

1 out of 3 customers say they will drop a brand after one bad interaction

(SuperOffice)



3

Empower partners to engage customers and franchisees directly through digital channels. Stay top of mind and ahead of competitors with effective marketing campaigns. With a multi-channel approach to sales your revenue will double by providing customers with a seamless shopping experience.

81% of marketers share goals and metrics with sales colleagues

(Digital Marketing Community)



Meet Market Demands

To keep up with customers' demand for immediate results, retailers need a speedy and seamless solution that can scale! Groundswell can help you incorporate a strategy & build the perfect Marketing solution for your business needs.

2

Collect and manage data for segmentation & personalization. Your customers are not just made up of data points, they are human beings, made up of diverse and unique traits. We can help you filter through all your data with ease.

MORE THAN HALF of marketers say they are more mindful of balancing personalization with customer comfort levels than we were two years ago (V12)

**Sell Anywhere
& AT ANY
TIME
MARKETING
CLOUD**

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