

START YOUR MARKETING CLOUD JOURNEY TODAY!

How do you stand out and differentiate from the competition? This is a fundamental business question, but nowhere is it more crucial to answer than in the fast-paced and highly competitive technology industry.

GET UNSTOPPABLE BRAND MOMENTUM

According to Statista, integrating Salesforce Marketing Cloud with the rest of their tech stack is companies' main barrier to adoption. Groundswell has a proven track record finding end-user-friendly solutions to the most complex technical challenges. Contact us today to see how Marketing Cloud is the best next step for your business.

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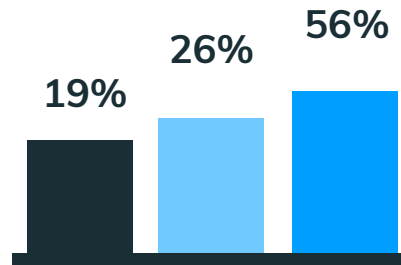
Consumers want better experiences in 2022, and businesses are failing to respond – risking on average 9.5% of their revenue. (Qualtrics)

81% of marketers share goals and metrics with sales colleagues

Salesforce empowers you to take stock of what matters and is important to you. Flexible and easy to integrate with your current and/or future stack, Salesforce's Marketing Cloud gets your team ahead of the curve and marketing seamlessly over the years to come.

34% of technology marketers said their organizations were effective at content marketing. (Content Marketing Institute)

Hardware, software, and services make up **56%** of the technology industry followed by telecom services at **26%**, and emerging technologies like IoT and drones at **19%**. (CompTIA, 2020)



In cases where high-tech B2B companies have undertaken broad transformations of their customer-experience processes, the impact has been higher client-satisfaction scores, reductions of 10% to 20% in cost-to-serve, revenue growth of 10% to 15%, and an increase in employee satisfaction. (McKinsey)

With a multi-channel approach your revenue will double by providing users with a seamless experience.

First make it USER-FRIENDLY

Your company may be high-tech but your marketing doesn't need to be! Getting the message of your product across easy, quickly, and effectively to the right consumer is what you need at the end of the day.

INSTANT ROI

Our clients consistently achieve marketing ROI with our implementations of Salesforce's Marketing Cloud: with easy templates and A/B testing, you'll know you are hitting the right messaging at the right time and on the right platform.

People spend an average of 2 hours and 25 minutes every day on social media (Go Remotely)

In order to really bring in the revenue and stand out a company needs to execute digital content across multiple touch points such as messaging, web, and mobile. Empower partners to engage customers and franchisees directly through digital channels.

VERSATILITY & SCALABILITY

You need a way to scale your growth with ease and Salesforce Marketing Cloud does just that.

71% of consumers consider texting to businesses an effective form of communication. (Go Remotely)

According to Statista,

THE LEADING TOOL USED BY U.S. MARKETING TEAMS IS EMAIL

Marketing Cloud journeys are the number one way to communicate with new, returning, and potential customers to update them on changes to subscriptions and latest features. Let's be honest. No one reads App updates in the app store so it would be crazy to market this way.

That being said, the number of unique mobile users in 2021 was up by 1.8% since January 2020, according to the technology industry statistics.

In 2022, smartphones will be responsible for **44%** of total IP traffic (Go Remotely)

Automated journeys make marketing easy. Personalize with AMPscript and show customers your brand is mindful of their unique experiences and deliver them actionable tailored journeys through their phone and reach them anywhere.

Positive factors that could drive tech growth are: the pickup in existing customer business (**59%**), successful outreach to new customer segments (**47%**), improvement of internal operations (**45%**), selling new goods or services (**44%**), and improved sales and marketing (**43%**). (CompTIA)

Using data to inform marketing, planning and decision making was named the top digital capability and drove investment strategies for high-tech B2B in 2016. (Adobe)