

# MARKETING TRANSFORMATION



## Are you noticing these red flags in your business?

- ▶ Difficulty reaching the right customer at the right time
- ▶ Lack of personalization leading to poor customer experiences
- ▶ Ineffective communication leading to lost sales
- ▶ Lack of customer insights leading to poor decisions
- ▶ Difficulty measuring the success of marketing campaigns



## Transformational Areas of Impact



### Connected Experience

Deliver a unified experience across Sales, Service, Marketing, Commerce and Apps



### Real-time Omnichannel Engagement

Be everywhere your customers are and engage them at the moment they need and want.



### Hyper-Personalization

Execute highly personalized campaigns that deliver results at a massive scale using predictive and dynamic content blocks.



### Full Funnel Marketing

Drive powerful lead generation campaigns and automate leads to nurture your contacts with highly personalized, valuable content that helps convert prospects to customers and turn customers into Brand advocates.



### Customer-Driven Growth

Adopting a customer journey mentality by putting the customer at the centre of Everything is the way to deliver a relevant and valuable customer journey.



Strategic Advisors

Architects

Program Managers

Consultants

Developers

Admin

# Enabling Platforms of Marketing Transformation

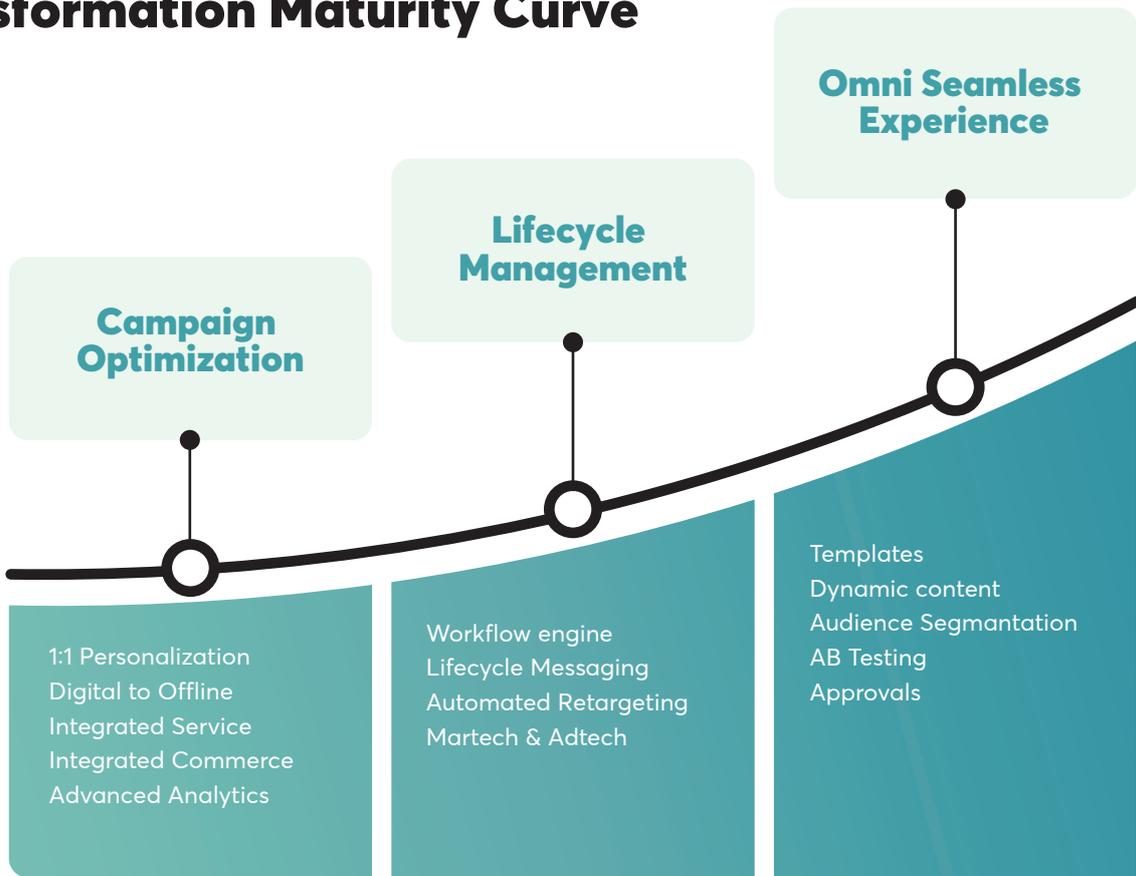
## salesforce **MARKETING CLOUD**

Marketing Cloud is a powerful software suite helps businesses automate their and measure marketing activities, connect with their customers across multiple channels, including email, social media, mobile, and the web, and leverage tools for managing customer data and creating targeted marketing campaigns.

## salesforce **PARDOT**

Pardot is a marketing automation tool that helps businesses attract, engage, and convert more leads by giving marketers the ability to create and track online marketing campaigns, automate repetitive tasks, and score and prioritize leads to help sales teams close more deals.

# Transformation Maturity Curve



## Benefits



Create customer journeys that are tailored to specific segments



Create highly personalized experiences which helps increase customer satisfaction and loyalty



Automate your communication with customers, thereby increasing sales and reduce customer churn



Track the performance of your marketing campaigns and identify areas for improvement to get maximum ROI



Get a complete view of your customers across all channels to increase scalability and conversion rates through better engagement with potential customers



**DISCOVER** Growth Opportunities



**BUILD** Innovative Solutions



**LOVE** the Unlocked Experiences



salesforce

available on AppExchange



info@navyaan.com



navyaan.com



+1 (470)-250-1280