

MARKETING CLOUD

Implementation Success Coach



THE WHY

For new Marketing Cloud customers, the implementation process can be overwhelming and stressful. Having an Implementation Success Coach with Fueling Focus assures the customer is equipped with the right enablement tools, strategic roadmap and support to expedite speed to value but also allows your dev teams to focus on their SOW and timely deliverables. It is a win/win for all parties involved.

48.89% OF MARKETERS STRUGGLE TO ALIGN KPI'S WITH OVERALL BUSINESS GOALS



#1

MARKETERS RANK IMPROVING THE USE OF TOOLS AND TECHNOLOGIES AS THE #1 PRIORITY AND A CHALLENGE

THE STEPS

1

Coach Kickoff Call (1 hour)

During the week of implementation kickoff, I will meet with the marketing team. We will discuss their marketing roles and responsibilities within their org and well as important considerations and decisions that will aid in their success post go-live. We will also introduce a foundational educational curriculum so the team can focus on the platform enablement while your team focuses on building the platform.

2

Strategic Planning Session (1 hour)

Mid-implementation we will meet for a strategy planning session where we will focus on building out their journey strategy for success and identify their key marketing goals. During the Journey strategy session we will map out audiences, data needs, content and channel considerations. This will expedite the customers speed to value and adoption post go-live.

3

Check In (30 minutes)

One week prior to go-live, we will have a check in to address any questions, concerns or obstacles that the marketing practitioners foresee prior to the big day. This will aid in a smooth transition and happy, confident customers.



Intended Audience:

Marketing Leaders, Marketing Cloud Practitioners, Marketing Cloud Admins and those that use Marketing Cloud on a day to day basis

MARKETING CLOUD IMPLEMENTATION SUCCESS COACH

Customized implementation success coaching to ensure marketing teams are ready to hit the gas and drive ROI when your Partner completes your Marketing Cloud implementation

Implementation Timeline



Implementation Kickoff

- Identify key marketing roles and responsibilities
- Review customized, foundational training curriculum
- Review key topics that will drive educated & strategic decisions during the implementation process



Mid-Implementation

- Strategic Planning Session
- Map out customer experiences based on the 4 key pillars of Journey Builder:
 - Campaigns
 - Audience
 - Data
 - Content & Channels



Week of Go-Live

- Address any outstanding questions, or internal obstacles
- Plan for phase two training with more advanced topics to support continued growth and ROI
- Pre Go-Live Celebration



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