

MARKETING CLOUD

Adoption & Maturity Assessment



THE WHY

This engagement helps you get more out of Marketing Cloud and realize business value sooner. Whether you are a beginner, a seasoned pro or somewhere in between, this engagement is customized to meet you where you are and take you to the next level. Ultimately, you get a better understanding of how to use Marketing Cloud to achieve your targeted business outcomes.

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

Discovery Call (1 hour)

During this time, we will get a deep understanding of your current state, what you aspire your future state to be and identify your platform maturity across a range of categories. We will list and prioritize your Marketing goals to align with your personalized action plan.

2

Action Plan Readback (1 hour)

We will review your personalized action plan, loaded with enablement tools and best practices to empower you and your team to achieve goals, deliver on KPIs and ultimately get more value out of Marketing Cloud.

3

Check In (30 minutes)

Your success is our success and we want to ensure that you're supported along the way! 30-60 days after step 2 is complete, I will check in, answer any questions and make sure that the resources provided are providing value and driving results



Intended Audience:

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