QBurst

Transforming Marketing Operations

A Salesforce Marketing Cloud Implementation Success Story

Overview

Our client was facing significant challenges with their existing marketing platform, HubSpot, which was disconnected from other internal systems and limited in its ability to measure campaign success. With the upcoming expiration of their HubSpot licenses and the deployment of Salesforce 2.0, they aimed to enhance their marketing capabilities by implementing Salesforce Marketing Cloud. QBurst stepped in to facilitate this transition, ensuring seamless migration and integration to empower the client's marketing team with better tools and insights.

Client Profile

Leading provider of energy services, program management, customer outreach, and field services across various utility sectors in the United States.
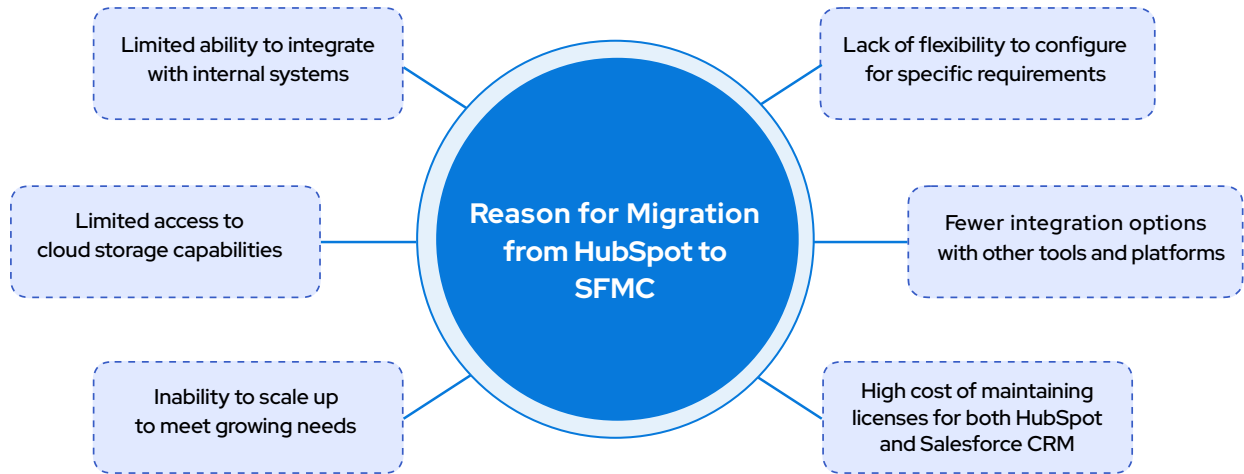
Business Challenges

- Marketing efforts were hampered by the lack of integration between HubSpot and internal systems, preventing accurate measurement of campaign success
- With HubSpot licenses expiring soon, there was a need for a robust solution that could seamlessly integrate with Salesforce 2.0
- The effectiveness of marketing initiatives was limited by inadequate insights into campaign performance

Business Requirements

A comprehensive digital marketing platform that could:

- Integrate with Salesforce Sales Cloud to facilitate data sharing
- Maintain existing contact information, preferences, and history from HubSpot
- Define and automate the customer journey

- Provide detailed reporting on campaign effectiveness
- Allow the creation and management of new marketing campaigns within Salesforce Marketing Cloud

Limited ability to integrate with internal systems

Lack of flexibility to configure for specific requirements

Limited access to cloud storage capabilities

Reason for Migration from HubSpot to SFMC

Fewer integration options with other tools and platforms

Inability to scale up to meet growing needs

High cost of maintaining licenses for both HubSpot and Salesforce CRM

QBurst Solution

We implemented Salesforce Marketing Cloud, ensuring a smooth transition from HubSpot. The migration process involved transfer of relevant assets, campaigns, data sets, and contacts from HubSpot to Marketing Cloud. The migration process allowed for a seamless transfer of information ensuring data integrity and business continuity.

Salesforce Marketing Cloud was customized to align with specific marketing processes. The configuration involved setting up user permissions, business units, data extensions, tracking, reporting, and email templates. The Sender Authentication Package (SAP), which is a necessary setup when configuring an instance, was also implemented to enhance email deliverability and domain authentication.

The integration of Salesforce Marketing Cloud with Salesforce Sales Cloud ensured real-time data synchronization and data consistency. We also developed templates and frameworks to capture the customer journey and introduced automation.

Comprehensive documentation, training, and detailed reporting were provided to equip the marketing team with the skills needed to manage and execute campaigns effectively.

Project Highlights

- Migration of relevant marketing assets and data from HubSpot
- Seamless integration with Salesforce Sales Cloud
- Custom templates for campaigns and marketing materials
- Automation of key marketing processes
- Enhanced reporting capabilities

Technologies Used

salesforce — Marketing Cloud, Sales Cloud, Cloud Intelligence	AMPSCRIPT.IO

CSS	SQL	JS

Business Benefits

- **Improved Efficiency:** The integration allowed the marketing team to streamline their processes and focus on strategy.
- **Better Insights:** Detailed reporting and analytics provided clearer insights into campaign performance.
- **Enhanced Engagement**: The ability to define and automate customer journeys improved customer engagement.

- **Increased Effectiveness:** Campaigns could now be tailored and adjusted based on real-time feedback, leading to a significant increase in marketing effectiveness.

- **Data-Driven Marketing:** The integration leveraged customer data from Sales Cloud for data-driven marketing, resulting in improved customer engagement and impactful marketing strategies.

- **Efficient Campaign Management:** These enhancements resulted in efficient campaign management and execution, ensuring that marketing efforts were both comprehensive and streamlined.

- **Cost Savings:** Migration to Salesforce Marketing Cloud before the expiration of HubSpot licenses avoided additional costs.
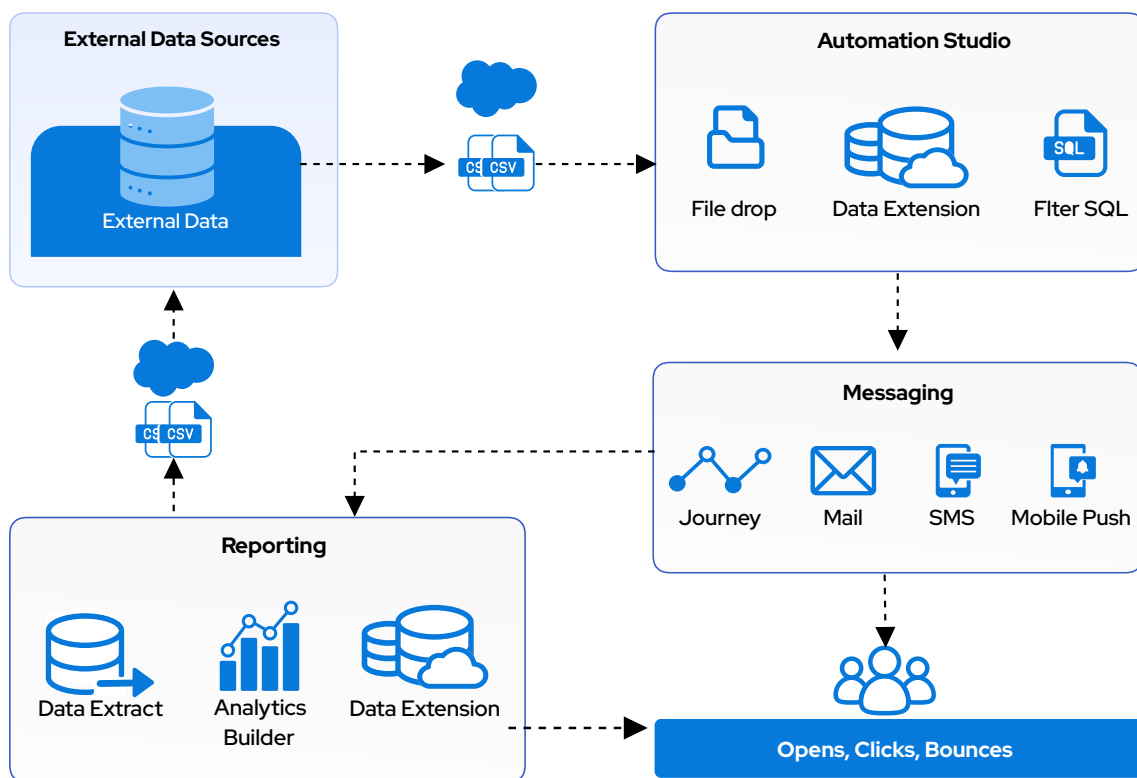
Salesforce Marketing Cloud Architecture