

## Get Better Outcomes with Renellac's Crawl-Walk-Run Framework:

A structured, step-by-step approach to ensure smooth execution leading to greater adherence and outcomes.

 **4 Weeks Start to Finish**

### 1 KICK OFF & DESIGN

- Use case design
- Platform review
- KPI & objectives
- Integrations



### 2 BUILD & DEMO

- Platform configuration
- Journey build
- Template creation
- Reporting



### 3 DATA & TESTING

- Sample data load
- User acceptance testing
- Feedback updates
- Signoff



### 4 TRAIN & DEPLOY

- Admin users
- Marketing user
- Deployment
- Check-in



 **Packages at:  
\$10,750.00**

## Best Practices Account Engagement.

Implementation done right, done fast.

Our structured collaboration over the upcoming weeks will ensure the setup, configuration, and optimization of MCAE and Salesforce Integration is built to maximize automation, support audience growth, and deliver comprehensive marketing performance analytics.

## Big Priorities First, Smaller Details Next.

### Personalized Customer Journeys

Marketing Cloud Engagement helps businesses create personalized customer journeys, delivering tailored messages at every stage to boost engagement and build stronger relationships.

### Multi-Channel Campaign Management

It enables marketers to run campaigns across email, SMS, social media, and push notifications from one platform, ensuring consistent communication.

### AI-Powered Insights (Einstein)

With Einstein AI, businesses can leverage predictive analytics to understand

**“Our marketing efforts are growing more complex it was refreshing the implementation with Rednellac was not..”**

Dave Britt  
Director Marketing  
North American ContractorLink

customer behavior, optimize campaigns, and improve targeting, ensuring higher engagement and conversion rates.

### Data Integration

Marketing Cloud integrates with Salesforce CRM and other tools, providing a unified view of customer data. This integration enables better segmentation and more informed decision-making for targeted marketing.

### Automation and Efficiency

Automated workflows help streamline repetitive tasks, such as email sends and customer follow-ups, allowing teams to focus on strategy and creativity while enhancing overall efficiency.

These features make Salesforce Marketing Cloud Engagement a robust tool for driving personalized, data-driven marketing.

## Improve Your Marketing Capabilities.

Quickly enhance your marketing capabilities with Salesforce Marketing Cloud by leveraging personalized customer journeys, multi-channel campaigns, AI-driven insights, and seamless data integration. Streamline your processes with automation to deliver more targeted, efficient, and impactful marketing strategies.

To learn how Rednellac can improve your use of Salesforce call us at 262.229.9577. Or visit us at [rednellac.com](http://rednellac.com).

