



SALESFORCE BETTER TOGETHER

A Case Study in Collaboration and Innovation

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PROJECT SUMMARY

In a year where businesses worldwide struggled with the new reality of work, Salesforce Marketing Cloud had one of its strongest years ever. Part of that success was due to Cloud2Core, a program developed and run out of a small team in Marketing Cloud's Product Marketing organization.

Marketing and Sales were faced with a number of challenges in early 2020, including an internal realignment of the sales organization, an enhanced focus on selling cloud solutions, a complicated Sales Play Book, and a global pandemic that turned business on its head and forced salespeople to adapt to connecting with customers virtually.

The team set three primary goals and got right down to business:

1. Simplify the Sales Play Book. To simplify the Sales Play Book, the team sat with all users – Account Executives (AEs), Sales Operations, Sales Enablement, and Product Teams – to understand how they historically used the Play Book and to hear suggestions on how to make it a more effective tool going forward.

2. Align leaders to one cohesive strategy. Similarly, the team spent time with each leader individually to understand where they saw the biggest opportunities and threats, as well as commonalities and differences across the Operating Units (OUs). Then, the team presented what they heard to the group, including data from Sales Cloud to show what the future opportunities could be for an aligned organization.

3. Align Core Account Executives with the Marketing Cloud opportunity. To ensure Sales could understand the value of Marketing Cloud in their accounts and align to their new Marketing Cloud sales partners, the team took a dual-pronged approach, working with leaders and peers. Seeing the opportunity of Marketing Cloud, leaders quickly got on board with running the program in each of their OUs and socialized the program with their teams. Then Marketing Cloud AEs reached out to their peers with specific accounts to target, POVs to help start the conversation in each account, and offers to help drive the opportunities.

To enable sellers, the team created the Placemat, which aggregates data from multiple sources both inside and outside of Sales Cloud. The Placemat serves up the top 15,000 opportunities across OUs and is accessible by anyone in Salesforce via the Analytics tool. Using an easy-to-navigate front end, users can sort the data by AE, industry, leadership structure, and more, to identify opportunities.

The team also ran a fully integrated internal-to-external campaign—the first of its kind for Salesforce—which leveraged interactive email and gamification to highlight the innovations of Marketing Cloud. As the program evolved, Salesforce's campaigns and demand generation teams added customer-facing marketing that aligned with the play themes. The team served up targeted ads to each targeted account with key messages aligned to their highest-propensity-to-buy products.



Beyond the technology, one of the most impactful innovations of Cloud2Core was collaboration across teams that had historically worked in silos. The program achieved executive-level support across the distribution organization, high AE engagement, product leadership support, and integrated campaign support.

The ROI on the Cloud2Core program was outstanding. The non-personnel cost of the program was just \$75,000, yet the program specifically influenced more than \$280 million in pipe and \$93 million in revenue for Marketing Cloud in the second half of FY21. More than half (55%) of the accounts targeted saw engagement directly tied to the strategic plays. Engagement rates on the internal campaigns were strong as well, with an average open rate of 75% across the program and an average 7% engagement/click-through rate. What's more, feedback from 154 Account Executive showed 100% positive feedback rating on the program execution.

The team has replicated Cloud2Core at a global level in FY22 with an updated set of plays across all verticals and expects to see increased participation and revenue growth as a result.

The success of the program can be attributed to the efforts of a small team with a unique set of skills and experiences, with the trust and support of a few key leaders.