



CLOUD DIRECT PLAYBOOK

Optimize Journey Builder to
Maximize Your SFMC Investment



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INTRODUCTION

Marry online and offline communications within a single campaign

When it comes to Salesforce Marketing Cloud (SFMC), our clients typically want to:

- 1

Drive engagement by connecting the right message to the right individual.
- 2

Maximize their investment in this robust automation platform.

One way to achieve both goals is through the functional combination of your online and offline communications within a single campaign.

To make that happen, you need a game plan and the right marketing tool.

“The job of good marketing is not to take sides between channels, but to get on the side of the customer. What combination of channels is going to create the best brand experience for the intended audience? The answer is inevitably a thoughtful connection of traditional and digital communications.”

Doug Ryan
President, RRD Marketing Solutions





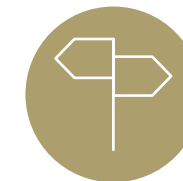
UNDER REVIEW: CLOUD DIRECT BY RRD

Losing touch on one channel doesn't mean the conversation has to end

Housed within SFMC's Journey Builder, Cloud Direct is a custom-built, trigger-based marketing activity. This multi-channel solution improves targeting and extends the SFMC platform — and your marketing reach — by optimizing the integration of print and digital messaging.



Design
Template



Create
Journey



Send
Message

In short, this Journey Builder extension repairs the conventional offline-online disconnect that plagues brands today.

For more information on Cloud Direct by RRD or even schedule a demo, visit ms.rdd.com/cd

PLAYS TO OPTIMIZE YOUR AUTOMATED MARKETING

Cloud Direct by RRD use cases

By leveraging Cloud Direct by RRD, marketers are now able to capitalize on a number of winning plays, plays that weren't previously available to them in SFMC's Journey Builder.

In the following, we share the perfect plays to help you integrate offline marketing with SFMC and execute targeted, data-driven marketing to drive engagement and ROI.

THE WELCOME KIT

Don't let silos undermine a new relationship

Within Journey Builder, creating an onboarding program for new customers is the norm. But once an email cadence has been triggered — think order confirmation — it's not uncommon for a separate area of the business to generate a direct mail component for the new customer as well.

THE PLAY

By doing away with customer communications owned by separate, uncoordinated teams, Cloud Direct ties these channels together by building them into the same campaign, keeping everything in sync.



PRO TIP: Remember **post-purchase opportunities** by established customers, too. In this case, you might swap out the request to update shopper preferences and utilize Cloud Direct to promote cross-sell opportunities.





CART ABANDONMENT AND OTHER ONSITE BEHAVIORS

Indulge online behavior with a relevant, offline angle

According to a recent article by eMarketer, “Adding an item to a cart signals intent, but some shoppers just use digital baskets as a bookmarking tool in lieu of a ‘save to favorites’ button or even as way to try and trigger a promotional email offer.”

Seeing that your “abandoned” campaign sends out a message within a 24-hour window after cart abandonment occurs, your next move(s) should help revisit the deal and then close it.

THE PLAY

Whether as a reminder or promo, set up business rules to incorporate a tangible touchpoint. One example might be if the value of the cart is above a specified amount, then the recipient deserves an extra push through an offline channel. Bonus: if the data is available in SFMC, that direct mail piece can deliver the same product detail that could be contained in an email.

From travel and hospitality to automotive and home furnishings, this approach also works for several additional **onsite behavior triggers**:

- Event registration/sign-up
- Applied for a quote
- Additional information request
- Created an itinerary
- Items saved to wishlist

Source: eMarketer, “Abandoning a Cart: Just Part of the Digital Shopping Experience”

HIGH-VALUE CUSTOMERS AND LOYALTY PROMOTIONS

Show gratitude on more than one channel

You've tracked customers within a loyalty program and they reach a certain spend threshold, achieving a high-value status based on lifetime purchase. In the past, showing them some extra love through email has left you with lower-than-expected engagement rates. Now you're concerned they aren't actually feeling that love.

THE PLAY

Go beyond a print-on-demand type of communication here. Direct mail through Cloud Direct brings more print options to the table. Mailed elements can also translate to parcels, packages, gift boxes — anything that needs to go through the postal system or courier service. Send something that stands out.



PRO TIP: This approach also lines up well for **your best unengaged customers**. Those you'd consider real revenue drivers but have fallen into a state where they haven't engaged with your emails for a lengthy period of time (e.g., 30, 60, 90 days).





PRECISE CUSTOMER SERVICE

Leverage Intelligent Mail barcodes to track engagement, trigger customer service

It's not hard — actually, it's very easy — to tie email engagement data back into a CRM. That kind of tracking gets a little trickier for any of your campaign's offline components. And if direct mail tracking is currently in place, how is that information being used and, maybe more importantly, who's in a position to use it most effectively?

THE PLAY

Through Cloud Direct's ability to leverage Intelligent Mail barcodes (IMb), marketers can tie a mailpiece to an individual and keep real-time track of its progress through the postal system. By feeding date-delivered information back into the SFMC Service Cloud, a trigger can create a task for the customer service team to make an outbound call to that customer (following a predetermined time delay). This feature can also be used strategically in advance of a mailbox arrival.

What is an IMb?

Per the USPS: The **Intelligent Mail barcode** (IMb) is a 65-bar Postal Service™ barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs simultaneously, expands mailers' ability to track individual mailpieces, and provides greater mail stream visibility.

THE FINAL PLAY

It all comes down to this

More and more studies are proving that consumers are drowning in branded digital messages — up to 10,000 a day! And while direct mail by today's standards might be considered a hyper-traditional marketing channel, its viability is hard to knock. Mainly because it keeps brands present in the lives of their customers between in-store and online interactions.

For marketers interested in leveraging Cloud Direct by RRD to bridge the gap between digital channels with tangible messaging, the potential is enormous.



Optimized targeting



Heightened reader cognition



Strengthened brand recall

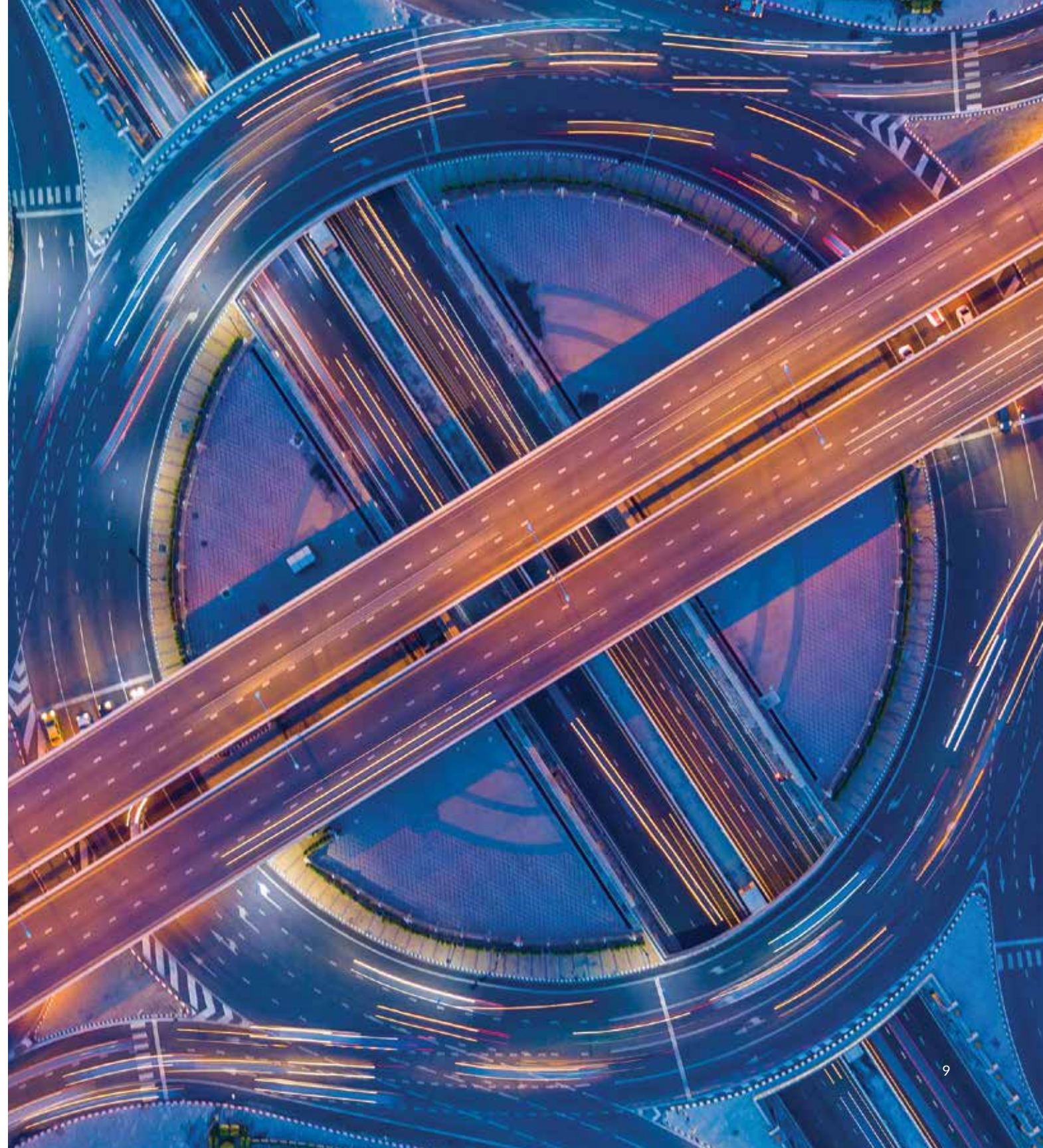


Improved digital adoption

It all adds up to a truly maximized SFMC investment.

Visit ms.rrd.com/cd to learn more.

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ABOUT RRD MARKETING SOLUTIONS

We're a new group of marketers, designers, data scientists, printers, photographers, researchers, analysts, engineers and more.

RRD Marketing Solutions helps brands optimize engagement with their customers, across all touchpoints — online, offline and onsite. The group activates marketing resources in the most impactful way, through a combination of predictive insights, inspired content and meaningful interactions.

Want to know what your customers will do next?

Our predictive insights will show you.

Want to connect with your customers on a personal level?

Our inspired content will tell your story.

Want to create engaging customer experiences?

Our meaningful interactions reach every touchpoint.

We empower brands to execute marketing programs with maximum return and enable customers to experience brands in their own way.