



# Salesforce Marketing Cloud

The Ohio State University chose Salesforce Marketing Cloud (SFMC) as the enterprise marketing automation solution. Our implementation will begin with a focus on email marketing, but SFMC also has the ability to deploy SMS, mobile push notifications, paid ads and more. Implementing an enterprise marketing automation solution will help us achieve:

- **Personalized communications**  
*Targeted content and automated journeys to ensure the right message at the right time*
- **Omnichannel experience**  
*Strategic use of our channels to ensure we reach constituents where they are*
- **360-degree view of our constituents**  
*A single source to understand how recipients engage with our marketing efforts*
- **One tool for all audiences**  
*Efficiency for marketing and communication professionals in training and development*
- **Continuous learning and optimization**  
*Strengthens sharing within our marketing communities and maximizes effectiveness*

With **Marketing Cloud**, we will improve Ohio State email touchpoints with upgraded capabilities and a user-friendly interface. Features include:

- Easy A/B testing tools to help you find the right message language, layout and content to encourage opens and clicks
- Access to approved email templates that meet Ohio State brand guidelines and accessibility compliance
- Built-in calendar functionality to see when emails are scheduled
- Dynamic content to personalize emails with relevant content
- Utilize Journey Builder to lead your audience through an automated experience based on each individual's past behavior
- Built-in reporting to measure email success

**Speak to audiences with the right message, in the right channel, at the right time.**

Discover how Salesforce Marketing Cloud can help maximize effectiveness of marketing campaigns and create efficiencies in your internal processes.

## Benefits

Access brand-approved, drag-and-drop email templates

User-friendly interface makes creating and sending emails easier

Support from Marketing Enablement and the Email Community of Practice to help with setup, training, troubleshooting and best practices

Utilize automation to create internal efficiencies and enhanced audience experiences