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

**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

**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.