

Multi-channel engagement to build customer loyalty



Experience the commitment®

The future of marketing is here. CGI presents the leading social media marketing suite and marketing automation services.

Manage marketing campaigns and automate services that drive business results, powered by CGI and Salesforce.

Challenge

Many organizations are struggling to get a good and measurable ROI on marketing spend. The number of different channels and new possibilities make it very difficult to have efficient and effective marketing activities. Often, marketing & sales fail to collaborate on leads and customers — thus the outcome being low conversion rates and missed opportunities. In addition many find it difficult to utilize 'social'. Altogether, it is clear how you gain a competitive advantage when you upgrade your marketing tools.

What we do

CGI can help you develop and implement a winning marketing service suite where marketers are effective, customers get a 360° experience and sales is aligned. Using Salesforce's marketing tools we will deliver a custom designed marketing solution that integrates with your current systems and processes.

Our approach:

- Gain a full understanding of the challenges you are experiencing, as well as the context in which you are operating
- Establish a project foundation
- Executive level & User agreement on proposed solution
- Iterative design & Build
- Quality assurance
- Go-Live presentation & Training
- Application deployment & Closure
- Maintenance & Evaluation follow-up



BENEFITS AND BUSINESS EFFECTS

CGI can help you deliver great marketing activities through the Salesforce marketing tools.

- 360° customer view
- Better customer relationships
- Build your brand reputation
- Gain customer insight
- Increase customer engagement & loyalty
- Higher ROI on marketing spend
- Marketing & Sales alignment improvement
- Automate processes
- Fact-based marketing
- Get more out of your content
- Profile yourself as a knowledge partner
- Manage customer journey
- Increase lead conversion rates
- Increased leads volume



CLOUD ALLIANCE
PARTNER

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SALESFORCE MARKETING CLOUD IMPLEMENTATION

- **Radian6**
Gain insights about every conversation happening online regarding your brand, products, competitors, industry trends, and respond in real time.
- **Buddy Media**
Empower marketers with tools to manage and schedule posts and publish content with social apps — all supported by analytics and insights.
- **Social.com**
Build, optimize, and automate highly targeted social advertising campaigns that are integrated with your customer data.
- **ExactTarget**
Fuel the customer lifecycle, automate your operations, and improve ROI through data-driven digital marketing solutions (email, mobile, social, and website marketing).
- **Pardot**
Give your sales reps a full view of prospect activity from within their CRM system. Leads and contacts in Salesforce can be sorted by Pardot score and grade.
- **Site.com**
Design and publish websites, social pages, and mobile experiences in minutes with the first Web CMS in the cloud.



WHY CGI

Founded in 1976, CGI is a global IT and business process services provider with 69,000 professionals delivering high-quality business consulting, systems integration and outsourcing services.

- High-end IT and business solutions
- Covering all IT and business consulting areas
- Deep industry knowledge
- Local presence with 35 offices in Sweden
- Global reach with 400 offices in 40 countries
- Certified, experienced and dedicated Salesforce consultants committed to deliver excellence
- Focused on your growth and value creation

For more information about CGI, visit www.cgi.se

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