

# Driving Customer Engagement Across the Spectrum

## Through Sales and Marketing Alignment Inside Salesforce



### SUMMARY

Spectrum Enterprise partnered with PFL to streamline local marketing efforts and improve brand compliance in the field. With PFL, Spectrum's Acquisition Team and Lifecycle Managers can customize and send email and direct mail assets through Salesforce. It is now easier to execute compliant and personalized multi-channel marketing, plus results (yes even direct mail) are right in Salesforce.

CHALLENGE	SOLUTION	INITIAL VALUE/RESULTS
<ul style="list-style-type: none"><li>• Too many local marketing tools for a distributed sales organization to use</li><li>• Sales rep time wasted on searching for content and different processes for email vs. mail to nurture customers</li><li>• Difficult to maintain brand and legal compliance</li></ul>	<ul style="list-style-type: none"><li>• Sales now has access to both email and mail inside Salesforce Sales Cloud</li><li>• Smart search and role based entitlements make it easier for reps to find content</li><li>• Marketing can easily lock and publish new content for sales to personalize</li></ul>	<ul style="list-style-type: none"><li>• Increased Salesforce user satisfaction</li><li>• Every \$1 spent per touch on contact, contributes \$19 in revenue</li><li>• Increased average order value by \$133/customer</li></ul>

