



A property management giant utilizes DemandBlue's expertise to unleash effective marketing campaigns using Marketing Cloud.

The Client operates as an industry leader in Property Management. They are located in the heart of Southern California, bringing peace of mind, prosperity, and simplicity to their clients, investors and residents throughout Riverside, San Bernardino, Orange, San Diego, and Los Angeles Counties. They manage over 600,000 square feet and millions of dollars' worth of residential real estate in five counties, managed with an unwavering commitment to integrity.

Challenges

Agents use the client's Salesforce instance via Salesforce partner community to add and access the leads and opportunities of all tenants and property owners. The Client was facing a big challenge in tracing the communication between their agents and clients, as the agents used their personal mail account for communication. Usage of agents' personal email accounts also did not align with the company's marketing and branding guidelines and expectations. Client wanted to streamline the communication channels to enhance their branding and up-selling opportunities.

Solution

DemandBlue team worked with the client's marketing team to understand their pain points and tailored solution using Salesforce Marketing Cloud's Distributed Marketing module.

- DemandBlue enabled and configured the distributed marketing module for the customer. This feature facilitated the sales team to access the marketing artifacts of the customer through the Sales Cloud and Community Cloud. Through this feature, users were able to access marketing templates and share tailored emails to the tenants and property owners.
- Account managers were able to track the latest updates, the status of agreements, and were ready to jump in if required. This update resulted in a better end-user experience.
- DemandBlue team worked closely with the client to create marketing collaterals and email templates that adhered to their marketing guidelines.

Benefits

- **Configurations and customizations to the Sales Cloud and Marketing Cloud improved agent efficiency as the sales team was able to close 37% more new deals than the previous month**
- **Branding enhancement in the communication channels resulted in a whopping 45% more upselling opportunities than the previous month**
- **With the improved workflow configuration of their Sales Cloud and Community Cloud, client's agents were able to collaborate much better with each other**
- **The vertically integrated communication platform allowed for easy tracking of communication, better monitoring of opportunity status and quicker response time**
- **Creation of marketing collaterals and email templates in line with their marketing strategy enhanced client's reputation, brand presence, and resulted in increased sales through referrals and up-selling**