

Client:

YMCA

Industry:

Nonprofit

Headquarters:

Chicago, IL

Project:

Salesforce Marketing Cloud Implementation and Support

Implementing Salesforce Marketing Cloud for YMCA

Challenge

With 2700 branches throughout the United States, it was a huge challenge for the YMCA to consolidate their data and then use it for their regional marketing activities depending upon branch-specific registrants. They enlisted us for help to implement and streamline this process.

Platform

The platform was already decided on and purchased by the client. They had the licenses and working environment of Salesforce Marketing Cloud in place.

Solution

Following a rigorous requirements definition process, our specialist consultants were able to design, test and implement a robust marketing automation system. We gave operational support to the YMCA marketing strategies and helped to implement them technically on their marketing platform. We helped to implement this solution by:

1. Partnering with YMCA to execute their overall marketing campaign implementations.
2. Creating highly customized email templates which can be reused at any point in time by adjusting the content.
3. Creating a strategic plan template to document the complete campaign requirements.
4. Scheduling campaigns.
5. Creating a targeted data extension for audience building by writing complex queries to populate data from master subscriber data extensions and other third party data sources.
6. Automating query activities to schedule data updates in data extensions on a daily basis for new subscribers.
7. Setting up profile attributes for subscribers.
8. Creating dynamic content using dynamic content block and personalization via AMPscript to personalize emails.
9. Using journey builder, we implemented one-to-one member journeys for YMCA.
10. Employing A/B Testing to make emails more result-oriented.
11. Implementing reporting to track key metrics of marketing KPIs via standard reports.

Results

This critical implementation was a huge success for client who is now using this high-end marketing automation system to implement their marketing strategies on a system-wide level. Key benefits realized:

- More efficient and fast paced environment to implement marketing automation strategies.
- By reducing manual processes, the YMCA marketing team now has more time to focus on strategy.
- Testing abilities ensure execution of campaign is timely and correct.
- The client also now benefits from complete visibility into the performance of the marketing efforts.