



salons by



Salesforce User Training

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Salesforce Marketing Cloud



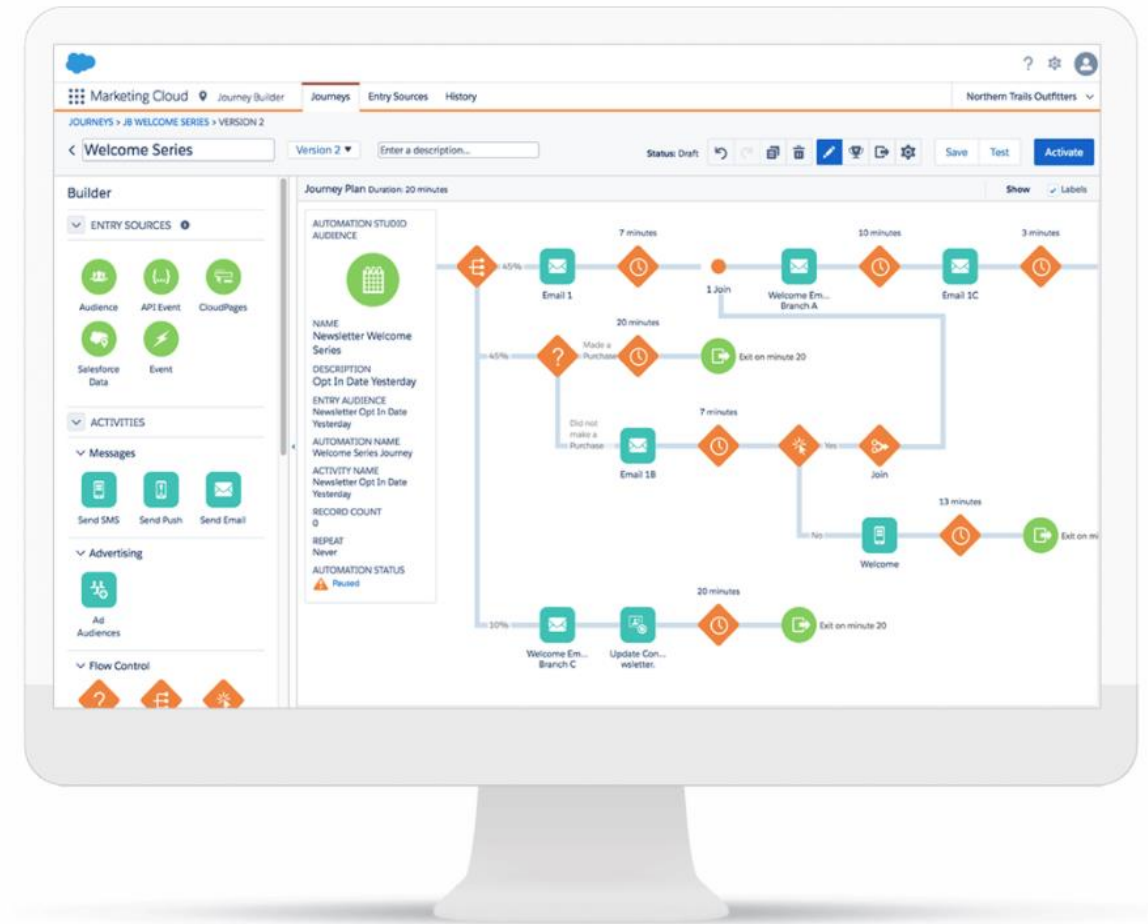
Salesforce Marketing Cloud provides ad source tracking, email marketing, marketing automation and sales automation. “Front End”

Benefits:

- Enables us to **track leads from each marketing source** at each conversion point, all the way to the signed lease.
- Scores campaigns and helps to calculate “**Return on Ad Spend**”.
- Allows SBJC to **automate customized emails to potential salon owners at various parts of the customer journey**

How it helps your business

- **Datorama:**
 - Connects with Google Analytics for real time metrics for Corporate & Microsite traffic, & site metrics along with paid ad performance.
 - Report visualization tool.
- **Lead Tagging & Migration:**
 - URL Parameters that match lead source(**Google Form, Google Phone, FB Form, FB Phone, Web/Organic Form, Web/Organic Phone**, etc.) & get passed through to Sales Cloud.



Salesforce CRM



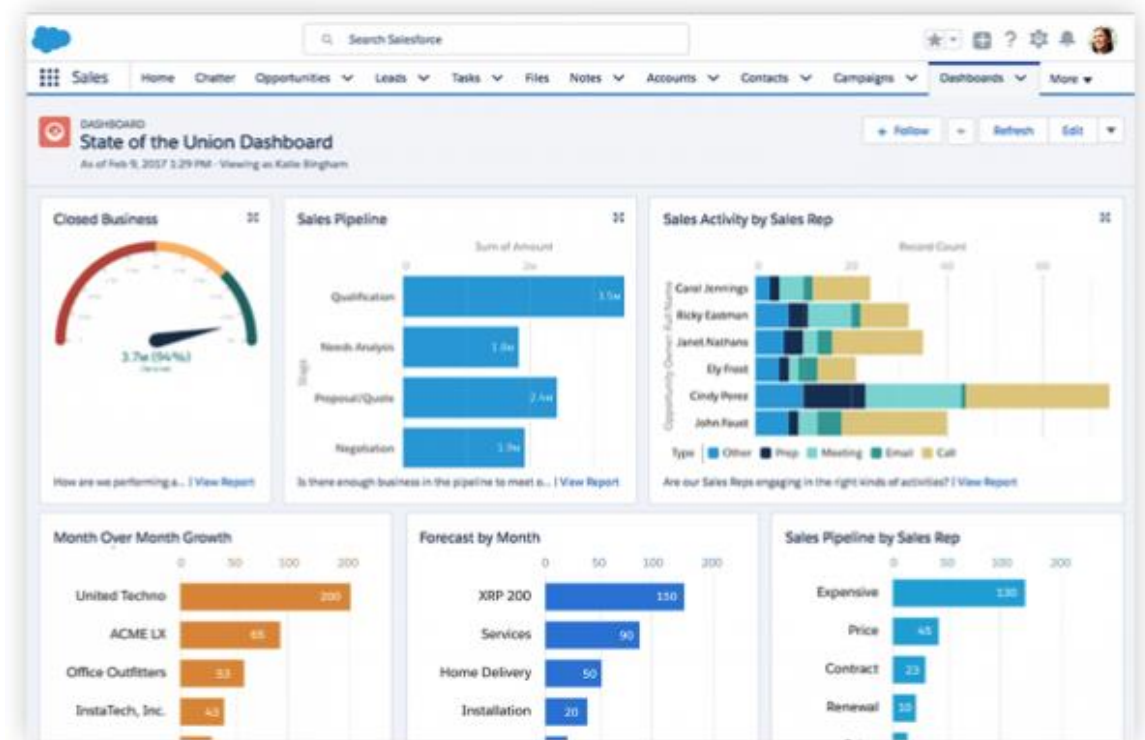
Salesforce is the world's #1 Customer Relationship Management (CRM) platform. “Backend”

Benefit

- Data Management:** Store, manage & connect with all prospects & current tenants .
- Automated Reporting:** Customize financial, location density & all types of operational reports.
- Data Consolidation:** One source of truth for tenant profiles, lead status & performance to gain data insights.

Key SBJC Metrics

- You can analyze your performance each month”
 - # of Leads/Source
 - # of Tours/Lead/Source
 - # of Signed Leases/Tour/Source
 - Conversion Rate: Lead / Tour, Tour /Signed Lease
 - Cost: per Lead, per Tour & per Signed Lease



Salon Owner Customer Journey

