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Marketing Cloud – Stepping towards better Marketing

Stepping towards better Marketing - The businesses are venturing out to capture as much customer's attention towards what they are offering in terms of product or service. The marketing does not only collect customers to the base but also meant...

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Salesforce Social Studio

In this competitive world, it is challenging for a marketing professional to build a strong brand presence and stay one step forward from their competitors. It doesn't matter if you're a well-established organization or a start-up you must have a strong brand presence on social channels...

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Marketing Cloud Mobile Studio

Mobile Studio is used to reach and communicate with business customers over mobile devices to send reliable, transactional, offer, and survey like messages. So, Salesforce Marketing cloud provides a powerful tool called Mobile Studio, to provide such services in the field of Mobile devices...

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Journey Builder in Marketing Cloud

In the Marketing Cloud vernacular, client venture is only that – where, how, and when you meet your mission with the automated lives of your clients. More explicitly, a client journey can be portrayed as an interchanges crusade...

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