Fueling Nonprofit Success:

Our Comprehensive Marketing Automation Solution

CASE STUDY

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Automation Solution

MARKETING
AUTOMATION CANADA

The Client

We partnered with a national non-profit organization dedicated to transforming homes and communities into beacons of pride, empowerment, and inclusivity.

Our client has over 40 years of experience in addressing affordable housing shortages in the U.S. They strive to create enduring solutions that fulfill the diverse needs of individuals and neighborhoods alike.

The organization's three central goals are to:

• **Increase housing supply**
• **Advance racial equity**
• **Build resilience and upward mobility**

The non-profit operates across three divisions - Solutions, Capital, and Community Development - and offers a comprehensive suite of capabilities, such as investor products, developer financing, and advisory services—all geared toward maximizing the organization's positive impact.

The Problem

As a multifaceted organization, our client found it challenging to discover a marketing solution that catered to all their needs. They needed a solution that could:

• **Segment their audience**
• **Personalize communications**
• **Automate repetitive marketing tasks**
• **Provide real-time insights and analytics**
• **Engage customers across multiple channels**
• **Integrate with other platforms**

Our client had complex needs—but as always, MAC was up for the challenge!

Our team at MAC implemented Salesforce Marketing Cloud (SFMC) as a comprehensive marketing solution for the non-profit. With the robust segmentation and personalization capabilities of SFMC, our client was able to deliver messages that felt personal.

We also helped our client automate repetitive marketing tasks. That way, their marketing team could concentrate on creative and strategic initiatives. With their newfound bandwidth, they were able to maximize their impact.

SFMC provided our client with real-time insights and analytics, enabling them to track the effectiveness of their campaigns and make data-driven decisions.

Our team at MAC helped the nonprofit integrate their marketing and sales platforms seamlessly so they could get a unified view of their customer base. This helped them deliver consistent, personalized experiences across all touchpoints—which is paramount for any successful digital marketing strategy.

The Outcome

MAC facilitated a seamless multichannel marketing experience for our client, ultimately driving their success in achieving their three central goals.

Now, our client can leverage multiple marketing channels to create interactive and immersive experiences for community members. By utilizing these channels strategically, our client can maintain a consistent brand presence, capture customer attention, and nurture ongoing customer engagement.

The non-profit can also leverage the insights and analytics provided by SFMC to gain a deep understanding of their community members' preferences. By analyzing the data collected from various channels, our client can identify trends, patterns, and behaviors, allowing them to refine their targeting and segmentation strategies.

Through our continued partnership, our client can move forward confidently in their marketing efforts. The implementation of SFMC opened up a world of possibilities for their organization, setting the stage for continued growth and success.

Do You Need Help Measuring the Performance of Your Organization's Multichannel Marketing Strategy?

Our experts at MAC can help you implement an effective tracking and measurement system for all your digital marketing initiatives.

With our expertise in Marketo and other marketing automation platforms, we can provide end-to-end solutions to help your organization accurately measure and optimize the performance of your marketing campaigns.

Contact us today to learn how we can assist you in achieving success through intelligent, data-driven multichannel marketing strategies!

Maximize Your ROI with MAC!

Contact Us

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