

MARKETING CLOUD ADVISOR

Optimize your digital engagements

Marketing Cloud Advisors (MCA) are trusted experts who help you further your mission by transforming how you engage with your constituents. They work alongside your staff and your partners to understand your goals, review your unique marketing challenges, and develop a roadmap for success.

Our MCAs are experts in both Marketing Cloud and communications strategy. They have extensive experience supporting complex Marketing Cloud deployments and are committed to driving transformation through strategic guidance for our Nonprofit and Higher Education customers.

LET'S TAKE A CLOSER LOOK.



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WHAT AN MCA CAN DO FOR YOU

- Align the right technology solutions to your marketing vision
- Optimize your constituent engagement strategy
- Guide your Marketing Cloud Architecture roadmap by designing future state blueprints
- Introduce processes and features to maximize your Marketing Cloud investment
- Transform your marketing roadmap with persona mapping, channel experience and strategy based on industry trends
- Advise on best practices to scale your solutions and integrate with CRM

OUTCOMES

- **Maximize investment** by optimizing your Marketing Cloud strategy
- **Derisk implementation** with strategic planning from our experts
- **Build a strong foundation** with an architecture built to scale



MEET OUR ADVISORS

- 10+ years of global enterprise leadership: consultants, directors and technology leaders
- Proven program management experience and decision making ability at the PMO/CoE Levels
- Deep Marketing Cloud product experience and certifications

READY TO LEARN MORE?

Contact your Account Executive to learn more about working with a Marketing Cloud Advisor.