

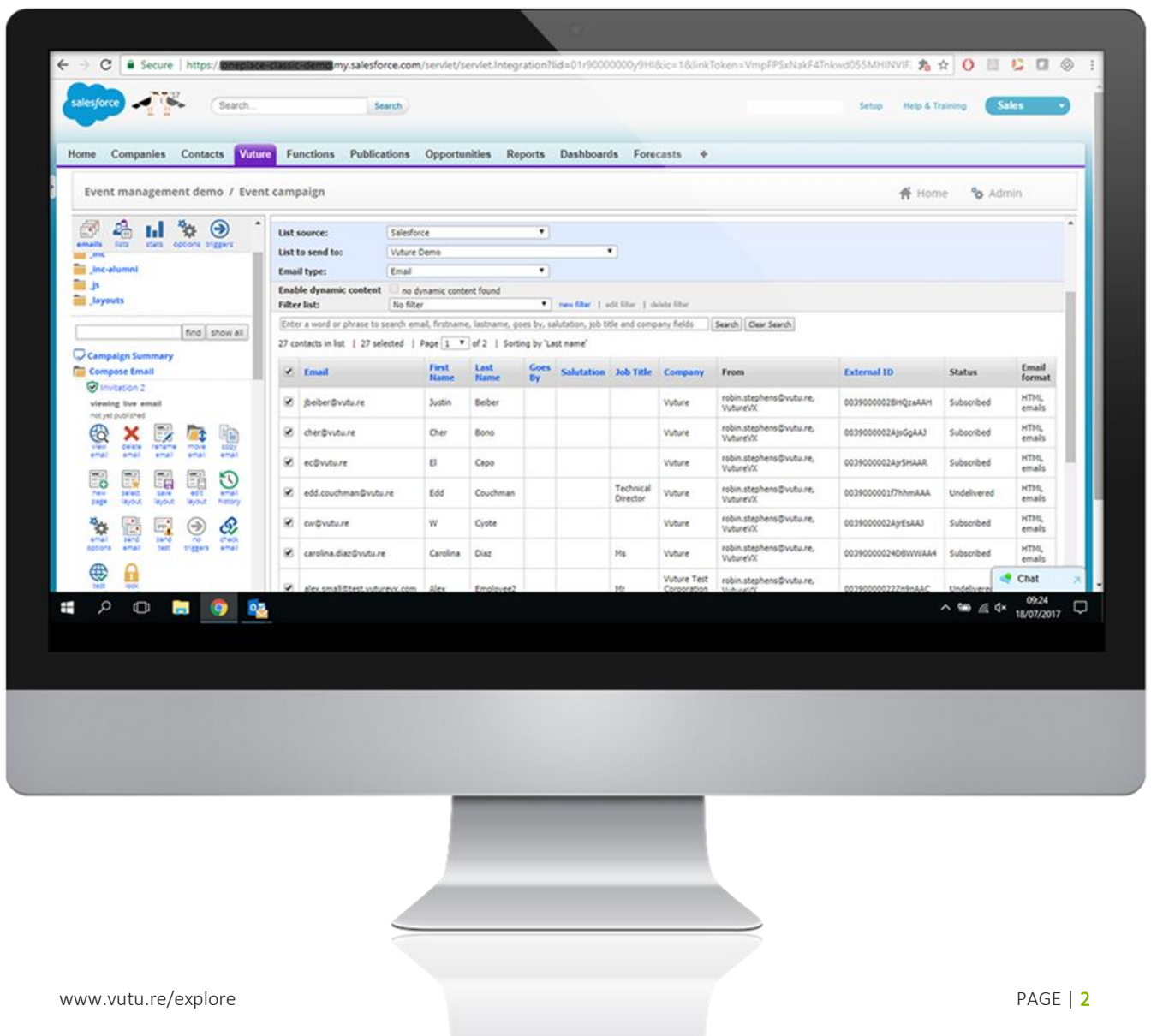
# Vuture and Salesforce

Breathe new life into  
your digital marketing

Salesforce's CRM system and Vuture combine to create a powerful digital marketing platform that automates time-consuming menial work so you can focus on world class service.

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# Digital chemistry powering real-world marketing

The average enterprise marketer's technology arsenal consists of *91* separate cloud services\*.

Seems exaggerated? We thought so too. But if, like us, you have a go at compiling a list of your own, you may soon find that 91 is a conservative estimate.

Fortunately, there are platforms at your disposal that bring together the **most important and innovative marketing features you need** into one multi-channel package.

\* Source: <http://chiefmartec.com/2017/06/average-enterprise-uses-91-marketing-cloud-services/>





# Digital deal, real-world feel

At Vuture, our best-of-breed marketing technology helps to forge strong digital relationships infused with a real-world feel.

(No, we're not competing with Tinder.)

## Unrivalled email marketing

We bring marketers and fee-earners closer than ever before to clients and prospects with email communications that feel as real as a handshake.

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This is possible due to the intuitive relationship between our software and your CRM.

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Connect Salesforce to Vuture and **two** become **one**. (Again, not in the Tinder sense...)

Nowhere is the effect more evident than when using our email marketing module, which can automate campaigns, personalise the content of every individual communication you send and analyse (and report on) results to help you consistently improve your output and inform business development.










# What else can Vuture do with **Salesforce**?

We're glad you asked...

Vuture can be embedded into Salesforce, creating a single seamless user experience that saves you time and effort by smoothing out your workflow between apps.

This flexible integration enables you to accomplish the goals of your marketing strategy using the channels that matter:

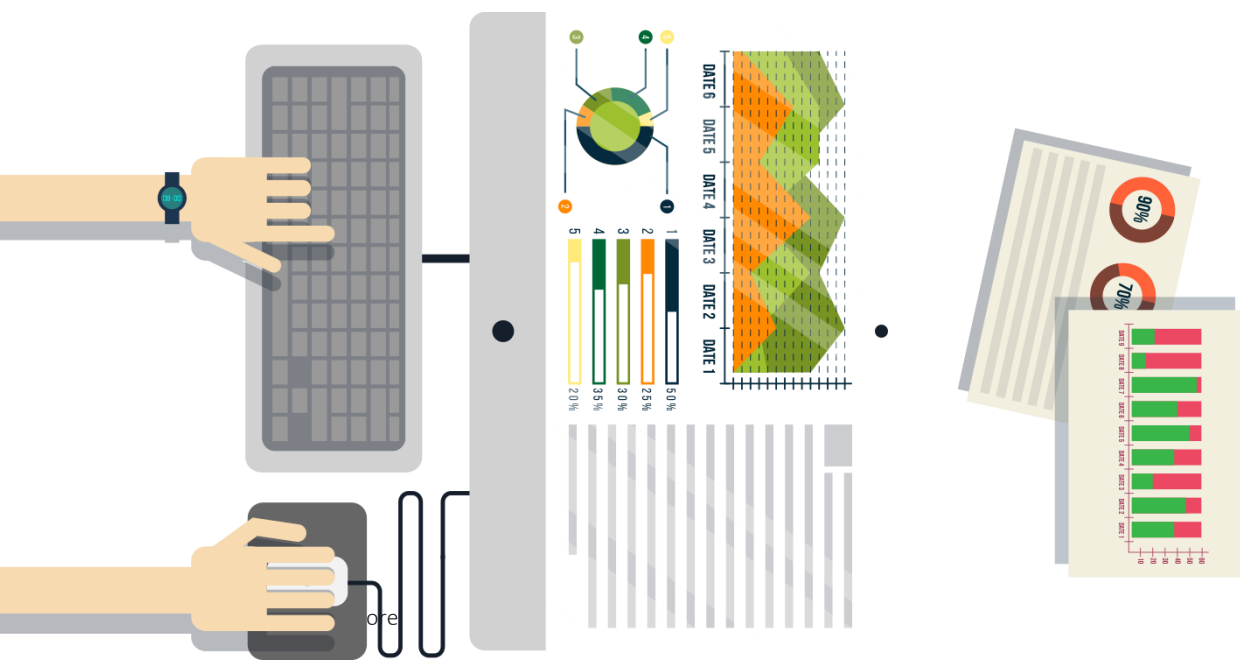
<b>Events</b>  Pre-, live and post-event management in real-time from any device.	<b>Landing pages</b>  Standalone, as part of a microsite or connected to your own domain.	<b>Smart memory</b>  Vuture embeds into the CRM and remembers where you left off.	<b>Web tracking</b>  Effectively track a contact's web visits and online behaviour.
<b>E-cards</b>  Personalised from pre-defined templates.	<b>Embedded forms</b>  Fully adaptable, wherever you want them.	<b>Preference manager</b>  Secure recording, storing and checking of consent.	

# Analytics that **drive** your development

Vuture connects with Salesforce to report on your marketing initiatives, leading to the formulation of personalised nurturing programmes that **increase the effectiveness of your campaigns** and shape those deep, human relationships that clients cherish.

Revolutionise  
your targeting  
and relationships  
by monitoring:

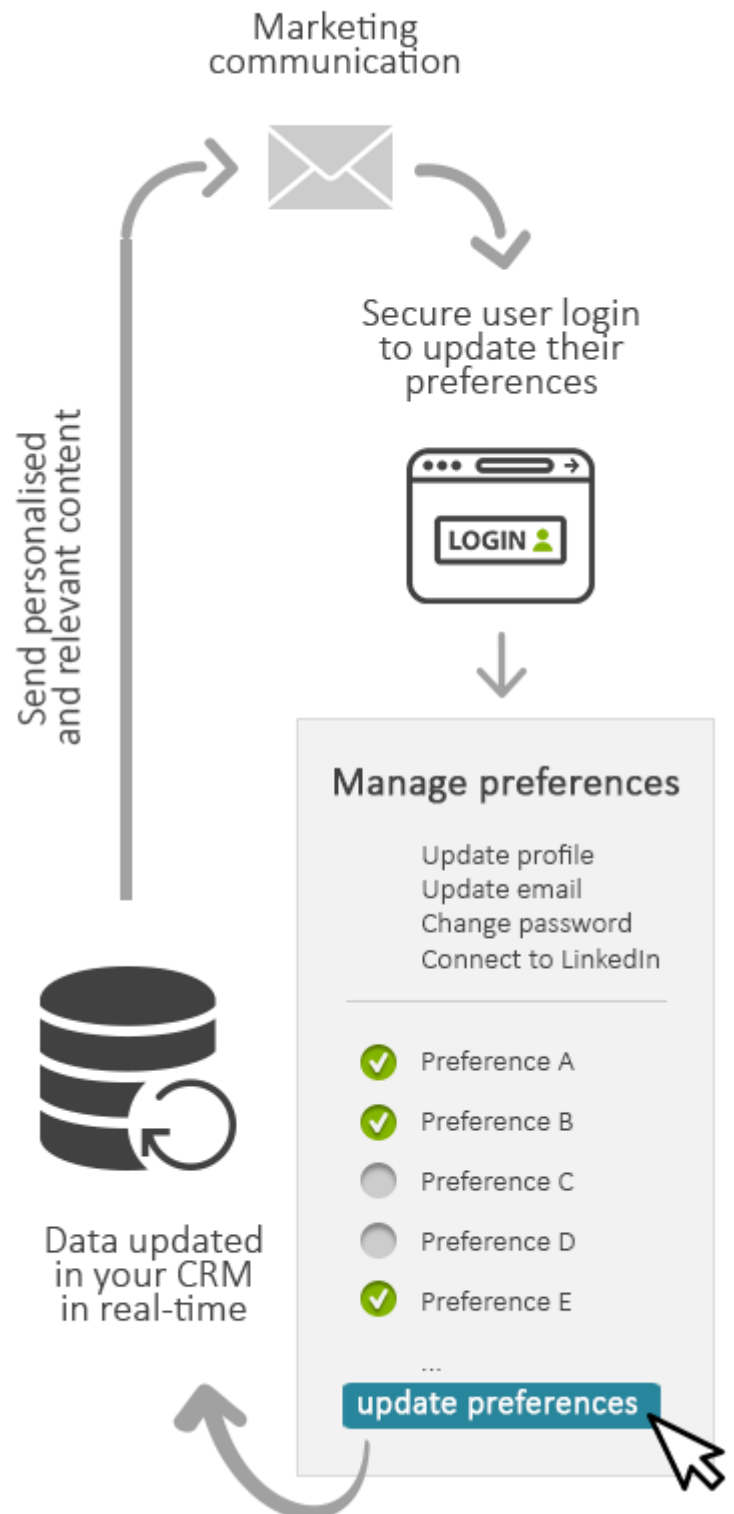
- ▶ Which campaigns are having the biggest impact
- ▶ The clients (and individuals) they're having an impact on
- ▶ The most effective times to communicate with contacts and fee earners
- ▶ Who you're contacting too often or too rarely
- ▶ How your performance compares to industry benchmarks



# Manage unsubscribes and preferences effortlessly

Vuture's Preference Manager helps you stay compliant by automatically managing client preferences, a must-have tool with the GDPR coming into force in 2018.

If one of your clients receives an email that's irrelevant to them and they wish to unsubscribe, they can do so quickly and easily with Preference Manager; that information is then automatically written back into the CRM with no manual work required.





## Ongoing feature developments

Our commitment to our Salesforce integration means we're constantly developing new, revolutionary ways to enhance our client experience.

Features are released on a quarterly cycle based on the needs and requirements of our users. If you'd like a specific integration element to be added that would help your marketing endeavours, we can implement it in Vuture.



# Form digital relationships that last a lifetime with Vuture + Salesforce

Book a demo today with one of our marketing technology experts to find out more about our Salesforce integration.

[BOOK A DEMO](#)

OR

[ASK A QUESTION](#)

The Vuture platform is packed full of beneficial solutions that make life easier for marketers just like you. (It was made by marketers, for marketers, after all.)

As a global leader in marketing technology, with offices in London, New York and Sydney, we proudly serve the top 100 consultancy, accounting and legal firms in the world.

Our marketing technology suite is designed to help build synergy and cement fruitful, long-lasting relationships between marketers, fee earners and their clients.



WEB MARKETING



EMAIL MARKETING



EVENT MARKETING



PRINT MARKETING



ALUMNI MARKETING



MARKETING SURVEYS



MARKETING ROI



PERSONALISATION

The Vuture vision is to play a major role in helping organisations build and maintain strong, lasting relationships – both internally and externally.

FOR MORE  
INFORMATION

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