

Proposed Design

Custom CMS + Marketing Cloud DripCampaign

By: Albert Nera

KEY POINTS:

- Users would submit a question using a redesigned form with the necessary selection options for CRM funnel.
- In the process their dropdown selections and agreement to join the mailing list will trigger their information to be transferred to the Marketing Cloud CRM.
- In the MC CRM the user's selections we will separate users into different lists.
- Users on the lists are automatically emailed a series of periodic emails containing relevant information to their selections, as well as our company's product offerings that they can try.

