

MARKETING CAMPAIGN MANAGEMENT AND SALES FORCE DATA MANAGEMENT FOR BIO – RAD



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Gaps Identified:

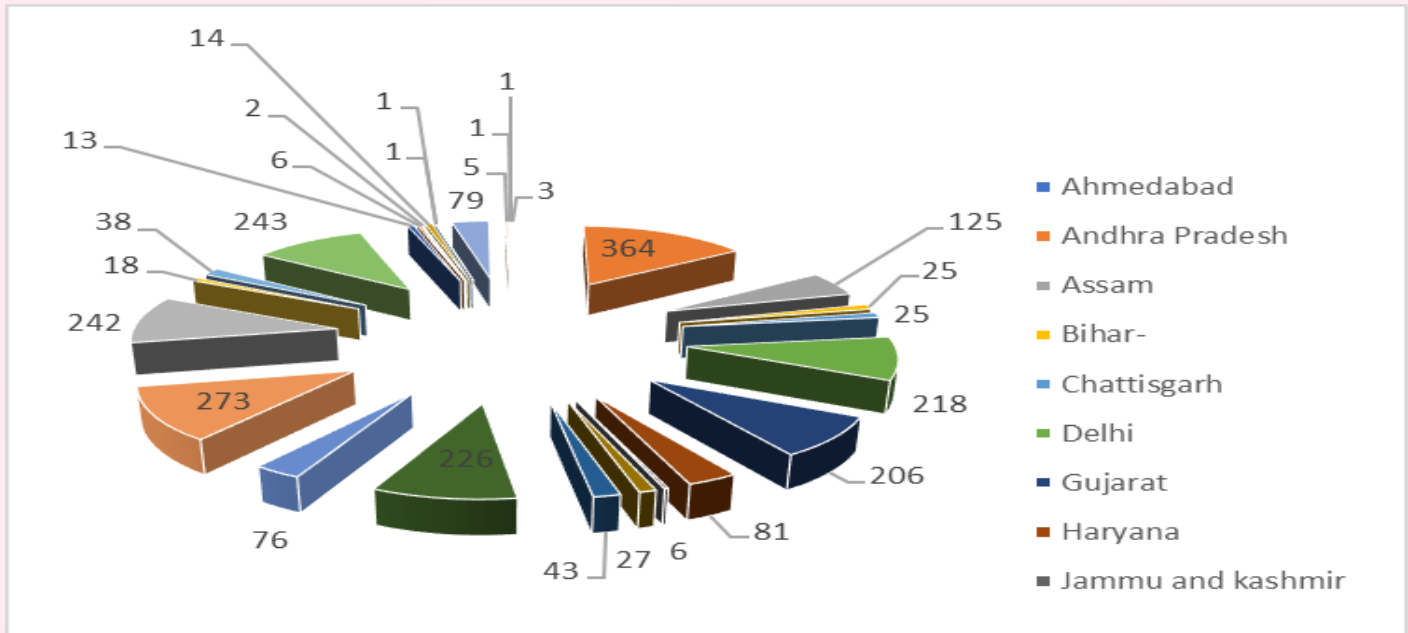
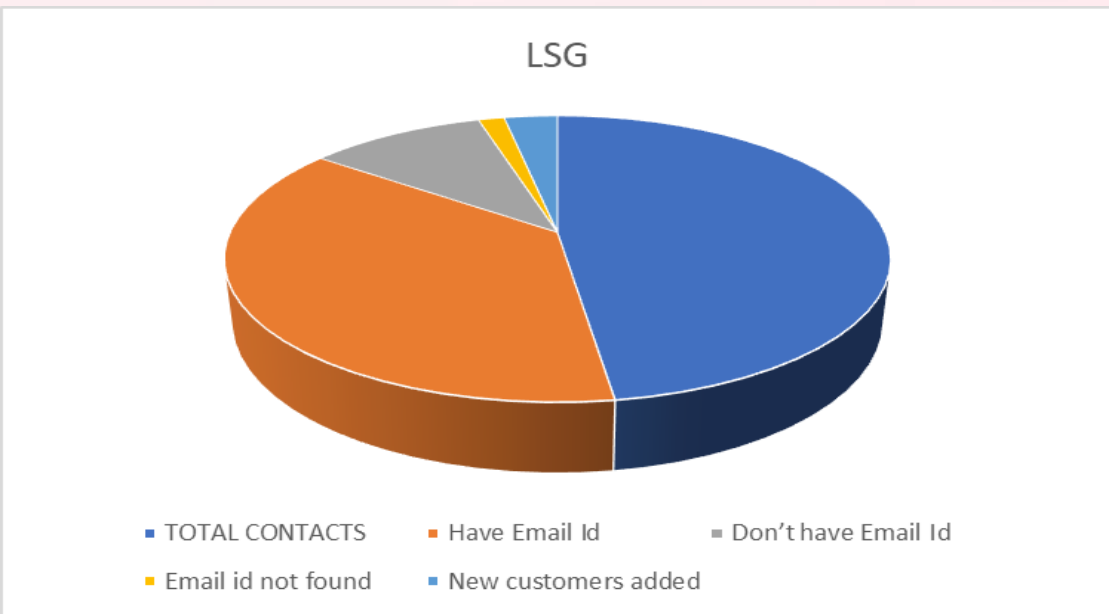
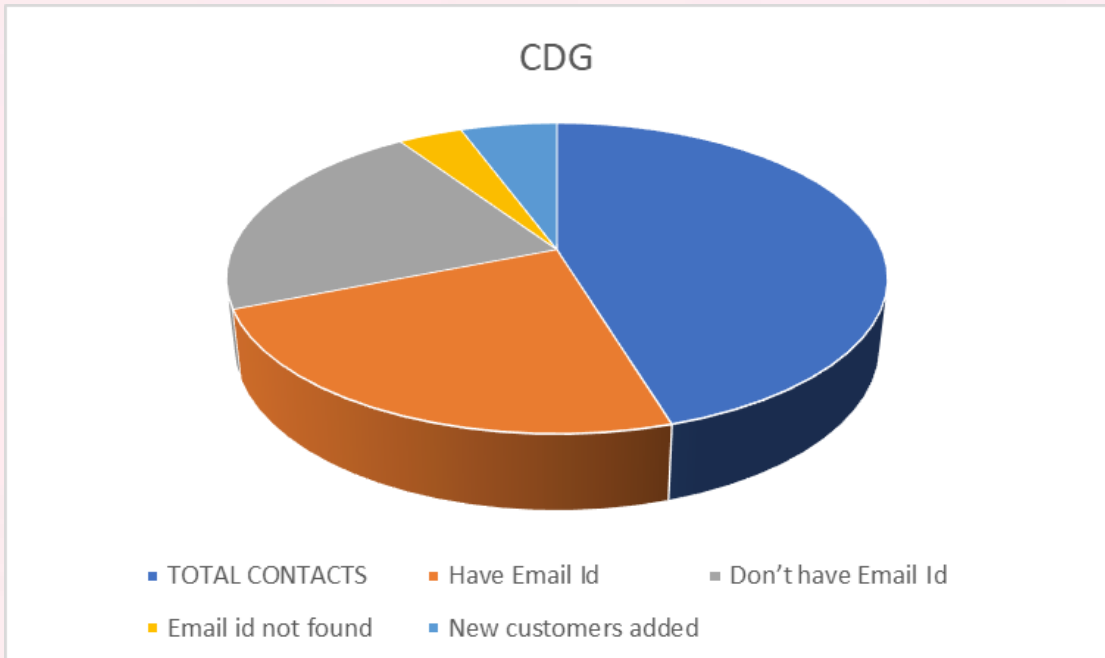
- Data was not properly managed.
- No segmentation of customers according to their specialisation.
- Customers were inactive which was making a hurdle in finding potential customers.
- There was no awareness about CME so the results were not up to the mark.

Objectives:

- To maintain complete data set of customer of different verticals of Bio - Rad.
- To create specific updation and CME activities.
- To target and link the costumers on social media according to specific segmentation.
- To perform high CRM activities and attract more customers through various events of the company.
- To track record of potential customers and lead generation.

Findings :

Increasing the lead generation through SFDC in different verticals of the company and identifying the potential customers in different states.



Define your Distribution List –

Login to SFDC

Create New Report

Choose Report Type:
Contacts & Accounts

Define your Filters

Run the Report

Add to Campaign

Accessible from the top or left navigation bar in SFDC.

Campaign Edit

New Campaign

Campaign Edit

Save Save & New Cancel

Campaign Name

Campaign Owner/Contact

Parent Campaign

Status

Campaign Summary

Marketing Department

Campaign Type

Tactics

Region Target

Content Category

FCPA Compliance Requirement?

Corporate Approval Reference

Start Date

End Date

Active

Exclude from Calendar

Include in Reporting

Campaign Currency

Budgeted Cost in Campaign

Actual Cost in Campaign

KPI Information

Primary KPI Type

Primary KPI

Primary KPI Goal

Secondary KPI Type

Secondary KPI

Secondary KPI Goal

Benefits :

For customer :

Customer gets easy and fast updation.
They get full data base of the customers
It helps to generate cookies.

For organization :

Easy to connect with them
By this they get the list of their potential customer's

Key Learnings :

- How to create marketing campaign.
- How to run campaign and report on SFDC.
- How to calculate lead generation and MQL.
- How to engage sales team to promote marketing strategies.
- How to link MARKETO with SFDC through events.

Abbreviations used :

SFDC: Sales Force Dot Com

CMR : Continuing Medical Education

MQL: Marketing Qualified Lead

- **Conclusion :** Quality Lead was generated for Bio Rad .
- **1025** New customers were added in LSG and **4000** new customers were added in CDG.
- Potential customers were identified in different states.
- Marketing advertisement strategy was developed for the company by which visibility of customers was increased on social media.