



# Appluent Business Solutions: Client Report

*5th Floor Analytics*

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# Objectives

**Increase  
Website  
Traffic**

**Improve  
Social Media  
Presence**

**Professionalism**

## Increase Website Traffic



Google Ads

- 2 Google ads
- A/B Testing between 2 Ads

## Improve social Media Presence



### Social Media Campaigns

- Introducing the Team
- New App release campaign
- Weekly LinkedIn & Twitter posts

## Professionalism



### Website Changes & SEO

- Revamping page content
- Conduct site audit
- Identify functionality errors
- Updated version of Managed Services Newsletter



# Results

## Google Ad Results

(Primary Ad: Oct. 10th-November 7th)

### Ad 1

- 1,834 Impressions
- 44 Clicks
- 2.39% click through rate

## Google Ads A/B Test

Oct. 24th - Nov. 7th

### Ad 1

- 1,216 Impressions
- 22 Clicks
- 1.8%

### Ad 2

- 231 impressions
- 11 clicks
- 4.76 % click-through rate

## Social Media Results

### Linkedin

- 130 Unique Visitors up 39%
- 14 New followers up 40%
- 2.1 K Impressions up 540%
- 18 Custom Button Clicks up 28%
- 11 Shares

### Twitter

- 362 impressions
- 16 engagements
- 1 new follower

## Website Results

- 12.21% increase in user traffic
- 12.77% increase in new user traffic
- 15.64% of traffic was from Google Ads

# Agenda



- Company Overview
- Google Adwords
- Improvement of Social Media
- Website
- Newsletter
- 3 Month Plan
- Recommendations

# Who is Appluent?

- Salesforce consulting partner
  - USA
  - India
- Launched in 2014
- Team of eight consultants
- Salesforce implementation app development
- Salesforce consultation offerings
  - Custom development, Integration, QuickStart, and CPQ





Offices located in the  
United States and  
India



## APPLUENT'S LOCATIONS

# Target Market

Small to Large  
Businesses

Businesses  
Interested in  
Salesforce  
Implementation

Current Salesforce  
users looking for  
optimization

The Salesforce logo, which consists of a blue cloud shape with the word "salesforce" written in white lowercase letters inside it.

salesforce



# Local Competitors

Salesforce consulting firms within a 15 mile radius of Appluent Business Solutions

The logo for acutedge features the word "acut" in a dark grey sans-serif font, followed by a blue circle containing a white lowercase "e", and then "edge" in the same dark grey font.

**BackOffice**  
Thinking

The logo for IT Edge CRM is set against a solid blue background. It features a white icon of a cloud with a checkered pattern on the left, followed by the text "IT Edge CRM" in white, and "Salesforce consulting & implementation" in a smaller white font below it.The logo for OpenGate features a stylized green and blue arrow-like shape above the text "OpenGate" in a bold, dark blue font. Below "OpenGate" is the tagline "technology for Next™" in a smaller, lighter blue font.The logo for Brickhouse Environmental features a circular graphic on the left composed of blue and white lines, resembling a globe or a stylized wave. To the right of the graphic is the text "Brickhouse Environmental" in a dark blue serif font, with "Consultants and Engineers" in a smaller, italicized serif font below it. A gold laurel wreath encircling the number "40" and the word "YEARS" is positioned to the right of the main text.

# Existing Digital Assets



- Last post was in July
- Limited engagements
- Hard to reach consumers



- Did not post any content for 8 months
- Lack of activity between followers and Appluent



- Main social media platform for providing content
- Most engagements



- The Appluent website was an afterthought for the company
- Well designed but lacking content

# Client's Concern

**Digital  
Presence**



Client is not  
utilizing its digital  
assets enough

**Brand  
Awareness**



Client wants to  
increase brand  
awareness

**Clientele**



Client wants to  
reach a larger  
clientele

# Objectives

## Increase Website Traffic

- Increase website traffic by 10% in one month
- Increase click through rate by 2% in one month

## Increase Social Media Presence

- Increase social media presence to drive brand awareness, and customer interaction.
- Produce 10 social media posts
- Increase Twitter followers by 5
- Increase LinkedIn connections by 5

## Increase Brand Awareness

- Obtain 1,000+ Google ad impressions
- Increase twitter impressions by 10-15%
- Increase LinkedIn impressions by 10-15%

# Strategy



Google Ads

- 3 Google ads
- A/B Testing between 2 Ads



## Social Media Campaigns

- Introducing the Team
- New App release campaign
- Weekly LinkedIn & Twitter posts



- Made newsletter to promote Appluent
- Describes Appluent's services for potential clients



## Website Changes & SEO

- Revamping page content
- Conduct site audit
- Identify functionality errors



# Increase Web Traffic

# Google Adwords: Objective

**Increase traffic to the website by 10%**

# Google Adwords: Implementation

- Started with name of company to ensure **brand awareness**
- Included expertise of **Salesforce** specifically
- Maximized the **reach** by extending it far outside Philadelphia
- Targeted **14,551,250** people



\*10 Mile radius around Philadelphia

## Products and Services

implementing salesforce

salesforce crm development

salesforce functional consultant

salesforce partner

salesforce technical consultant

Salesforce Consultant

Salesforce Integration

and 3 more

## Appluent Business Solutions | Salesforce Experts

[Ad](#) [appluent.net](http://appluent.net)

Salesforce consultants that will help optimize your use of the platform. Learn more here!

1

## Appluent Business Solutions | Salesforce Experts | Professional CRM Consultants

[Ad](#) [www.appluent.net](http://www.appluent.net)

Salesforce consultants that will help you optimize your use of the platform. Learn more here!

2



# Google Adwords: (Raw Data)

## Ad #1

Appluent Business Solutions |  
Salesforce Experts

Ad [appluent.net](http://appluent.net)▼

Salesforce consultants that will help optimize your use of the platform. Learn more here!

- Ran from **October 10th - November 13th**
- 1,834 Impressions
- 44 Clicks
- Click through rate 2.39%
- \$134.00

## Ad #2

Appluent Business Solutions | Salesforce Experts |  
Professional CRM Consultants

Ad [www.appluent.net](http://www.appluent.net)▼

Salesforce consultants that will help you optimize your use of the platform. Learn more here!

- Ran from **October 24th - November 7th**
- 231 Impressions
- 11 Clicks
- Click through rate 4.76%
- \$21.88

# Google Adwords: A/B Testing

\*Ad #2 includes a third heading

## Ad #1

Appluent Business Solutions |  
Salesforce Experts

Ad [appluent.net](http://appluent.net)▼

Salesforce consultants that will help optimize your use of the platform. Learn more here!

## Ad #2

Appluent Business Solutions | Salesforce Experts |  
Professional CRM Consultants

Ad [www.appluent.net](http://www.appluent.net)▼

Salesforce consultants that will help you optimize your use of the platform. Learn more here!



# **Improve Social Media Presence**

# Thoughts on their social media presence before the project

- Limited Posts & Engagement
- Limited Content
- No posts in over 8 months
- Appluent on Facebook by continuing to post content
  - Minimal content on LinkedIn or Twitter
  - Twitter didn't fit their client's demographic
  - Very low engagement
  - Opportunities within LinkedIn and Facebook
- Felt that if customers looked at their social media they could get the impression that they may be out of business since they were not posting



# Social Media Objectives

- Increase brand awareness on social media platforms (Twitter and LinkedIn)
- Engage with followers on social media through social media posts
- 4 Gain more followers combined for social media platforms
- Gain traction with posts by getting at least 1,000 impressions
- Get Interactions through likes and shares on posts



# Social Media Implementation

Came up with **two social media campaigns** to run on their social media

- Use tweetdeck to schedule posts for these campaigns

## First Campaign

- Introduce their social media family to the Appluent team
- Allows for their followers and potential customers to get to know who they are working with

## Second Campaign

- Promote their new app that they have coming out
- Will be teaser posts
- Call to action posts



# Social Media: LinkedIn Posts For the First Campaign

**Appluent Business Solutions**  
242 followers  
2w • @

Over the coming weeks, we will introduce our LinkedIn family (you) to our amazing staff. Each week, we will dedicate a post to one of our team members—showing our appreciation for everything that they contribute to Appluent.

**Appluent Business Solutions**  
242 followers  
1w • Edited • @

Greg's journey in the Salesforce ecosystem began as an admin by accident in 2004. He was leading a sales team where the rough Salesforce implementation fell ...see more




**Greg Brown**  
CEO

**Appluent Business Solutions**  
242 followers  
1d • @

Jaime was first introduced to Salesforce while working in Sales as a Salesforce User back in 2012. While Sales was competitive and fun, it lacked the problem solving that Jaime enjoys. After realizing the capabilities of Salesforce and how powerful of a tool it can be, she decided to start learning more on Salesforce Trailhead. After a few months of trails and self-studying, Jaime achieved her Salesforce Administration Certification in 2015 and joined Appluent. Since joining, Jaime continues to learn and grow with Salesforce by achieving additional certifications such as Sales Cloud Consultant, Service Cloud Consultant, and CPQ Specialist. As the Client Success Manager, Jaime is responsible for overseeing Operations to ensure Project and Client Success throughout the Client's journey with Appluent.


[#appluent](#) [#appluentfam](#) [#salesforce](#) [#clientsuccess](#)  
[#salesforceadministrator](#) [#salesforceadmin](#)



**Jaime Brown**  
Customer Success Manager



# Social Media: Twitter Posts For the First Campaign

 **Appluent** @appluent

Nicole has a passion for helping organizations transform using technology. Since September 2018, she has been motivated to find answers to some of the most pressing business issues. Nicole enjoys cooking delicious Italian meals and spending time with her two dogs, Louie and Lala.



**Nicole Carelli**  
Account Executive

 **Appluent** @appluent

Michael eventually found a passion for Salesforce development when first working in the platform in 2015. Michael is responsible for client solutions and leading the development team. Michael enjoys bowling, fishing and making popcorn in the Appluent kitchen.  
[#Seniordeveloper](#)



 **Appluent** @appluent · Oct 29


Over the coming weeks, we will introduce our Twitter family (you) to our amazing staff. Each week, we will dedicate a post to one of our team members—showing our appreciation for everything that they contribute to Appluent.







# Social Media: Posts For the Second Campaign

 **Appluent** @appluent

UserPulse, a new Salesforce user management app that helps admins deactivate, move, or reassign users more efficiently within an organization. Visit our website to learn more about UserPulse, a straightforward way to manage your user: <https://bit.ly/2OcrDVw>

**IDENTIFY  
NAVIGATE  
REMOVE**

COMPLETELY remove a user from dependent metadata!

 **Appluent** @appluent

As a Salesforce admin you spend so much time deactivating, moving, or reassigning users, it makes you want to cry. Visit our website to learn more about UserPulse, a simple way to manage your user: <https://bit.ly/2OcrDVw>





# Professionalism

# Issues & Opportunities

Appluent's website was in strong shape

- Received strong scores from site audit in SEMrush
- Did not require internal linking
- Good use of backlinks
- Few site errors found

Opportunities

- Revamping the 'about' page as part of brand awareness initiative
- Rectify errors found in site audit
  - Notify Appluent of 404 errors, bad links, and spam
  - Flag any SEO issues

# Tweaking the About Page

## Before

appluent

ABOUT SALESFORCE SERVICES COMING PARTNERS CONTACT APPS LOGIN

appluent  
business solutions

107 RESOURCES COMPLETED 9.75 SATISFACTION RATING

A Customer Company

Appluent was founded by Salesforce customers who have used the platform for over 14 years.

The Appluent team is not your traditional consulting team. Most of us come from a sales background where we were users of the platform first. After making the jump from sales to the technology side we ramped up and fine-tuned our skills to become Certified Administrators, Developers, and Consultants.

We have worked for Global Fortune 100 companies, small-mid sized, nonprofits, and family-owned organizations implementing and leading the Salesforce efforts - Sales, Marketing, Service, Analytics, and Operations.

Locations

Phoenixville, PA

Garghan, India

Appluent Business Solutions, L.L.C.  
1288 Valley Forge Rd Unit D1,  
Phoenixville, PA 19460  
www.appluent.com 2 reviews  
View larger map

My company recently adopted Salesforce. We hired Appluent as our integrator and we so thankful we did. We have many friends to our business and without Appluent we would be completely lost. They have exceeded all of our requests, made themselves available at all times for questions and training, offered proactive responses to better than the best, and provided on-site assistance whenever we've requested. Craig and his team have been instrumental in showcasing the power of Salesforce while keeping us in our lane to ensure we don't undermine the point of having such a powerful tool. I would recommend Appluent regardless of company size.  
Ryan Lee

Implementation of Sales and Service Cloud for growing organization

Our organization used Appluent as our partner in a very large Salesforce implementation which impacted our entire organization. We implemented C2i's in other organizations. I have worked with and this was by the most smooth implementation. I have experienced thanks to Appluent. They were not just there to implement the software and then their job was done. They have continued to be engaged with our team ensuring on a daily basis to ensure that the implementation met our expectations. They are personable, knowledgeable, easy to work with and understand the effect that they look as much time as necessary to understand our business and help us to map out what was to be our "future state". It was worth more than I can say. Appluent team is outstanding.  
Correen Brown

## What was needed?

- Appluent personnel are missing from the page

## Why is that important?

- Will be helpful for appealing to leads on website
- Makes Appluent more personable
- Improves professionalism
- Coincides with our social media campaign

# After

**appluent** SALESFORCE SERVICES CONGA PARTNERS CONTACT APPS LOGIN

## Our Team

**Nicole Kane – Account Executive**  
Nicole has a passion helping organizations transform using technology. Since joining Appluent in September 2018, she has been motivated to find answers to some of the most pressing business issues. Whether it is increasing end user adoption, streamlining sales processes, or increasing customer satisfaction, she has been able to quickly identify the shortcomings and create a strategic solution using the power of the Salesforce Platform. Outside of Appluent, Nicole enjoys cooking delicious Italian meals and spending time with her two dogs, Louie and Lala.

**Jaime Brown – Client Success Manager**  
Jaime was first introduced to Salesforce while working in Sales as a Salesforce User back in 2012. While Sales was competitive and fun, it lacked the problem solving that Jaime enjoys. After realizing the capabilities of Salesforce and how powerful a tool it can be, she decided to start learning more on Salesforce Trailhead. After a few months of trails and self-studying, Jaime achieved her Salesforce Administration Certification in 2015 and joined Appluent. Since joining, Jaime continues to learn and grow with Salesforce by achieving additional certifications such as Sales Cloud Consultant, Service Cloud Consultant, and CIQ Specialist. As the Client Success Manager, Jaime is responsible for overseeing Operations to ensure Project and Client Success throughout the Client's journey with Appluent.

**Michael Stone – Senior Developer**  
Michael has over 10 years of experience architecting and developing web based solutions in various industries that include manufacturing, healthcare, insurance and advertising. After years of developing enterprise web applications from the ground up using such technologies as ColdFusion, Oracle PL/SQL, PHP, C# and many JavaScript Frameworks, Michael eventually found a passion for Salesforce development when first working in the platform in 2016. Since moving into the Salesforce ecosystem, Michael has earned his Platform Developer I certification and has continued testing how far he can push Salesforce. As the Senior Developer, Michael is responsible for client solutions and leading the development team. When not behind the keyboard, Michael enjoys bowling, fishing and making popcorn in the Appluent kitchen.

**Raisa Gupta – Delivery Manager**  
Raisa joined Appluent Business Solutions team in September of 2017. She started off as an Implementation Consultant and Business Analyst, quickly progressing to the role of Salesforce Delivery Lead in our India office. An engineering graduate having over nine years of experience in IT, with maximum time spent in Salesforce across roles including Delivery Manager, Team lead, Administrator, Consultant, Test automation expert. Also, a certified administrator, app builder and Sales cloud consultant. She is a certified Conga expert as well and helps designing Conga solutions while understanding client business processes. Raisa enjoys implementing new features in salesforce and believes in non-stop learning. Raisa is an avid reader and has keen interest in music. She pursues these passionately whenever she is not playing with her daughter.

**Sounderya Raghav – Head of People and Business Operations**  
With an experience of over 11 years in the domain of Human resources, Compensation, Benefits, capability building, policy formulation, setting HR direction, Talent strategy and internal communications; Sounderya is currently heading Appluent's India Practice. She joined the Appluent Business Solutions team in May of 2017 and helped Greg grow Appluent's India office. She is passionate about people aspect of organizations and believes in creating high performing environments while having fun. Starting her career in one of the Big 4, she moved to Salesforce industry and love every bit of it. She loves travelling and exploring new locations as She strongly believes that travelling is the best form of education she can give to her daughter.

**Greg Brown – CEO**  
Greg's journey in the Salesforce ecosystem began as an admin by accident in 2004. He was leading a sales team when the tough Salesforce implementation fell into his lap. Greg immediately saw the impact that Salesforce had on his own and the team's performance. He then decided to leave his sales post and turn techie, leveraging his Computer Science experience at Temple University. Greg began his journey to becoming an admin, developer and later consultant working for small-medium businesses to Fortune 500 companies as a Salesforce customer. He founded Appluent Business Solutions in 2014 from the ground up and has grown the organization to a Silver Salesforce Partner delivering over 250 projects with a stellar team surrounding him. When Greg is not managing the business, he enjoys hanging out with his wife and three daughters, watching

## What we did:

- Added company personnel to the 'about' page

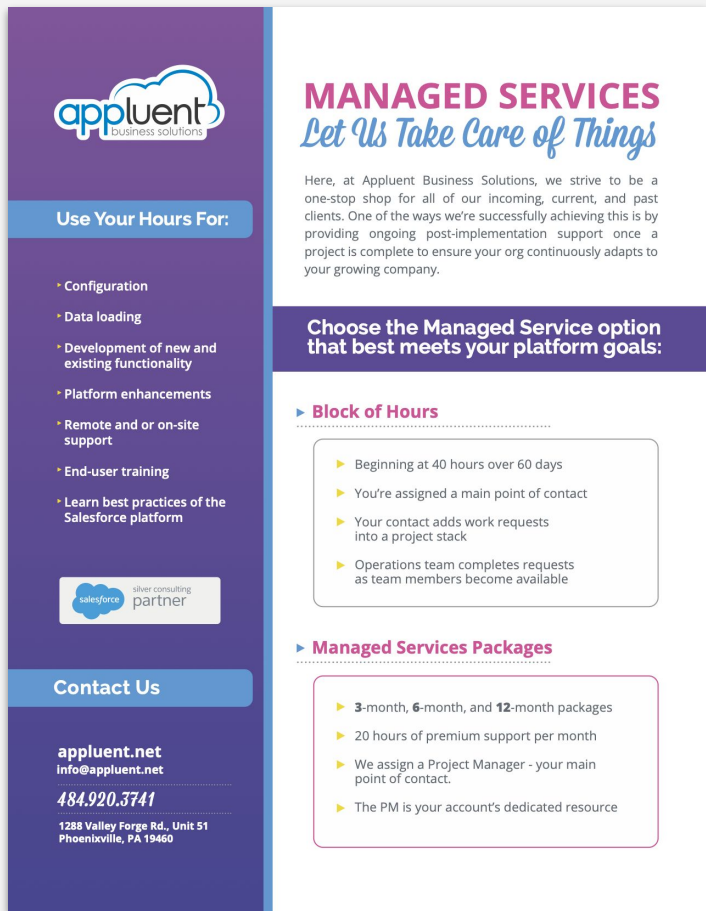
## Why?

- Coincides with our social media campaign
- A best practice especially for those who do consulting

Before

# Newsletter Update

After



The 'Before' newsletter layout features a dark purple header with the Appluent logo. A blue bar contains the text 'Use Your Hours For:'. Below this is a list of services: Configuration, Data loading, Development of new and existing functionality, Platform enhancements, Remote and/or on-site support, End-user training, and Learn best practices of the Salesforce platform. A 'Contact Us' section at the bottom provides the website, email, phone number, and address. The main content area is white with a purple header for 'MANAGED SERVICES' and a sub-header 'Let Us Take Care of Things'. It includes a paragraph about being a one-stop shop, a purple bar with the text 'Choose the Managed Service option that best meets your platform goals:', and two sections: 'Block of Hours' and 'Managed Services Packages', each with a list of bullet points.

**appluent**  
business solutions

**Use Your Hours For:**

- Configuration
- Data loading
- Development of new and existing functionality
- Platform enhancements
- Remote and/or on-site support
- End-user training
- Learn best practices of the Salesforce platform

**salesforce** silver consulting partner

**Contact Us**

**appluent.net**  
info@appluent.net  
**484.920.3741**  
1288 Valley Forge Rd., Unit 51  
Phoenixville, PA 19460

**MANAGED SERVICES**  
*Let Us Take Care of Things*

Here, at Appluent Business Solutions, we strive to be a one-stop shop for all of our incoming, current, and past clients. One of the ways we're successfully achieving this is by providing ongoing post-implementation support once a project is complete to ensure your org continuously adapts to your growing company.

**Choose the Managed Service option that best meets your platform goals:**

► **Block of Hours**

- Beginning at 40 hours over 60 days
- You're assigned a main point of contact
- Your contact adds work requests into a project stack
- Operations team completes requests as team members become available

► **Managed Services Packages**

- 3-month, 6-month, and 12-month packages
- 20 hours of premium support per month
- We assign a Project Manager - your main point of contact.
- The PM is your account's dedicated resource



The 'After' newsletter layout features a purple header with the Appluent logo. A white bar contains the text 'MANAGED SERVICES' and a sub-header 'See what our Sales Force Experts can do for you'. Below this is a purple bar with statistics: '107 PROJECTS COMPLETED' and '9.75 SATISFACTION RATING'. A 'SILVER salesforce PARTNER' badge is displayed. A blue bar contains the text 'Use Your Hours For:'. Below this is a list of services: Configuration, Data loading, Development of new and existing functionality, Platform enhancements, Remote and/or on-site support, End-user training, and Learn best practices of the Salesforce platform. A 'Block of Hours' section and a 'Service Packages' section are highlighted with purple borders. The main content area is white with a purple header for 'MANAGED SERVICES' and a sub-header 'Let us take care of things'. It includes a paragraph about being a one-stop shop, a 'Block of Hours' section with a list of bullet points, and a 'Service Packages' section with a list of bullet points. A 'PLEDGE 1%' badge is in the bottom right corner.

**appluent**  
business solutions

**MANAGED SERVICES**  
*See what our Sales Force Experts can do for you*

107 PROJECTS COMPLETED 9.75 SATISFACTION RATING

**SILVER**  
salesforce  
PARTNER

**Use Your Hours For:**

- **Configuration**
- **Data loading**
- **Development of new and existing functionality**
- **Platform enhancements**
- **Remote and/or on-site support**
- **End-user training**
- **Learn best practices of the Salesforce platform**

**Block of Hours**

- Beginning at 40 hours over 60 days
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**Let us take care of things**

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- 3-month, 6-month, and 12-month packages
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appluent.net info@appluent.net 484.920.3741

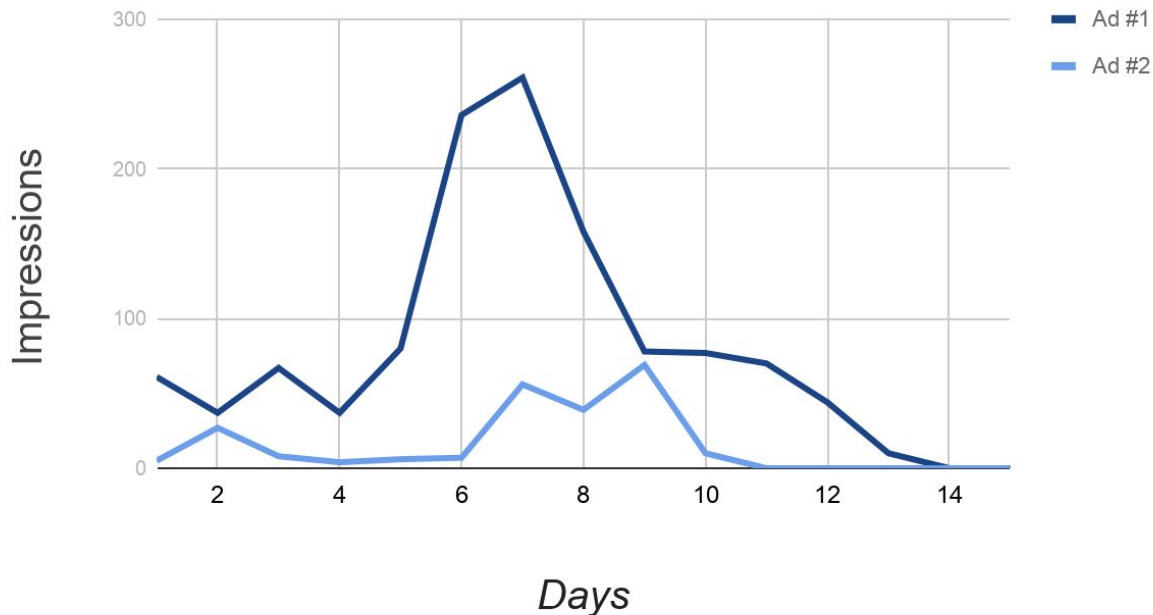
**PLEDGE 1%**  
COURTESY OF SALESFORCE

# Results

# Google Adwords: A/B Test (Impressions)

October 24th - November 7th (15 days)

A/B Test (Impressions)



**Ad#1**

1, 216  
Impressions

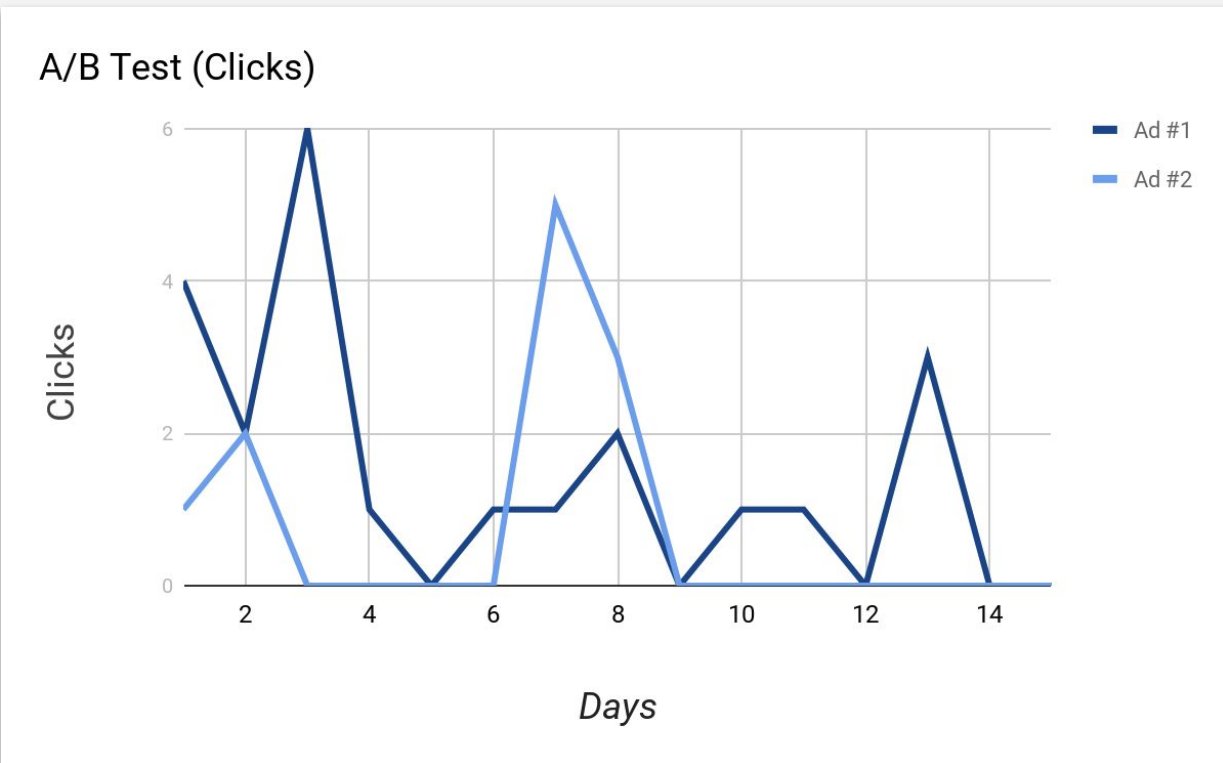
**Ad #2**

231  
Impressions



# Google Adwords: A/B Test (Clicks)

October 24th - November 7th (15 days)



**Ad#1**

22 Clicks

**Ad #2**

11 Clicks



# LinkedIn Results

- 14 new followers
- 40% increase

## Followers

- 18
- 28% Increase

## Custom Button Clicks

- 2,100 Impressions
- That is a 540% increase

## Impressions

- 130
- 39% increase

## Unique Visitors

- 11 Shares on posts

## Shares



# Twitter Results

- 4 New Followers

**Followers**

- 494 Impressions

**Impressions**

- 17 Total Engagements on Posts

**Engagements**

# Website Traffic Results

**12.21%**

Increase in user traffic between Oct 14th to Nov 12th

**15.64%**

Percentage of website traffic came from Google Ads

**12.77%**

Increase in new user traffic between Oct 14th and Nov 12th



# Three Month Plan

# Three Month Plan: January

## Website & SEO

- Add meta descriptions to 11 pages
- Establish sitemap for website
- Increase word count for 6 pages
- Use keywords to optimize web content

## Social media

- Implement the social media posts provided each week on Twitter and LinkedIn
  - On Tuesday, release post on app
  - On Thursday, release post about employee

## Schedule Content

- Create and schedule new content for social media and Google Ads campaign for February

## Google Smart Campaign

- Continue with Google Ads campaign targeting a 15-mile radius around Philadelphia to promote app

SUN

MON

TUE

WED

THU

FRI

SAT

JAN 2020

01

02

03

04

05

06

07

08

09

10

11

Run Google Ads

Post about social media about app release

Post on social media about employee profile

12

13

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18

Run Google Ads

Refer to summary about website &amp; SEO tips

Post about social media about app release

Post on social media about employee profile

19

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Run Google Ads

Post about social media about app release

Post on social media about employee profile

26

27

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29

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31

Run Google Ads

Post about social media about app release

Post on social media about employee profile

Create &amp; schedule new content for social media

# Three Month Plan: February

## Google Ads

- Create two ads for app to conduct A/B testing
- Measure which one is most effective

## Social media

- Continue weekly posts on Twitter and LinkedIn
  - Updates on what the company is up to and showcasing how new app works

## Google Reviews

- Encourage past and current clients to leave reviews on Google My Business page
  - Incentivize clients to post about their experience working with Appluent

## Schedule Content

- Create and schedule new content for social media and Google Ads campaign for March



SUN	MON	TUE	WED	THU	FRI	SAT	
FEB 2020							01
02	03	04	05	06	07	08	
Run Google Ads		Post on social media about company updates		Post on social media what UserPulse can do			
09	10	11	12	13	14	15	
Run Google Ads		Post on social media about company updates		Post on social media what UserPulse can do			
16	17	18	19	20	21	22	
Run Google Ads		Post on social media about company updates		Post on social media what UserPulse can do			
23	24	25	26	27	28	29	

# Three Month Plan: March

## Google Ads

- Continue to run successful ad from A/B testing to promote app
- Create Smart Campaign driving traffic to website

## Social media

- Continue weekly posts on Twitter and LinkedIn
  - Updates on what the company is up to and showcasing how new app works

## Create Campaigns

- If Appluent team feels comfortable running ads, the company can create social media campaigns

SUN

MON

TUE

WED

THU

FRI

SAT

01

02

03

04

05

06

07

Run Google Ads

Post on social media about company updates

Post on social media new things happening in the industry

MAR2020

08

09

10

11

12

13

14

Run Google Ads

Post on social media about company updates

Post on social media new things happening in the industry

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Run Google Ads

Post on social media about company updates

Post on social media new things happening in the industry

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Run Google Ads

Post on social media about company updates

Post on social media new things happening in the industry

29

30

31

# Recommendations

- Invest in more Google Ads
- Use Facebook ads since that is their most engaging platform
- Use boosted posts on LinkedIn
- Delete Twitter since it that platform has the least engagements
- Develop a social media calendar
- Use Hootsuite to schedule future social media posts
- Add a biweekly blog to their website addressing Salesforce's tips, how-to, and problems/solutions
- Optimize website with more call-to-actions

# Value to Appluent

- Appluent spent no money
- Appluent is going through a change with their marketing team.
  - They are losing their marketing manager so they are looking for outside help
  - Helped set deadlines with a consulting company without having to meet face to face
  - Able gain leadership skills
  - Remotely work together and communicate consistently in order to complete all objectives
- Got more exposure through social media and google ads
  - Provided with weekly content on social media
  - Exposed to new ways of posting
  - New through of getting business through google ads
- Experience in working with people remotely
  - Able to set deadlines
  - Constant Communication

# Thank You!

If you have any questions please contact us at

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