

Logistics Company Aligns Sales & Marketing



The Client



Red Arrow Logistics is an award-winning logistics and transportation business that offers tailored next-generation supply chain solutions including air, ocean, and ground transportation for our Global clients.

Our Story

Red Arrow Logistics is to provide an unparalleled service experience that contributes to the success of our customers and company. Red Arrow Logistics mission is to provide logistics and transportation services and expertise to Fortune 500 companies and others with fast growing, complex and high value supply chains.

Solutions Used

- Salesforce Consulting and Optimization of Features
- Sales & Marketing Alignment between Mailchimp and Salesforce using a 3rd Party app as a bridge

Benefits

- The ability to nightly sync between Salesforce & email marketing software so contact and account information is correct
- Significantly reduce data errors

Customer at a Glance

- Bellevue based logistics company providing international logistics and transportation shipping services to Fortune 500 companies

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The Challenge

Red Arrow Logistics had many lists in Mailchimp and needed an organized system that syncs nightly between Salesforce and Mailchimp with limited effort. Salesforce Contacts and Accounts needed to be verified and resynced with one Mailchimp Sending List.

Solutions Used

Rayburn Ideas' expert team consulted with the Red Arrow Logistics CEO on which fields would optimize their daily workflow to allow that if a contact or account is updated in Salesforce by day, the next night those changes would be applied to the correct Mailchimp List.

“As an CEO, we needed the ability to make changes by day and be able to trust that both systems would update by night. After this optimization, we had a 50% increase in staff autonomy and productivity, error free. Eric saved us hours of time! I will use him again on other projects”

Liz Laseter, CEO, Red Arrow Logistics

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Benefits

Red Arrow Logistics utilized customized fields that matched between Salesforce Campaigns and the monthly newsletter sent via Mailchimp. When responses and click through rates were recorded in Mailchimp for contacts, they were reflected the next day in Salesforce.

Metrics

Red Arrow Logistics benefitted through an alignment of sales and marketing. They were able to gain insights as to which content had a positive impact on Mailchimp Campaigns and which did not. This brought about a 360-degree view of how to effectively reach audiences using key performance indicators.

About Rayburn Ideas

Rayburn Ideas provides multiple integrated solutions for any small business or nonprofit to Optimize their Salesforce CRM, Email & Digital Marketing Communication Efforts. We have helped many organizations streamline payment capture at the best transaction rates. Rayburn Ideas is a Constant Contact Partner & other services that will help any organization efficiently Grow their Business Pipeline.

Rayburn Ideas' Salesforce Consulting Practice has advised organizations on how to reduce the amount of manual data entry and get increased productivity in their CRM. Implementations and Data Migration are our specialties.

We can assist your business to align sales and marketing to reach more audiences. Other clients have relied on us to connect a soft phone dialer to their CRM or Email Marketing Software to offer more personalized services.

Many clients enjoy using artificial intelligence tools with website optimization so that their message is highly ranked by Google and they have a competent virtual assistant always available.

One size does not fit all! Schedule a consultation with one of our top-rated experts and partake in as much as an 800% increase in revenue, productivity, and optimization! To learn more about Rayburn Ideas's innovations for B2B or nonprofit sales optimization, visit <https://rayburnideas.com>.