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salesforce

Your reliable Salesforce partner

Who we are

We are a team of Salesforce Certified Consultant, Developers, Administrators, Campaign Managers and Email Specialists ready to take your Salesforce campaign ROI a notch higher.

With 70+ certified and experienced experts in our team, we efficiently, effectively, and quantifiably manage your marketing campaigns in the CRM.

From handling campaign assets to validation and scheduling and from setting up journeys to reporting, analysis, and optimization, our Salesforce Experts handle your campaigns end-to-end. We've completed 800+ projects till date.

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PARTNER

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Why outsource your team of experts

Salesforce is vastly complex, despite its user-friendly features. To effectively handle these complexities and to get the best out of this CRM, you need expert resources. Having an in-house team does have its advantages, but outsourcing offers even more benefits:

Expertise in the niche

Hands-on Salesforce experience

Hassle-free execution

Cost-effective Way (Save 30-40%)

Fastest turnaround time (2-3 Hrs)
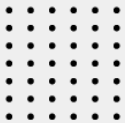
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Resources you can hire

- Salesforce Marketing Cloud Developers

- Salesforce Marketing Cloud Architects

- Salesforce Marketing Cloud Administrators

- Salesforce Marketing Cloud Campaign Managers

- Salesforce Marketing Cloud Automation Specialists

- Salesforce Marketing Cloud Technical Consultants

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Studios our experts expertise in

➡ Email Studio

➡ Automation Studio

➡ Journey Builder

➡ Personalization Builder / Einstein

➡ Social Studio

➡ Mobile Studio

➡ Advertising Studio

➡ Interaction Studio

➡ Webstudio

➡ Datorama

➡ Pardot

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Why Mavlers

- Team of 70+ Developers, Campaign Executive and Managers

- Experience of serving 800+ Salesforce clients

- Best Turnaround time of 2-3 hrs

- Vetted, trained, certified resources

- Agile & nimble team structure - right mix of freshers & experienced resources

- Monthly / weekly reports

- Resources ready to onboard within 5 days*

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Global footprints

How can our Salesforce experts help

With expertise in and a holistic understanding of marketing cloud, we help you build better customer journeys and eventually get the most out of your Salesforce CRM. Here's what our certified experts will do for you:

- Campaign Assets and Timeline management

- Campaign Built, Setup, Validation and Scheduling

- Campaign Reporting and Analysis

- Journey Building, Workflow Customization, Setup, and Optimization

- Automation for various needs

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What you can expect from our certified experts

Salesforce Expertise

Flawless execution at 99.98% error-free rate

Experience of working with 5000+ global clients

Availability in your time zone

Right-fit resources for your unique requirements

Resources aligned with your processes

Focus on the core competencies of your business

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Our deployment models

One-off projects

Our P2P model works on requirement to requirement basis. You share your specific project with us and we will deliver the requirement as per the set deadline.

Retainer Engagement

Our certified Salesforce specialist will work as your extended team member for your long term requirement, align to your processes, and work in your time zone. This model helps you save up to 40% of your hiring cost.

Dedicated resources & teams

Our team of 150+ certified experts works on your project dedicatedly. Our experts are adept at troubleshooting any issues. They collaborate with your think tank to ensure that you win your email game.

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One-off projects

01.

Salesforce email template design and coding

We specialize in creating responsive, eye-catching email templates in Salesforce Email Studio. Whether you need a drag-and-drop template or a custom HTML design, our team of Salesforce email marketing experts can deliver it for you.

02.

SFMC email campaign management

Our team of Salesforce Marketing Cloud specialists handles every aspect of your email campaigns, including setup, deployment, audience segmentation, data extension creation, A/B testing, and dynamic content with AMPscript. We are your one-stop shop for all SFMC campaign needs.

02.

Email automations via SFMC journey builder

Our team of Salesforce Marketing Cloud specialists handles every aspect of your email campaigns, including setup, deployment, audience segmentation, data extension creation, A/B testing, and dynamic content with AMPscript. We are your one-stop shop for all SFMC campaign needs.

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Dedicated resource and teams

Capabilities - SFMC developer

Our ready-to-onboard SFMC Developers have in-depth knowledge of email template production and are skilled in coding dynamic, modular and interactive emails. Also able to build landing pages based on brand guidelines.

The developers will hand-code and integrate email templates in your ESP (expertise in 50+ ESPs).

Our developers are trained to deliver pixel-perfect emails that render perfectly in 40+ email clients, multiple browsers, and 15+ devices.

The resources work as an extended arm of your team and in your time zone.

They will align with your way of working and processes to ensure projects are delivered smoothly.

Technical proficiency

➤ Create email templates that render across all email clients

➤ Resolve complex coding issues quickly and accurately

➤ Adhere to CAN-SPAM and Email Regulation

➤ Create dynamic email templates

➤ Integrate the template in client's CRM/ ESP

➤ Ability to build dynamic landing pages

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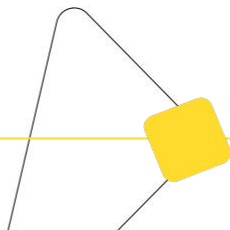
Capabilities - SMFC campaign manager

Our Campaign Managers have in-depth knowledge and experience of the CRM and seamlessly manage your email campaigns from end to end. Here's what our certified campaign manager will do for you:

Expert usage of entry data source as per business requirements

Interact with Customers via various channels

Leveraging cross cloud capabilities in SFMC

Single Email journeys & Multi step journeys

➤ **Single step journeys like** Birthday & Anniversary emails

➤ **Multi step journeys like** Drip Campaigns & Lead/Contact update in Salesforce CRM

➤ **Behavioural Triggers like** Cart & Browse Abandonment

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Technical proficiency

➤ Email template deployment and Renderability testing

➤ Flawless personalization of email campaigns & Optimization

➤ Building cohesive customer experience across channels

➤ Campaign analysis and recommendations

➤ Setting up multi-channel journeys

➤ Creating highly personalized content using AMPScript

➤ Use of SQL to manage and manipulate Data Extensions
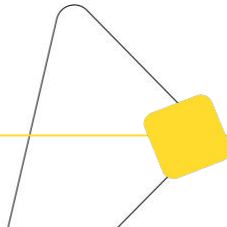
Capabilities - SFMC automation specialist

With experience and expertise in SFMC, our automation specialists can effortlessly and flawlessly set up, execute, and manage your email automation programs. Here's what our certified automation specialist will do for you:

Build simple to complex journeys

Maintain and optimize workflows

Customize workflows

Automate For Various Needs

Welcome, Cart abandonment, Post purchase, Re-engagement, Customer feedback, Promotion, Nurture, Upsell and Cross-sell, and more.

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Technical proficiency

➤ Journey setup and execution

➤ Customized workflows

➤ Workflow optimization

➤ Troubleshooting automation

➤ Strong project management skills

➤ Technical know-how across marketing automation tools
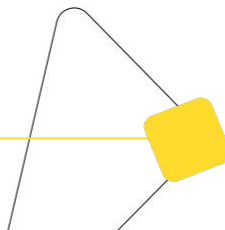
Capabilities - Salesforce technical consultant

With expertise in working with Marketing Cloud, our technical consultants can provide clients with support, leadership and direction to make sure projects are executed well. Here's what our certified salesforce consultants can do for you:

Execute projects in Marketing Cloud

CRM roadmap planning and implementation

Solution design and Requirements analysis

Coordination with stakeholders

- Deployment team
- Configuration team
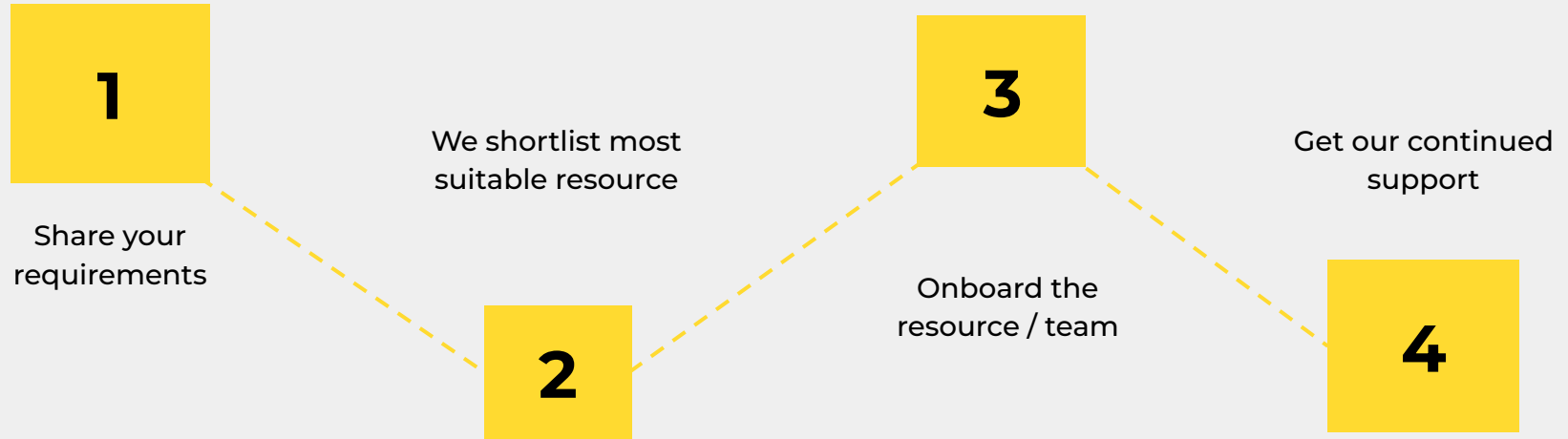- Testing Team
- IT and Business Team

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Technical proficiency

➤ Perform development, testing, implementation and documentation within the Salesforce marketing cloud platform

➤ Debugging and troubleshooting code related issues/defects

➤ Demonstrate solution functionality to business stakeholders as needed

➤ Provide technical and functional expertise to the project teams

➤ Perform system configuration and administrative tasks
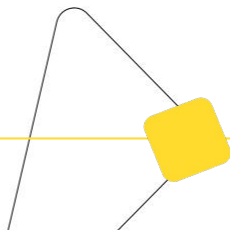
How to hire our dedicated Salesforce expert

Hiring a dedicated resource from us is easy. Just follow the steps given below, and you'll get your perfect match.

1

Share your requirements

We shortlist most suitable resource

2

3

Onboard the resource / team

Get our continued support

4

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Our Salesforce certifications

SALESFORCE CERTIFIED
Administrator

SALESFORCE CERTIFIED
Marketing Cloud
Developer

SALESFORCE CERTIFIED
Marketing Cloud
Consultant

SALESFORCE CERTIFIED
Marketing Cloud
Email Specialist

SALESFORCE CERTIFIED
Marketing Cloud
Administrator

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Value addition in your team

➜   Choose from an exclusive pool of Salesforce Experts

➜   Trusted, skilled and pre-vetted resources

➜   Resources will be aligned to your process

➜   Flexibility to opt for full/part-time resource

➜   Scale up / down the resource as needed

➜   Smooth and seamless onboarding

➜   Continuous dedicated support

➜   Cost-cutting on hiring and training resources

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A few brands we've worked with
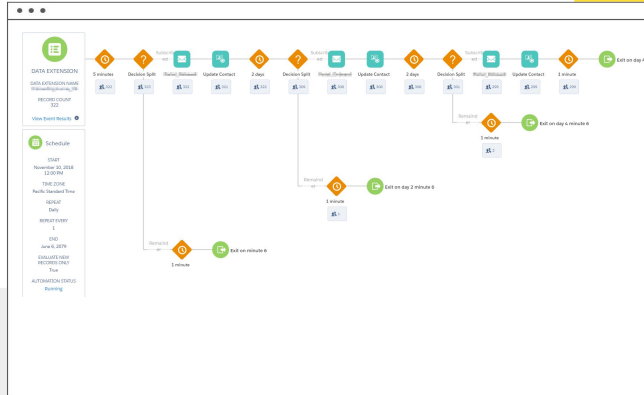
This is how we have helped our clients

Use cases

Industry : ecommerce (Journey 1)

Challenge:

Client wanted the emails in welcome series reflect a store sale that was live for only 6 hours. During this period, if anyone clicks on the store link, they should be redirected to offer page. After this period expires, all the clicks on this link should be sent to the original store page. They did not have the resources available to handle the redirects.
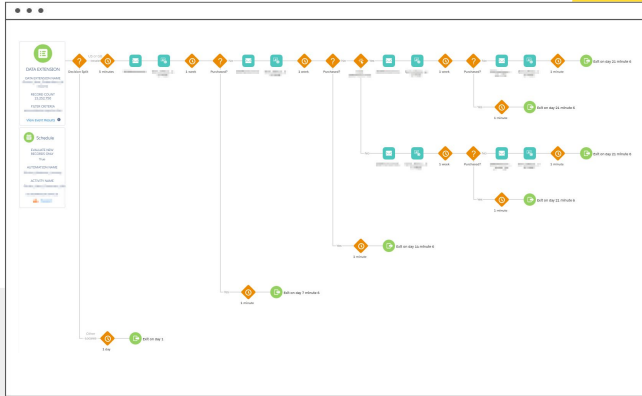
Our solution:

We came up with a solution that included a landing page with AMPScript logic to drive the clicks to the appropriate pages within the offer timeframe and updated the emails with the cloudpage URL.

Modules used:

Journey Builder, Automation Studio (SQL query to pull correct records), CloudPages, AMPScript

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Use cases

Welcome Journey (Journey 2)

Challenge:

This was a straight forward journey but the challenge was that the required data to drive the journey splits was not available in SFMC directly.

Our solution:

We wrote a series of SQL queries that fetched the required data from different Des and aggregated all the data into a single DE which became the entry source for the journey. These queries were run daily before the journey ran until the required data was fed to SFMC via API.

Modules used:

Journey Builder, Automation Studio
(SQL query to pull correct records)

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Use cases

Industry : education

➤ Dynamic Emails with 61 personalized fields.

➤ With the experience of coding and creating 1000+ advanced dynamic content modules in SFMC, we can use AMPscripts (SFMC's scripting language) and make use of real-time data to fetch the latest content during send time.

➤ Additionally, if the customer's product interaction data can be brought into Marketing Cloud, we can even display the ideal product in the email which the customer is most likely to buy at the time of sending.

➤ One of our clients wanted the entire content block to be dynamic. So we made sure the content in these blocks are populated based on the topics chosen by the customer while filling the forms. This ensures that we not only personalize the email with name personalizations but also fetch relevant content based on the user's choice.

➤ Everything in the email including the subject line, preheader text, images, links, title, body copy etc. can be made dynamic and it can be coded to fetch the latest updated content from the email.

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How Mavlers helped Weight Watchers

Challenges:

- They required a reliable ESP Migration provider.

- They were looking for a quality email development partner.

- Wanted quick turnaround time for email templates.

Solution:

- Developed 1900+ email templates for Weight Watchers till date.

- Assisted them with the fastest turnaround time in the industry of 8 hours

- Migrated from SFMC to Braze ESP.

Read More

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How Mavlers helped Acima

Acima was looking for dedicated experts to help them maximize the potential of SFMC for their email marketing campaigns. They approached us and onboarded our dedicated resources, who have, till date, created 100+ email templates and flawlessly run multiple campaigns for Acima in SFMC. The client vouches for our expert dedicated resources, and the journey continues.

The journey

- 2018 - We started with creating and integrating emails in SFMC
- A year later, they onboarded our dedicated email developer and SFMC campaign manager
- Acima decided to bank on our resources for managing the intricate Cloud Pages application
- The dedicated team manages Acima's SEO strategy and has helped them rebrand and migrate from Acima Credit to Acima.com
- We also provided landing page support

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We partnered with Mavlers to revamp our SFMC instance and streamline multiple broken pieces on web studio, content builder, and data. With their support, we have been able to finish the project within 3 months.

Yasaswy Mulpuri

I have enjoyed working with the Mavlers for a long time, for various Salesforce products. They are friendly and generous. Very good and straightforward service. Fixes are done quickly. The price/performance is very good.

Slaven Imhof

My team was very pleased with the results provided by Mavlers. Despite some technical issues on our end, they were still able to complete the project on time and help us reach our goal. They are very reliable and punctual!

Zoe Smith

Contact us for a CUSTOM QUOTE

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