

Available Services ^[1]

The CRM team provides expertise and insight in multiple technical and strategic areas. Not sure where your implementation might fit in? We're standing by to learn more about your needs and how we can help.

[CONTACT US](#) ^[2]



Technical Build & Implementation

- Requirements gathering and business analysis
- Integrations and data management
- Process assessment and recommendations
- ROI-focused outcomes reporting

- Ongoing support for technical enhancements and product evolution
- Support and advising for products including Salesforce, Marketing Cloud, Pardot, Cvent, and Blackthorn
- Vendor relationship management for CRM-related tools and applications



Digital Engagement & Creative Services

- Strategy identification and documentation
- Drip campaigns, journeys, and automations
- Campaign creation and management
- Copywriting, graphic design, and SEO
- Social media strategy and advising
- Reporting and outcome analysis



Training & Enablement

- Guidance on best practices for training and enablement
- General process review and assessment
- Change management planning
- Communication plan advising
- Documentation creation and management
- New user onboarding process
- Needs assessment for ongoing education and user empowerment

Groups audience:

CU CRM

Source URL: <https://www.cu.edu/crm/overview/available-services>

Links

[1] <https://www.cu.edu/crm/overview/available-services> [2] <https://www.cu.edu/crm/forms/crm-help-ticket>