

## Elevate your Salesforce Skills and Knowledge [1]



SURVEY(coming soon)

[2]

POWERPOINT

[3]

FRIDAY, FEB. 3 | 9 AM - 1 PM

**CU BOULDER ADMINISTRATIVE & RESEARCH CENTER (ARCE)?**

**REGISTRATION REQUIRED | LUNCH PROVIDED**

You're invited to a ½ day workshop on how CU can better optimize our Salesforce CRM platform for digital communications and marketing applications. A Senior Specialist from Salesforce will facilitate this session and produce a findings presentation onsite or at a later date. Send questions to [allison.omalley@cu.edu](mailto:allison.omalley@cu.edu) [4].

The goal is to gain consensus on gaps and opportunities in how CU leverages the CRM

marketing and communications applications. Your input and direction help us establish the strategic goals for CRM and prioritize projects.

The agenda of this meeting is relatively fluid due to the organic nature of the discussion. Salesforce will use what they call their Spark Framework to guide the conversation, which includes:

1. **Strategy:** A conversation about the University of Colorado's vision, at a high level – for campuses and the system office organizations and specifically for digital marketing within each sphere. What are CU's 2017 priorities and beyond? And how will we measure those goals?
2. **Constituent:** Regarding constituent experience strategically, what's working, what's not, and what do you want to do next?
3. **Data:** What data is required to accomplish our shared vision? Are there new/other data sources that are available, or will be available soon?
4. **Operations:** Review CU's current process for building, sending and measuring emails. Are there opportunities to improve processes for a more efficient and/or scalable solution?

Regarding participants, we would like to include any/all those involved with your digital marketing program. Please forward this invitation to others, especially if you cannot attend. We value insight from anybody involved with the strategy, operations and analysis of digital marketing.

## **FORWARD THIS INVITATION TO OTHERS**

Please forward this invitation to others, especially if you cannot attend. This includes anybody involved with the strategy, operations and analysis of digital marketing.

RSVP by Thursday, Jan. 25.

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**Source URL:**<https://www.cu.edu/elevate-your-salesforce-skills-and-knowledge>

### **Links**

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[3] <https://www.cu.edu/doc/sparkuniversity-coloradopdf> [4] <mailto:allison.omalley@cu.edu>