



Transforming ad sales in the changing media industry

Drive revenue, ratings and retention with
Slack, Salesforce Media Cloud and Silverline

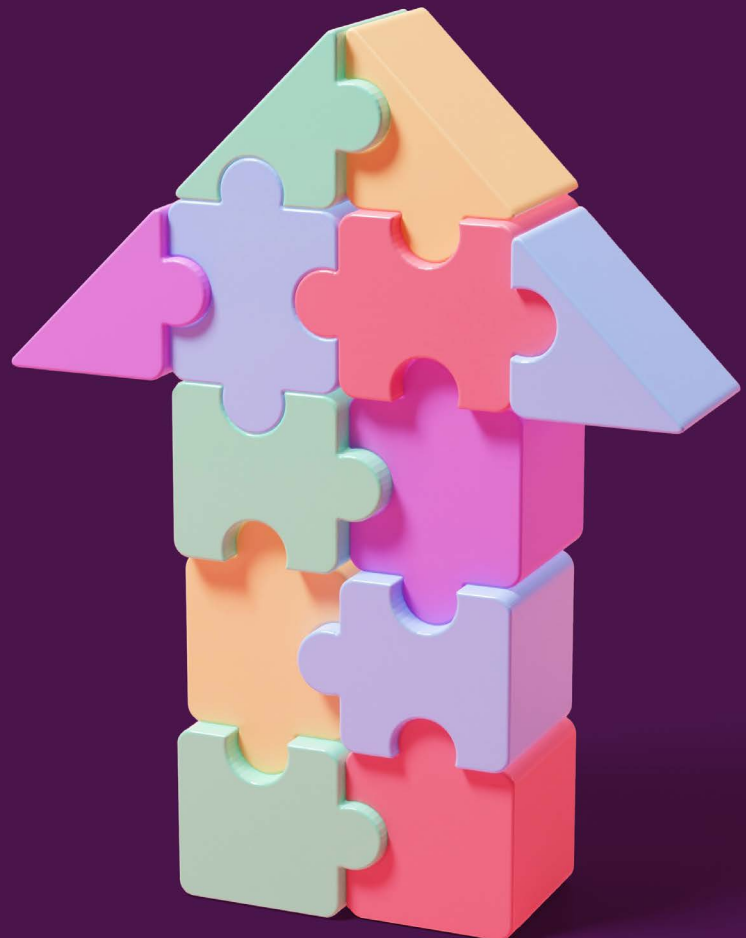


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New tech brings new opportunities for media companies

Artificial intelligence. Machine learning. Predictive analytics. Rapidly evolving technologies are opening new doors for media companies. While the opportunities are abundant—seamless internal collaboration, more efficient processes, ad sales and revenue growth, greater ROI—so are the challenges. Maybe you recognize some of these:

- On average, media companies use 23 different platforms to run their advertising business.¹
- Storing data in different systems and formats makes it hard to collect, connect and analyze information to answer business-critical questions. It also makes it hard for teams to collaborate, both internally and with external partners.
- Data silos lead to delays, reporting inaccuracies, operational inefficiencies and revenue leakage. For example, 88% of marketers spend days, not minutes, integrating data from new partners, channels and systems.¹

Taking advantage of new opportunities starts with using technology to enable the results that matter most to media companies: connecting sales teams and media planners, optimizing ad spend and campaign performance, and monetizing new offerings, just to name a few. And the shortest path from idea to action to result starts with trusted partners that know the media industry inside and out. That's where [Slack](#), [Salesforce](#) and [Silverline](#) shine.

“

Keeping pace with the rapidly evolving media industry can be challenging. But by having information easily accessible in one centralized platform, it allows teams to quickly adapt, speed up deal cycles, and better target, track and deploy ads.”

Jonathon Millman
Managing Director, Media and Entertainment, Silverline

¹ [Salesforce Marketing Intelligence Report, 2021](#)

Slack and Silverline: Orchestrating productivity through connection

Slack is the **productivity platform** for a changing media landscape. Slack's single, integrated workspace empowers media companies to unlock agility, centralize knowledge, achieve greater operational efficiencies from content creation to RFP response, and streamline engagement with customers and partners across the media ecosystem—all while reducing costs and extracting more value from existing technology and teams.

Slack integrates with **Salesforce Media Cloud** and **Salesforce Sales Cloud** to foster enhanced communication and collaboration backed by data. Media teams using Slack and Salesforce for ad sales operations see results:

21%
increased win rate¹

21%
increase in time
saved due to
process automation¹

91%
achieved positive ROI¹

32 minutes
saved per sales rep
on daily tasks²

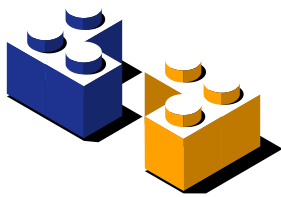
Silverline is a trusted consulting partner specializing in transforming media companies through exceptional, long-lasting solutions built on Salesforce and Slack. Silverline's expert architects, consultants and developers don't just advise clients on what to do; they guide them along each step of their digital transformation journey. By balancing technical innovation with media industry and business acumen, Silverline finds solutions to clients' toughest challenges.

¹ FY23 Customer Success Metrics. Base: Slack Comms & Media

² Forrester Report: *The Total Economic Impact of Slack for Sales Teams*

Crawl, walk and run your way to transformation

Silverline is transforming media ad sales with Slack and Salesforce. The company's unique point of view is informed by over 13 years of experience in the media industry. Its client-centered project delivery methodology focuses on delivering continuous value throughout—and beyond—the engagement:



Ongoing collaboration enables alignment and transparency, to minimize surprises and maximize productivity.



Human-centered design ensures Silverline delivers the most valuable solution features, even as priorities shift.



Consistent, frequent review of solution development provides visibility into project progress and a forum for real-time feedback.

This transformational journey combines Slack and Salesforce technologies with Silverline's media expertise using a “crawl-walk-run” framework that meets clients where they are.

Crawl, walk and run your way to transformation

Phase 1: Crawl

Silverline starts by educating users on proper Slack etiquette, data hygiene and best practices for getting the most value out of the productivity platform. Then the focus moves to quick, high-value wins by addressing business flow challenges like agency/advertiser direct messaging, deal support requests, rapid approvals, contract management and onboarding. The goal is to remove hurdles so that deals close more quickly. Silverline also works with clients to develop a simple, concise training and communication plan, as well as a rollout strategy to ensure employee success from day one.

- Agency/advertiser
- Direct messaging
- Deal support requests
- Quick approvals
- Up-front collaboration
- Planning
- Sales digest
- Automated notifications
- Client summary channels
- Contract management
- Onboarding

Phase 2: Walk

After the team achieves some quick wins, Silverline turns to automating business processes. This phase includes an evaluation of the team's use of Slack and Salesforce, along with a discussion of lessons learned and the start of planning for enterprise use cases. This is when Slack is integrated with applications like order management or ad servers. Silverline also begins using Slack to manage the entire ad sales workflow, from early opportunity pipeline to campaign execution and performance, and brings on additional teams to drive supporting processes.

- Integration monitoring
- Automate calls with Slack and third-party apps
- Stalled deal alerts
- Missing data alerts
- Topic pins
- Third-party integrations
- Change management and user adoption

Phase 3: Run

Once a client's teams, customers and partners are all securely up and running, Silverline looks for opportunities to use Slack and Salesforce to win more deals as a team, connect with customers and automate administrative tasks. Examples include adding bots and automated workflows to drive efficiency, automating campaign support flows and using Slack for case generation and communication.

- External collaboration for post-sales
- Slack cases (i.e. custom channels)
- Slack bots (little command engines)
- Question deflection via bots
- Bot automation
- Slack application integration

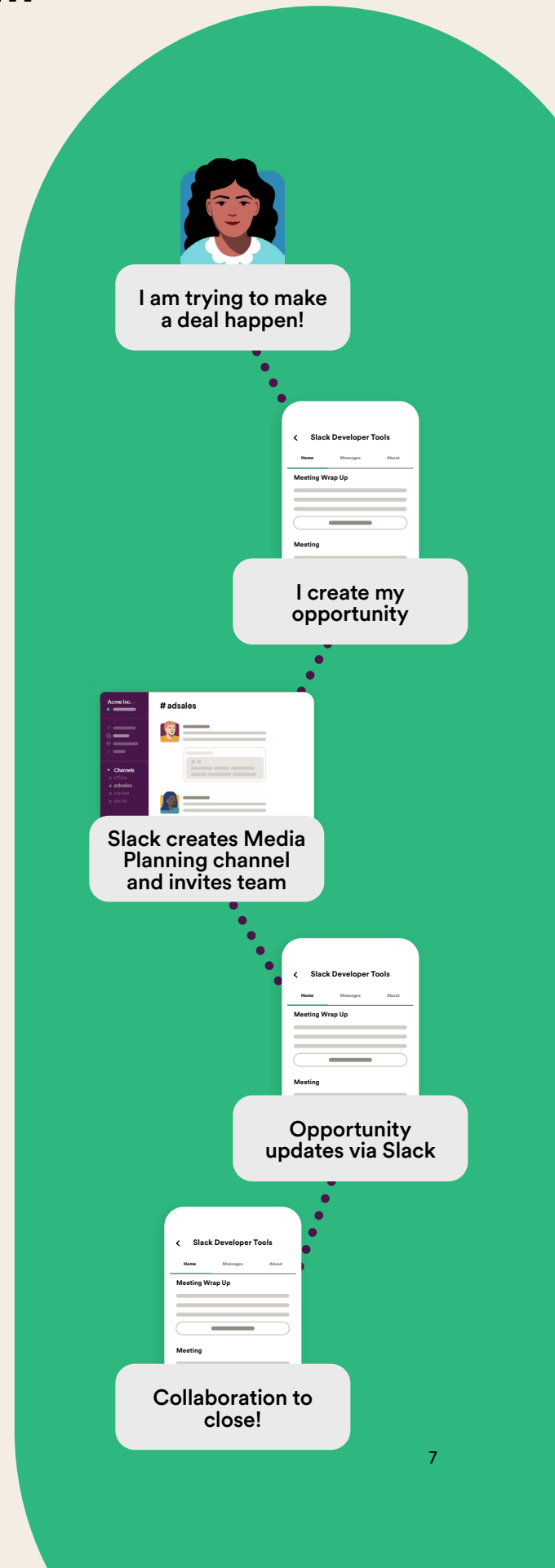
Use case: Sell faster as a team

Accelerate the sales cycle by rallying your extended team in one place

Ad salesperson Linda has worked hard to cultivate a potential new client and now has an opportunity to close the deal. She knows she needs to collaborate with her sales team as well as legal, finance and other stakeholders throughout the process, but it's not always easy to keep everyone up to date as the deal evolves.

To keep everyone in the loop, Linda creates an opportunity in Media Cloud. This triggers the creation of a Slack Media Planning channel that everyone on the team is invited to join. The channel becomes the single source of truth for everything related to Linda's opportunity: media planning account details, contract records and deal updates. Right in Slack, the team can **huddle** on complex customer questions, finalize the contract and closely work together to drive the deal to close. Everyone stays on the same page thanks to the integration between Slack and Media Cloud.

With Slack and Media Cloud driving speedy, seamless collaboration, Linda's opportunity moves from pipeline to close in record time.



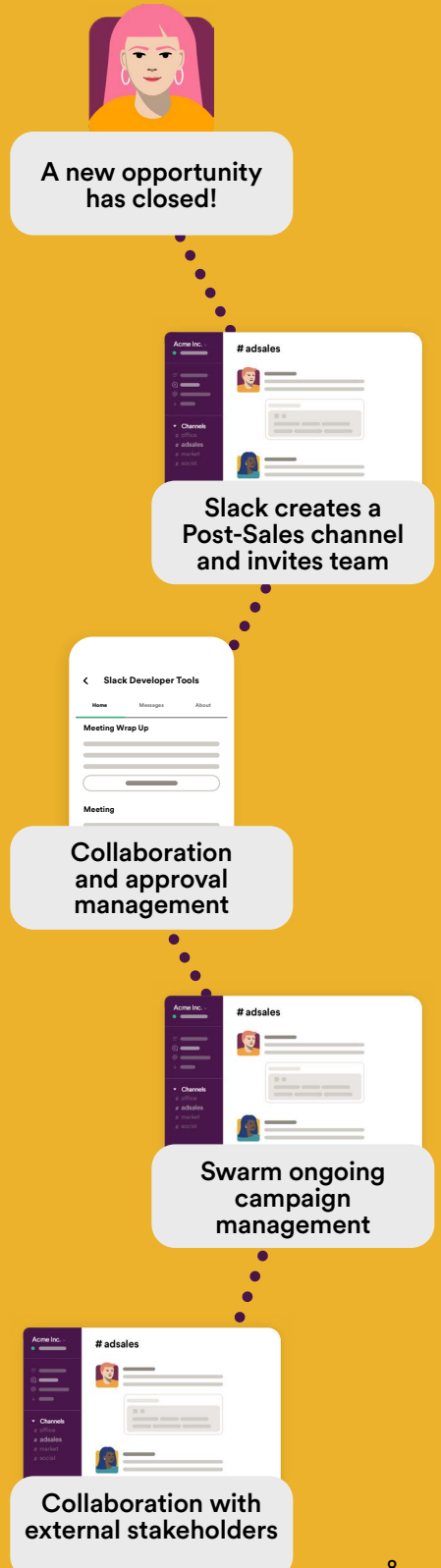
Use case: Break down silos for flawless order execution

Ensure media operations teams have access to all the data they need to provide clients with “white glove” service

Now that Linda’s deal has closed, Maya’s media operations team swings into action. With limited time to prepare for the ad campaign launch, it’s crucial that the team has access to key information like client KPIs, ad targeting and segmentation details, plus desired media types (banner ads, homepage takeovers, etc.), along with a centralized view of customer interactions.

The integration with Media Cloud triggers Slack to create a “Post-Sales” channel that facilitates collaboration and approval management. With Slack and Media Cloud, Maya can be sure that nothing falls through the cracks. And ongoing campaign management in the Slack channel increases transparency throughout the campaign lifecycle for all stakeholders.

Thanks to Slack, flawless order execution leads to satisfied customers, repeat business and greater ROI.



Use case: Streamline executive support and approvals

Keep the pipeline moving to drive more wins

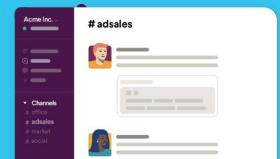
As the organization grows, VP of sales Michael is finding it challenging to keep track of the increasing number of ongoing opportunities and campaigns. Multiple systems of record make data aggregation challenging, and much of that data is stored at a more granular level than he needs.

Michael visits his Slack Daily Digest channel that is populated with daily data pulled directly from Media Cloud. In this channel, he reviews changes to Salesforce opportunities, giving him insight into which deals have grown, which have pushed, which have been won and which require intervention. By reducing the number of ad hoc check-ins and fact-finding missions, he has more time to provide coaching and support to his team to keep the pipeline moving.

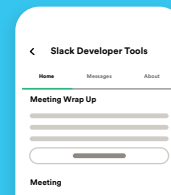
Together, Slack and Media Cloud make it easier to spot everything from bottlenecks to cross-sell opportunities, enabling Michael to make more accurate forecasts and better align with his reports and sales reps.



What did our sellers achieve today?



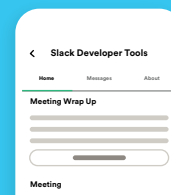
Log in and view my Slack daily digest



Drill down into an individual opportunity



Collaborate with users in a centralized location



Close more deals!

Slack in action in the media industry

Use case: Sell faster as a team

Red Ventures drives faster deal cycles with instant feedback loops

Sales professionals turn to Slack channels to maintain an open line of communication with their managers and teams. This instantaneous feedback allows the team to efficiently adjust in real time, ultimately driving faster deal cycles.

“

Slack really opened up the lines of communication for anybody and everybody with an account – and that helped infinitely”

Jason Uhlig
Global Director of Telecommunications and Sales Operations, Red Ventures

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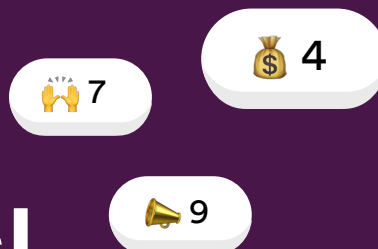
Slack is not only great at connecting people, it's great at connecting the tools and the systems we already have.”

Nick Coronges
CTO, R/GA

Use case: Break down silos for flawless order execution

R/GA: Better service and faster decisions at a global agency

Slack has quickly become the connective tissue that brings people, projects and information together inside R/GA. Because Slack is cloud-based, staff can use the mobile app on the go, access discussions from home as well as in the office, and find anything they need, no matter where they are.



Connect with us!

With solutions and technology designed to meet the changing needs of the media industry, Slack, Salesforce and Silverline can help!

Dive in to learn more:

- [Combine the power of Salesforce and Slack for media success](#)
- [Slack for media companies](#)
- [Slack for sales teams](#)
- [Slack plus Sales Cloud](#)
- [Salesforce Media Cloud](#)
- [Ad sales solutions from Silverline](#)
- [Slack consulting services from Silverline](#)
- [Salesforce consulting services from Silverline](#)