

Building a Multi-Channel Campaign for Dreamforce

How an integrated approach across landing pages, email marketing, LinkedIn and social content turned a global event into a connected customer journey for Brite.

Marketing Strategy

Campaign Planning

Landing Page Optimization

Email Marketing

SEO

Copywriting

Customer Journey Mapping

A Connected Journey, Not Isolated Assets

Dreamforce is more than a global Salesforce event — it's where businesses compete for attention, conversations, and opportunities. For Brite, the objective wasn't simply to announce our presence.

We needed to attract the right audience, communicate our expertise, and encourage meaningful interactions before, during, and after the event. I contributed to the campaign by creating a cohesive digital experience across multiple marketing channels. Instead of treating each asset as an individual deliverable, I focused on building a connected customer journey where every touchpoint supported the next.

The campaign began with research. I explored the Dreamforce audience, identified customer pain points, analyzed Brite's service offerings, and studied how competing brands positioned themselves. These insights shaped the messaging strategy and ensured every piece of content aligned with user intent.

One of my primary responsibilities was developing a dedicated Dreamforce landing page. Rather than creating a traditional event page, I structured it as a conversion-focused experience. Every section — from the hero banner to service highlights, social proof, and calls to action — was designed to answer customer questions and guide visitors toward booking a meeting with the team.

To support the landing page, I developed a sequence of email communications targeting different stages of the customer journey. Each email had a distinct purpose: creating awareness, generating interest, encouraging registrations, sending reminders, and maintaining engagement throughout the campaign. Instead of repeating the same message, I adapted the tone, content, and call to action based on where the audience was in the journey.

"Beyond email marketing, I created LinkedIn content and social captions that reinforced the campaign narrative — ensuring audiences experienced a unified brand voice regardless of where they engaged."

Across Strategy, Web, Email & Social

Throughout the project, I collaborated with designers and developers to ensure content, visuals, and user experience worked together seamlessly — reviewing every touchpoint from a conversion perspective.

1

Research & Strategy

- Audience research
- Competitor analysis
- Customer journey planning
- Campaign messaging strategy
- Event positioning

2

Website Experience

- Landing page architecture
- Conversion copywriting
- SEO optimization
- UX writing
- CTA optimization

3

Email Marketing

- Multi-touch email campaign
- Pre-event emails
- Reminder emails
- Engagement emails
- Conversion-focused messaging

4

Social Media

- LinkedIn content strategy
- Social media captions
- Campaign awareness content
- Brand consistency

5

Collaboration

- Worked with designers
- Coordinated with developers
- Content reviews
- Campaign optimization

What This Project Demonstrated

SKILLS DEMONSTRATED

Marketing Strategy

Campaign Planning

Landing Page Optimization

SEO

Copywriting

Email Marketing

Customer Journey Mapping

LinkedIn Marketing

Content Strategy

UX Writing

Conversion Optimization

Cross-functional Collaboration

5+

CHANNELS UNIFIED

1

CONNECTED JOURNEY

360°

BRAND CONSISTENCY

OUTCOME

The Dreamforce campaign highlighted my ability to think beyond individual marketing assets and contribute to an end-to-end campaign strategy. By aligning landing pages, email marketing, LinkedIn content, social media messaging, and user experience under one unified approach, I helped create a cohesive digital journey that strengthened Brite's event presence and supported meaningful engagement with potential customers.