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The Future of RelationEdge: An Interview with CEO Matt Stoyka

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RelationEdge recently [announced the acquisition of Main Path Marketing](#), a full-service digital marketing agency, and the hiring of three new team members who are leaders in the Salesforce space. With these new additions to the company, RelationEdge has launched a full-service Marketing Cloud practice and marketing agency service to complement their current core service offering, and is now a Salesforce certified Marketing Cloud partner.

Whenever a company announces a large expansion like this, it's natural for clients, stakeholders, and employees to have questions: Why make this acquisition? What will the new marketing services look like? What does this mean for the future of the company?

We sat down with Matt Stoyka, Founder and CEO of RelationEdge, to discuss these very questions.

Here's his take on the new additions and the future of RelationEdge.

Why Add Marketing Cloud and Marketing Agency Capabilities?

Since its inception in 2013, RelationEdge has provided implementation, engineering, and ongoing support for Sales Cloud and Service Cloud (the two core cloud technologies at Salesforce) to help clients manage their sales and delivery processes.

When Salesforce introduced Marketing Cloud as its third core cloud, RelationEdge Founder and CEO Matt Stoyka monitored the development with keen interest. "It's something that intrigued me because as we look at the entire lead-to-conversion journey, RelationEdge has traditionally focused on supporting the opportunity-to-conversion portion of that process using Sales Cloud and Service Cloud, which leaves out a really big part of the process — lead creation and lead nurture."

Stoyka saw the perfect opportunity to help clients drive the entire lead process in a comprehensive way; starting with lead generation, continuing to nurture leads through the sales funnel, and then maintaining great relationships once they become customers. "That's one of the main reasons we decided to build out a Marketing Cloud practice and bring on a digital agency that could support that effort. We did this with the vision of being a full-service provider, with no gaps in the solution we provide to our clients."

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"When we take on a new client at RelationEdge, the first thing we do is a business process review. We have to understand the client's business, in order to determine how to help them scale and grow their business while providing great service to their customers. The technology comes second. Once we understand a client's business process, injected best practices and have defined a blueprint for success, developing the technology to fit the business needs becomes clear."

"We recognized the same DNA in Main Path Marketing. The first thing they do with a new client is to really dig in and understand the business thoroughly. Once they have a grasp on the business, they build a marketing strategy to fit the client's needs and target market, and execute on that strategy."

"Their process-centric approach to helping clients market their services is no different to how we provide business process engineering to help our clients sell and deliver their services. Bringing the two offerings together broadens our ability to impact our clients, and support them through the entire lead-to-conversion cycle. The only add-on is that now we can leverage the Marketing Cloud technology upfront to drive that transformation."

What Is the Role of the New Team Members?

"To secure our technical capabilities around Marketing Cloud, we have hired leaders in the Salesforce space — Chris Zullo, Karisa Booth, and Austin Zoutis — who have experience building Marketing Cloud practices and working with marketing automation."

Stoyka emphasized the importance of fostering collaboration between the Marketing Cloud experts and the digital marketing agency team. "One without the other would diminish the overall value to the client. By bringing on these leaders and having them work together with the agency team, we enable them to co-develop our offering and our solution."

The goal is to ensure the new service offering meets client needs from both the process and the technology perspective.

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As a full-service Salesforce Platinum Consulting Partner and digital agency, we combine our Process First. Technology Second.® approach with creativity to provide transformative business value. We help our clients engage with their customers from lead to loyalty by improving business process, leveraging technology, and integrating creative digital marketing.

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