

## DIGITAL TRANSFORMATION WITH A SALESFORCE DRIVEN WEBSITE

fusionSpan specializes in developing CRM driven websites. With our full service design & development team, and our deep knowledge of Salesforce, we are able to integrate your association website and Salesforce Community Portal with Single Sign On (SSO) and a uniform look and feel.



### Website Development

fusionSpan brings websites to life through an iterative process that aligns organizational goals to functional demands. Our user experience team, creative team, and technical developers make it possible with easily managed sites that will grow with your organization.



### Creative Design

fusionSpan uses story-based creative design practices to build a unique visual direction that honors your organization's brand while inspiring users to engage with you online.



### Marketing Automation

fusionSpan's digital marketing strategist can help you select, configure, and optimize a variety of platforms including Pardot, Marketing Cloud, HubSpot, Mailchimp, Campaign Monitor, and more.



### Information Architecture

fusionSpan will create an information structure that follows both best practices and user research. Deliverables like sitemaps and wireframes will help your team validate our recommendations iteratively throughout our process.



### Single Sign On

fusionSpan can implement Single-Sign-On (SSO) to provide access and experiences that are tailored to the unique relationship that the user has with the organization.



### Hosting and Support

We offer monthly plans to host your website and provide useful insight analytics on your visitors. We also perform monthly updates to all the websites we maintain and a full round of testing to make sure everything works as intended.



### Digital Strategy Consulting

fusionSpan has a seasoned team of digital strategists who can help create a roadmap for the future and recommend foundational changes that will ensure success.



### Content Strategy

fusionSpan creates a content audit, content plan, and content model that gives your team all the tools you need to launch and maintain a relevant, superior digital space.