

Getting Started: Marketing Cloud: Product Overview

Accelerator Webinar

Presenter Name, Title of Presenter email@salesforce.com. @twitterhandle

 This webinar will begin at 1:05 pm EDT

CUSTOMER
SUCCESS



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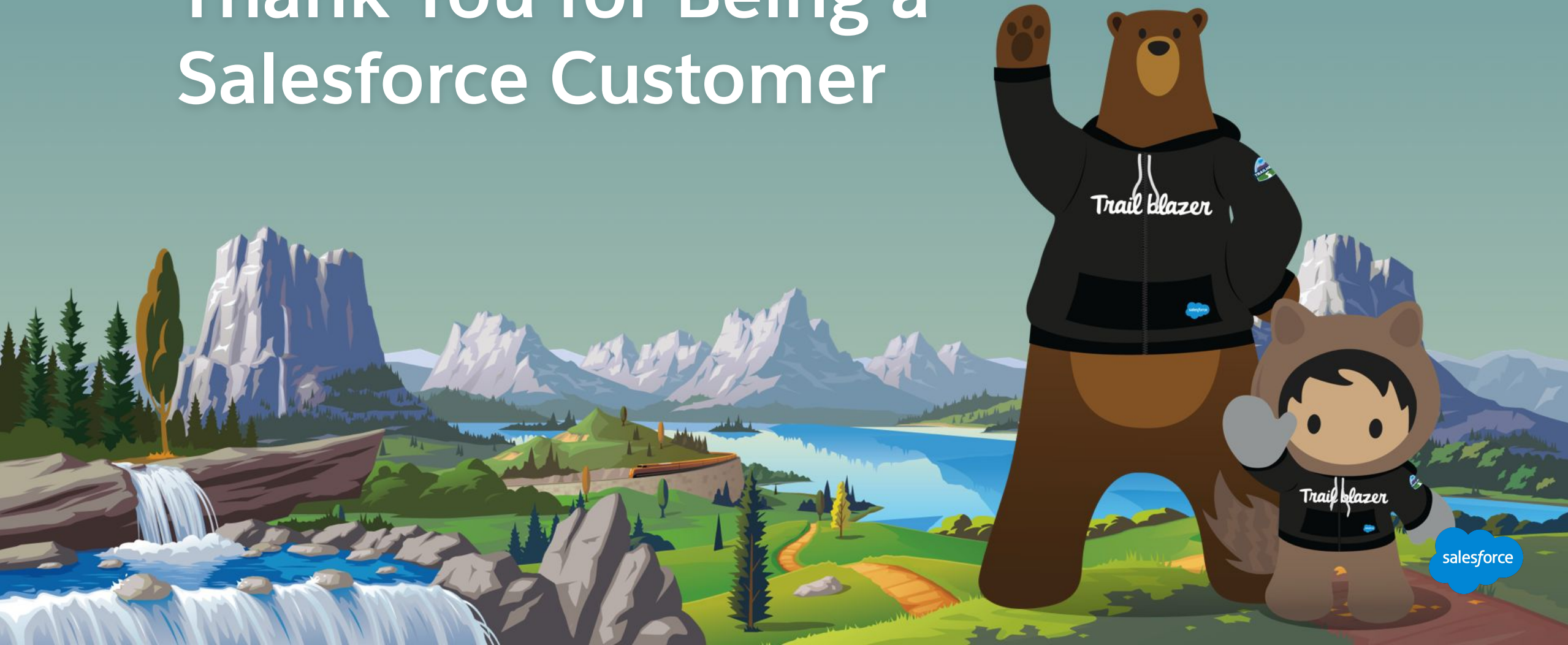
Premier Plan Customers
Don't forget to request
your 1:1 session
follow-up in the survey
after this call.

Welcome to this Accelerator Webinar!

In this two hour session, we'll give you a high level overview of all the applications available across Marketing Cloud, so you can get the most out of your Salesforce investment.



Thank You for Being a Salesforce Customer





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Agenda

Today's Accelerator Webinar

Overview

What challenge are we solving for?

Marketing Cloud Studios

Walk through each of the channel applications you can use across Marketing Cloud.

Marketing Cloud Builders

We'll walk through each of the builders to use across the platform.

Most Recent Additions

We'll review products recently added to the portfolio.

Other Features

We'll review some of the other Marketing Cloud features and functionality.

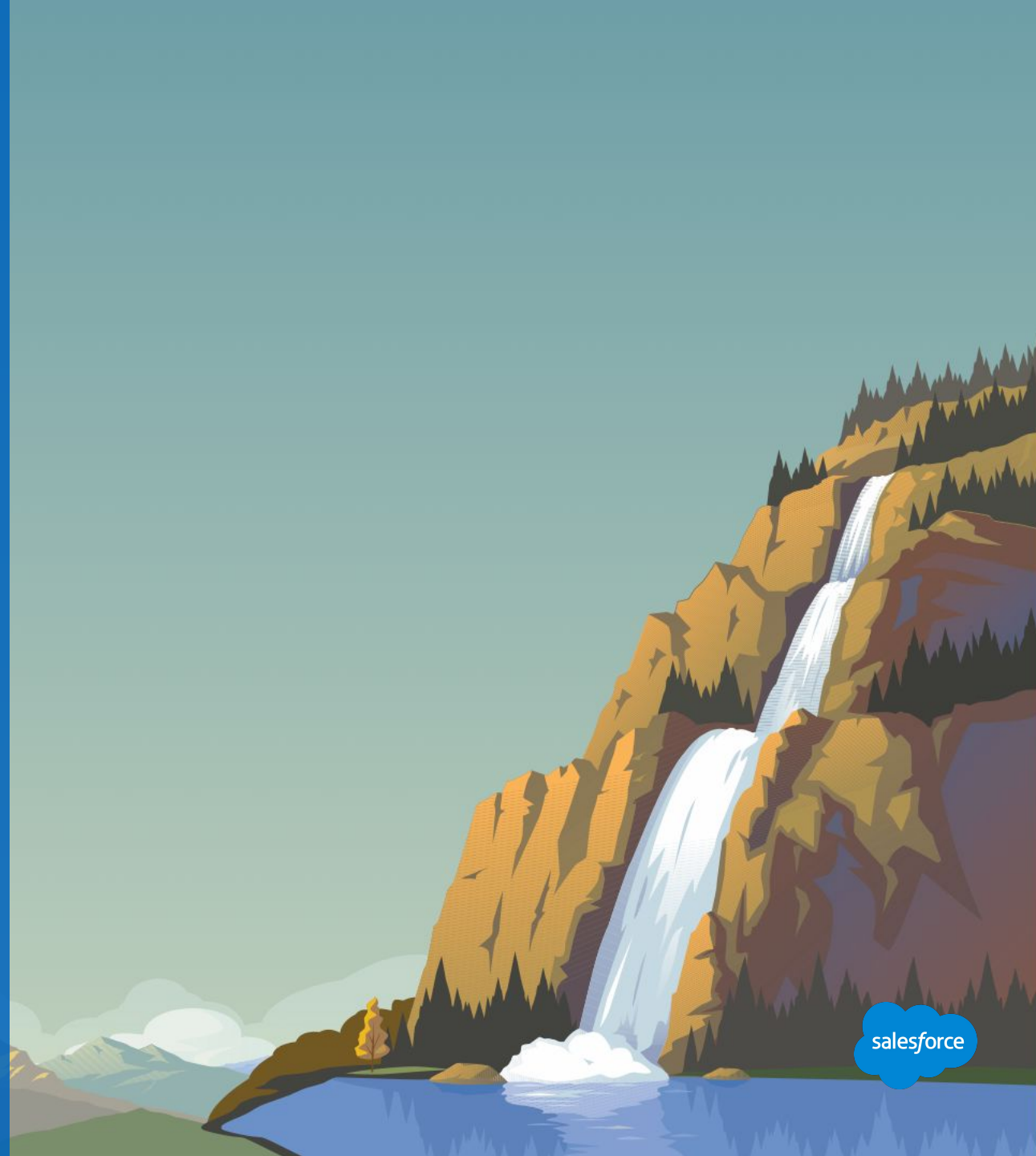
High-Level Demo

Harbor cruise many of the studios and builders discussed in a live demonstration.

Recommendations and Next Steps

Review a few recommendations and resources for next steps.

Achieving Your Business Outcomes with Accelerators





Overview

What challenge are we solving for you?

A Salesforce Specialist will help you:

- Gain awareness of all the applications available across Marketing Cloud.
- Increase employee onboarding and efficiencies with knowledge of all applications available to your organization.



Salesforce Marketing Platform

Know, personalize, and engage across every consumer touchpoint



Email, Mobile, and Web Marketing Editions

What Features are Available to me?



Basic

Send Personalized
Promotional Email
Messages



Pro

Create 1-to-1
Customer Journeys
with Email



Corporate

Build Cross-Channel
1-to-1
Customer Journeys



Enterprise

Manage Customer
Journeys Across Brands
and Geographies

****Most Popular
Edition****

[Marketing Cloud Email, Mobile and Web Edition Comparison Chart](#)

[Additional Marketing Editions and Pricing](#)



Overview of Marketing Cloud Features

Features included in Email, Mobile & Web Marketing base **Basic Edition** User Licence



Email Studio

Email Marketing

Mobile Studio

Mobile Marketing

Social Studio

Social Media Marketing

Advertising Studio

Digital Advertising

Web Studio

Web Personalization
Tools

Journey Builder

1-to-1 Customer
Journeys

Automation Studio

Automate Data
Processes

Audience Builder

Customer
Segmentation



Content Builder

Content Management



Analytics Builder

Marketing Analytics

Salesforce DMP

Capture Data From
Any Source

Salesforce Data Studio

Data Sharing Platform

Google Analytics 360

Cross Channel
Intelligence

NEW

Interaction Studio

Optimize the
Consumer Experience

NEW

Distributed Marketing

Marketing across
advisors, franchisees
and partners

NEW

Overview of Marketing Cloud Features

Features included in Email, Mobile & Web Marketing base **Pro Edition** User Licence



Email Studio

Email Marketing

Mobile Studio

Mobile Marketing

Social Studio

Social Media Marketing

Advertising Studio

Digital Advertising



Web Studio

Web Personalization
Tools

Journey Builder

1-to-1 Customer
Journeys



Automation Studio

Automate Data
Processes

Audience Builder

Customer
Segmentation



Content Builder

Content Management



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NEW

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Optimize the
Consumer Experience

NEW

Distributed Marketing

Marketing across
advisors, franchisees
and partners

Overview of Marketing Cloud Features

Features included in Email, Mobile & Web Marketing base **Corporate Edition** User Licence



Email Studio

Email Marketing



Mobile Studio

Mobile Marketing

Social Studio

Social Media Marketing

Advertising Studio

Digital Advertising



Web Studio

Web Personalization
Tools



Journey Builder

1-to-1 Customer
Journeys



Automation Studio

Automate Data
Processes

Audience Builder

Customer
Segmentation



Content Builder

Content Management



Analytics Builder

Marketing Analytics

Salesforce DMP

Capture Data From
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Cross Channel
Intelligence

NEW

Interaction Studio

Optimize the
Consumer Experience

NEW

Distributed Marketing

Marketing across
advisors, franchisees
and partners

NEW

Overview of Marketing Cloud Features

Features included in Email, Mobile & Web Marketing base **Enterprise Edition** User Licence



Email Studio

Email Marketing



Mobile Studio

Mobile Marketing

Social Studio

Social Media Marketing

Advertising Studio

Digital Advertising



Web Studio

Web Personalization
Tools



Journey Builder

1-to-1 Customer
Journeys



Automation Studio

Automate Data
Processes



Audience Builder

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Segmentation



Content Builder

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Marketing Cloud Studios



Email Studio

Build and manage personalized emails at scale

Create dynamic and personalized emails with simple drag-and-drop tools.

Build emails that look great on every device, with mobile-optimized email templates.

Send promotional, transactional, and triggered messages with drag-and-drop audience segmentation tools.

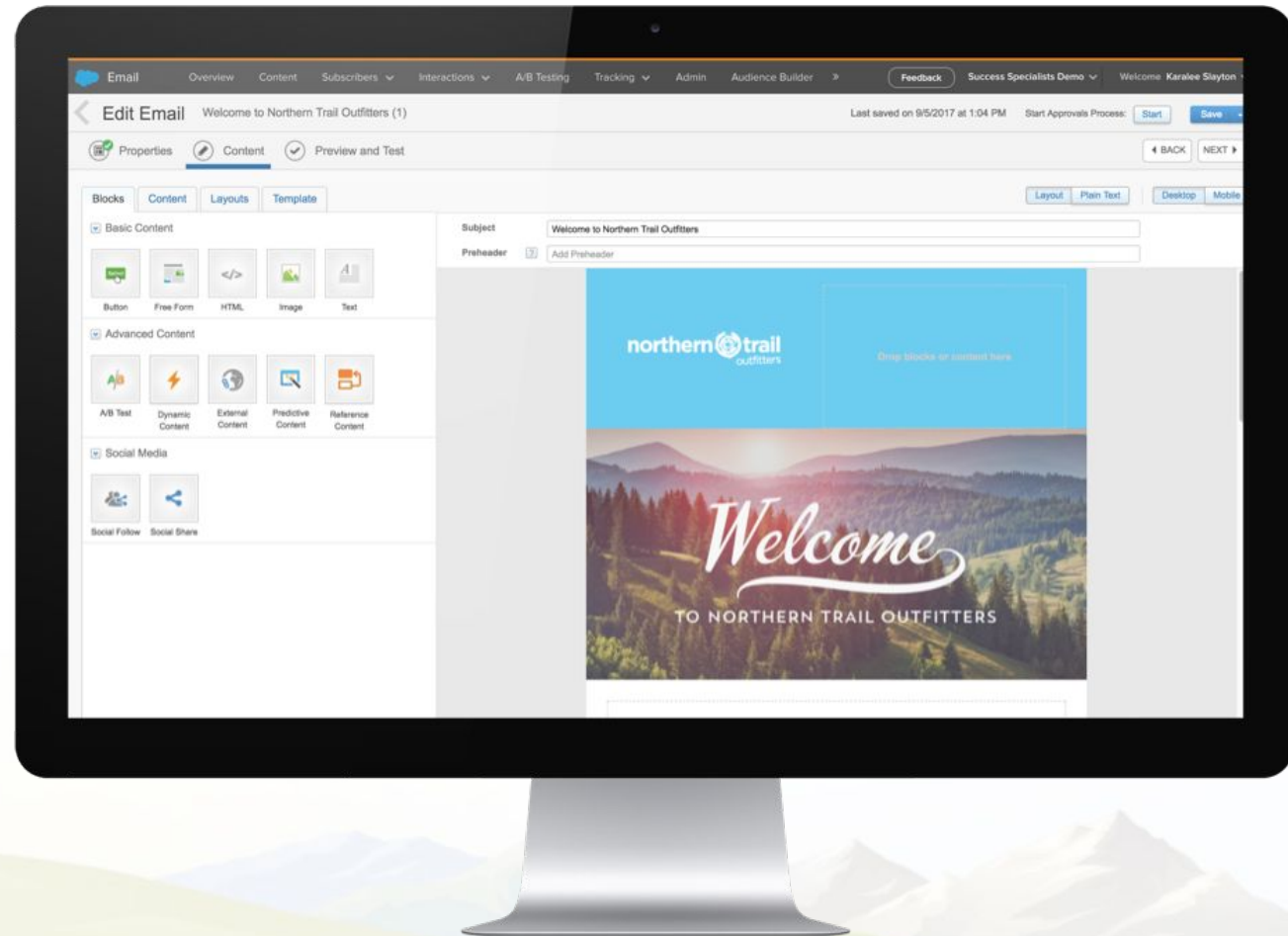
Scale and automate all interactions with your customers.

Collaborate across the organization with content sharing, locking, and approvals.

Track, test, and optimize emails to drive performance.

Create and automate custom solutions with email APIs.

[Email Studio Overview Video](#)



Mobile Studio

Mobile messaging: MobileConnect, MobilePush, GroupConnect

Create cross-channel engagement with SMS, MMS, push, and group messaging.

Use ready-made SMS and MMS templates and drag-and-drop tools to customize your messages.

Have two-way mobile conversations that include pictures, videos, and audio with MMS and group messaging.

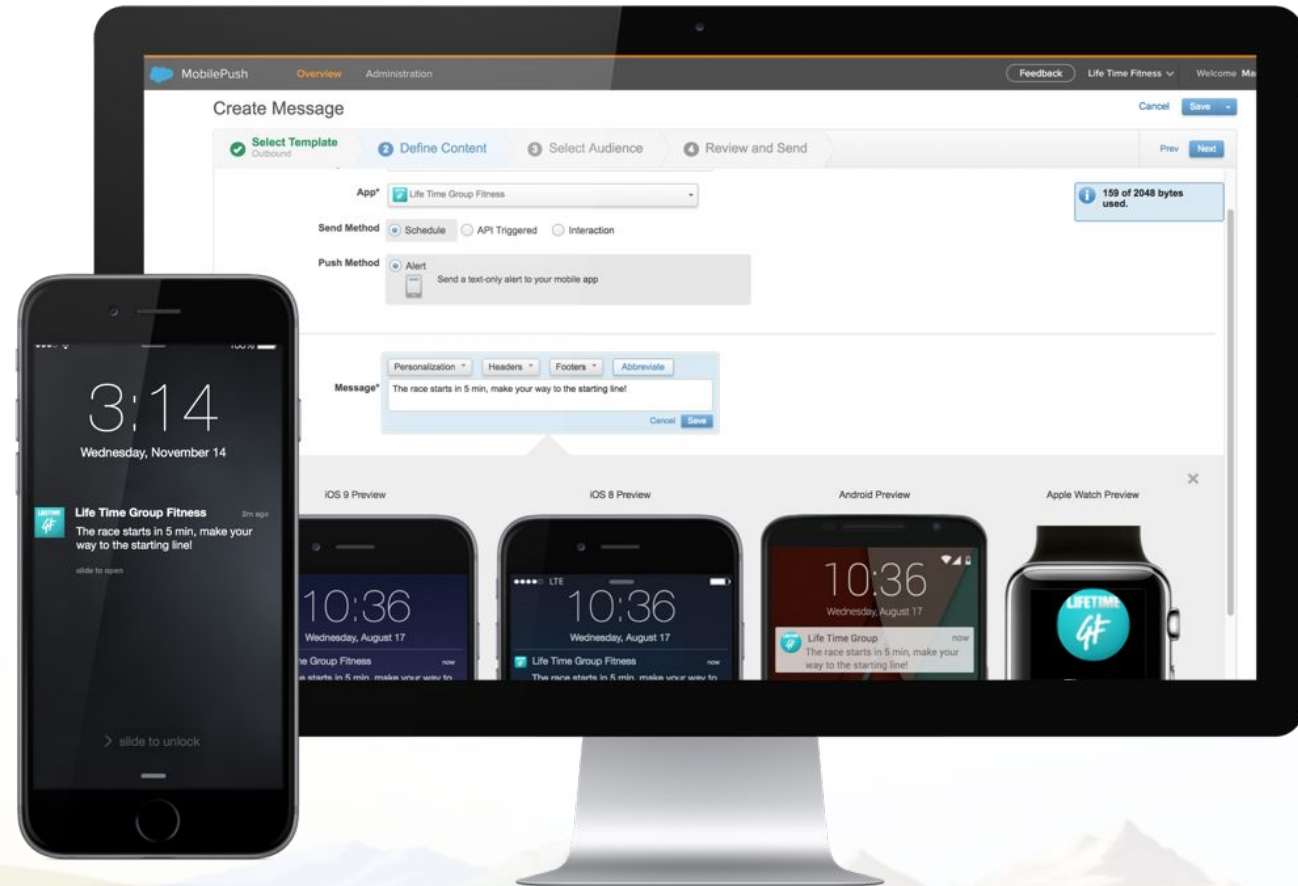
Drive app adoption with push messaging.

Target customers on the go with geofencing and beacons.

Deliver time-sensitive, personalized reminders and alerts.

Create and automate custom solutions with mobile APIs.

[Mobile Studio Overview Video](#)



Social Studio

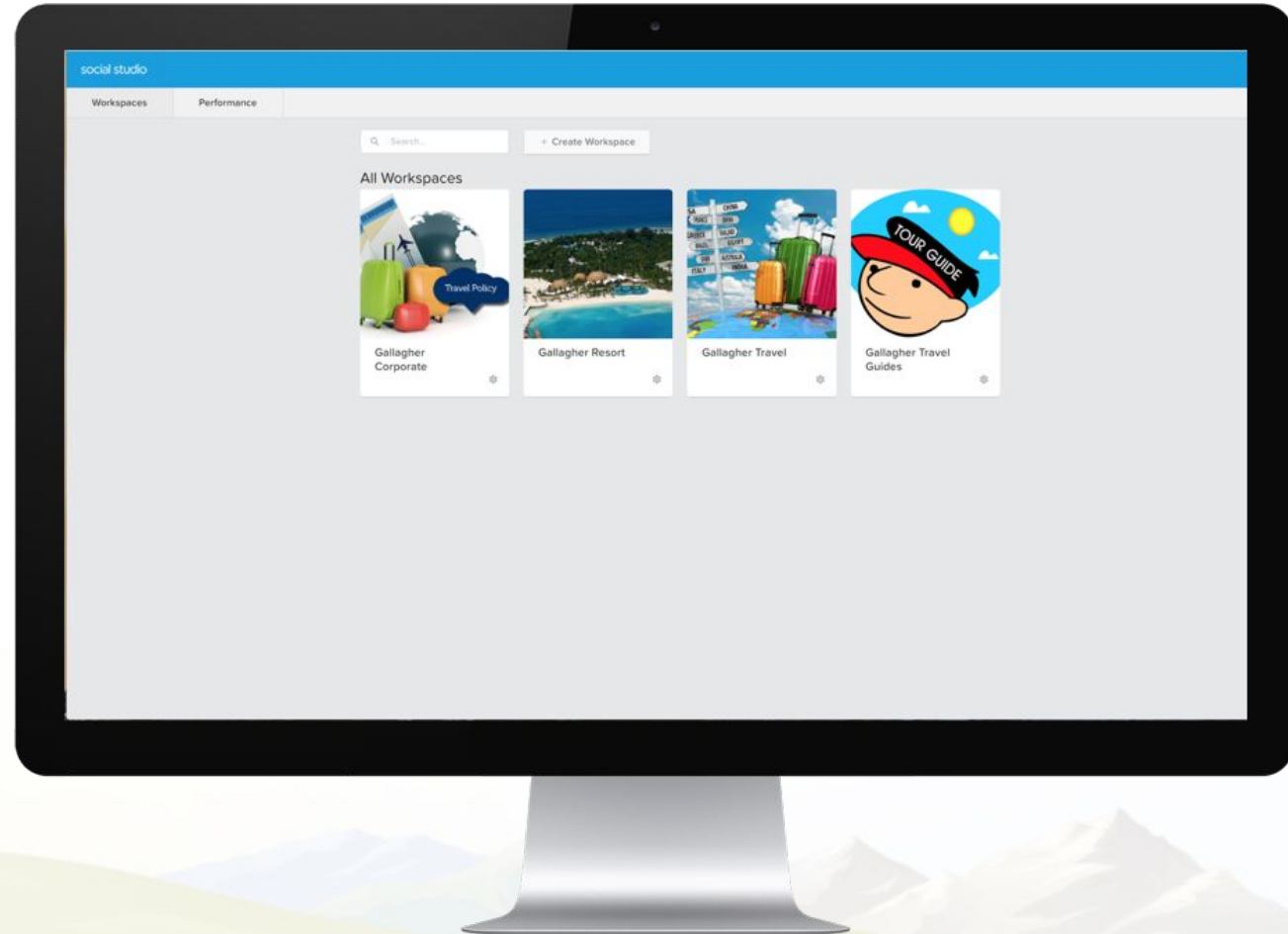
Social media marketing: Listen, Publish, Engage, and Automate

Listen to your customers, gain insights, and track performance across global brands.

Plan, collaborate and publish social campaigns across teams, brands, and geographies.

Engage with customers and prospects at scale to nurture community and provide customer service.

Automate with rules to manage social posts.



Advertising Studio

CRM-powered digital advertising: Advertising Audiences, Campaigns, and Lead Capture

Use your customer data to drive all your digital advertising at scale.

Advertise relevant content on Facebook, Instagram, Twitter, and Google.

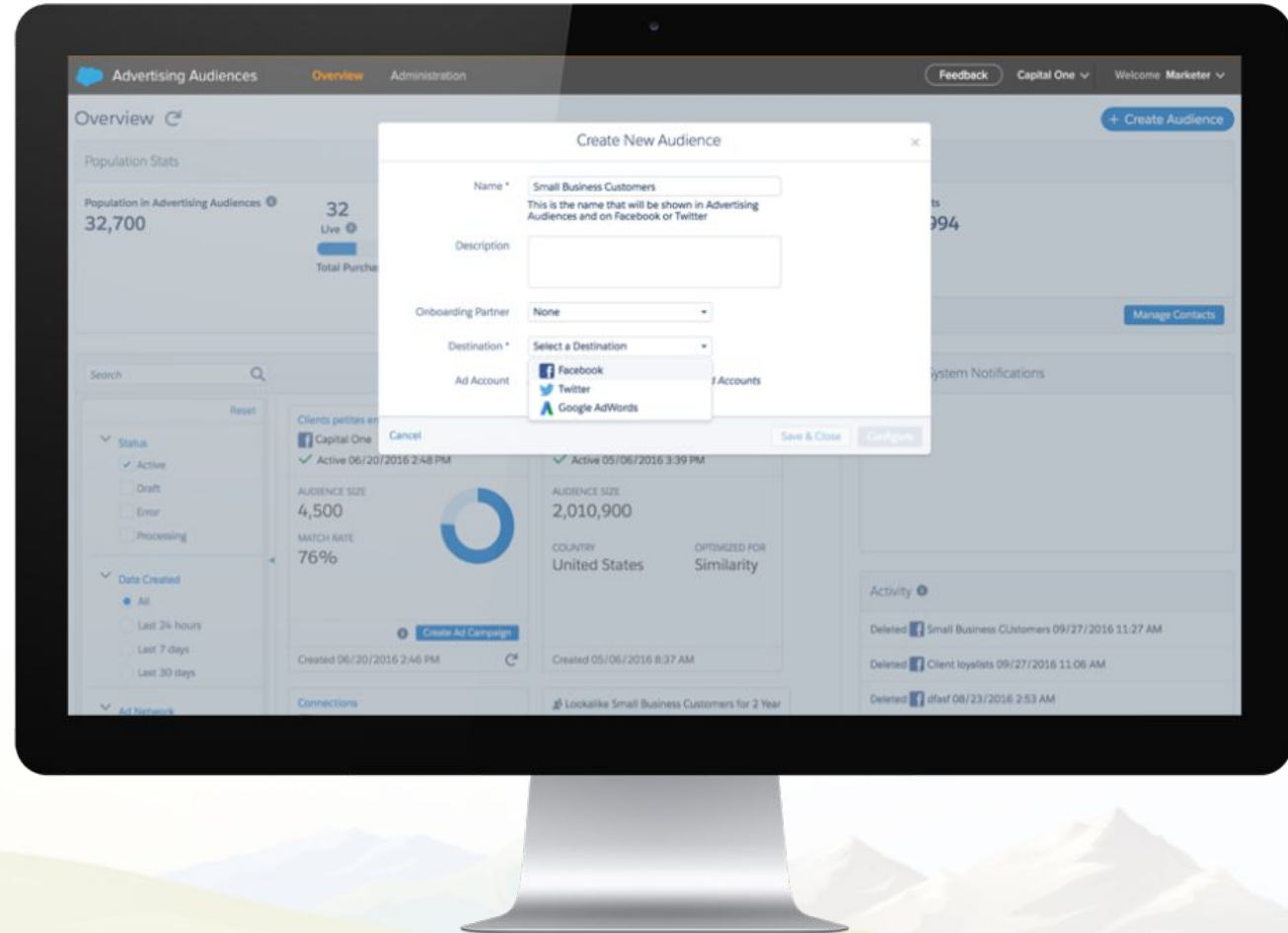
Manage ads at scale using alternate creative versions, rules automation, and team collaboration tools.

Use Salesforce CRM data to target your advertising content.

Use Journey Builder to connect your advertising to the rest of your marketing, sales, and customer service.

Drive powerful lead generation campaigns across Facebook's network and automate leads directly into Salesforce.

[Advertising Studio Overview Video](#)



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Web Studio

Web personalization tools: CloudPages

Use the **drag-and-drop editor** to quickly create landing pages, microsites, mobile apps, and more – without advanced programming knowledge.

Create **personalized landing pages** with prebuilt and custom layouts.

Add forms and capture data.

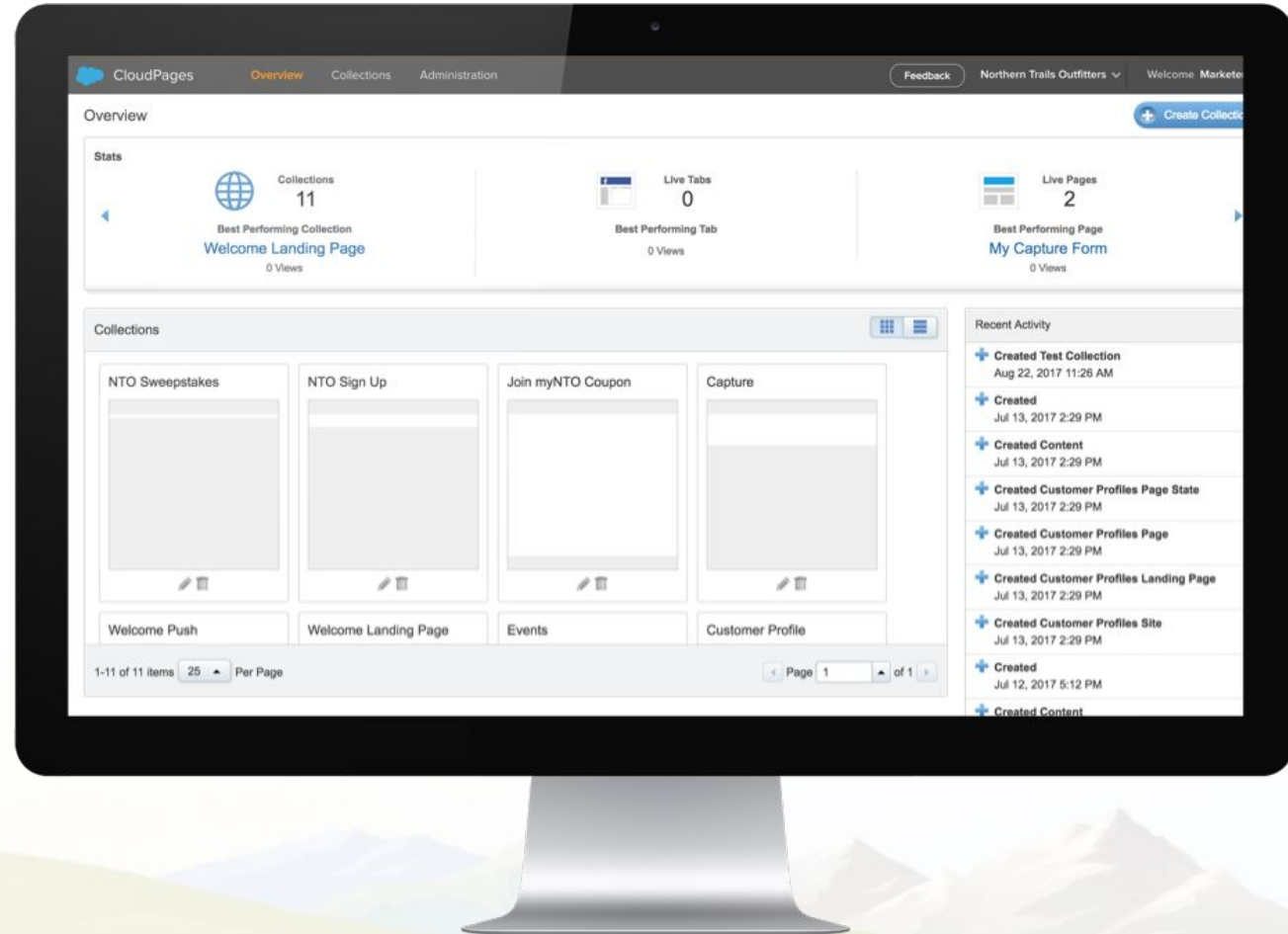
Design and preview content across desktop and mobile.

Analyze **page views**, click-throughs, and conversion rates.

Track **visitor behavior** and preferences in real time.

Automatically **recommend** products, content, and offers with Einstein.

[Web Studio Overview Video](#)



Automation Studio

Automate simple and complex data processes

Unify Data

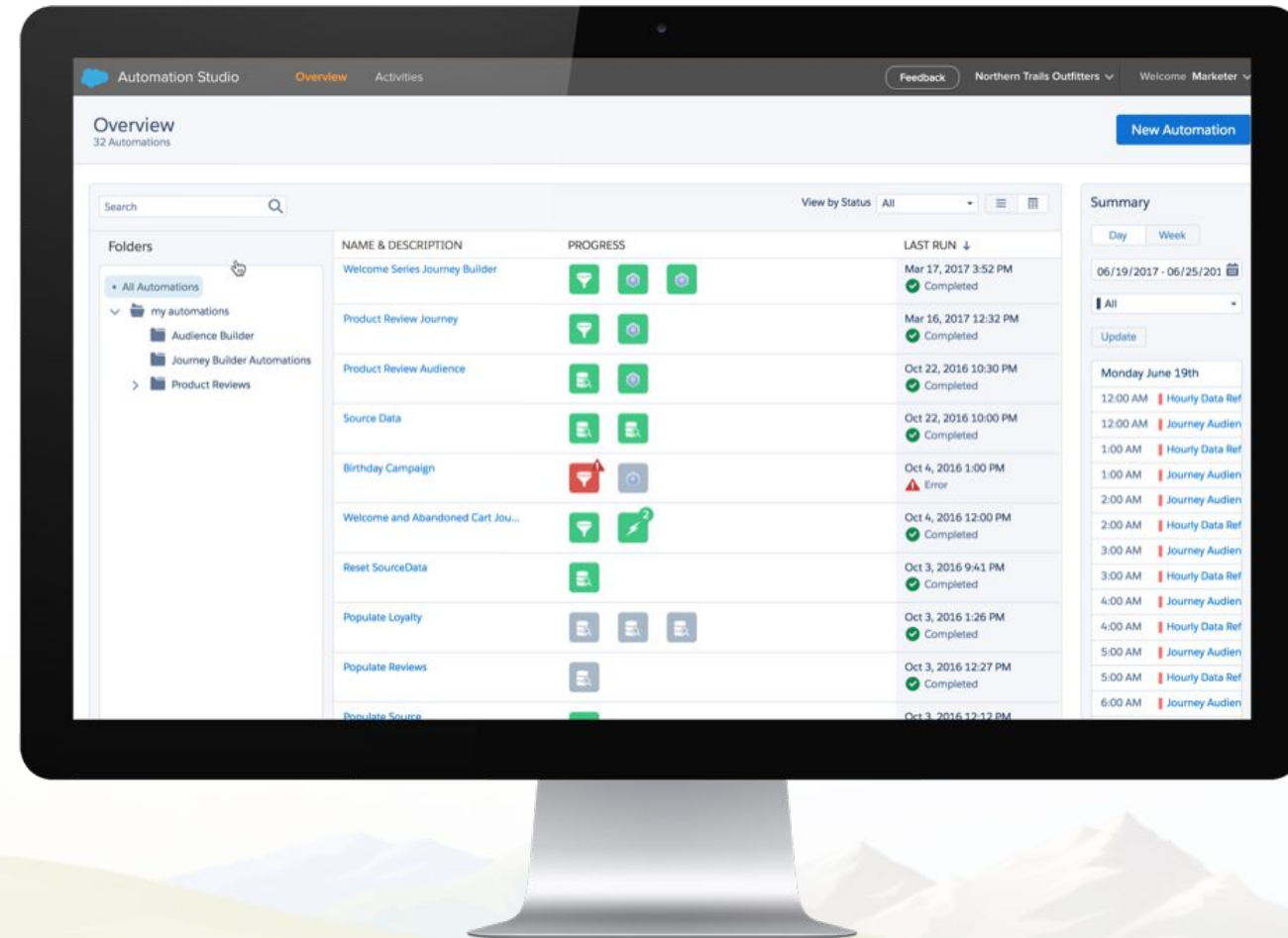
Import data from any source. Extract, transform, and load any data with speed and accuracy.

Advanced List Segmentation and Filtering

Combine first and third-party data using filters or SQL queries to create highly personalized and relevant campaigns.

Automate

Increase efficiencies and productivity by automating data management and processing, data cleansing, campaign scheduling, and reporting.

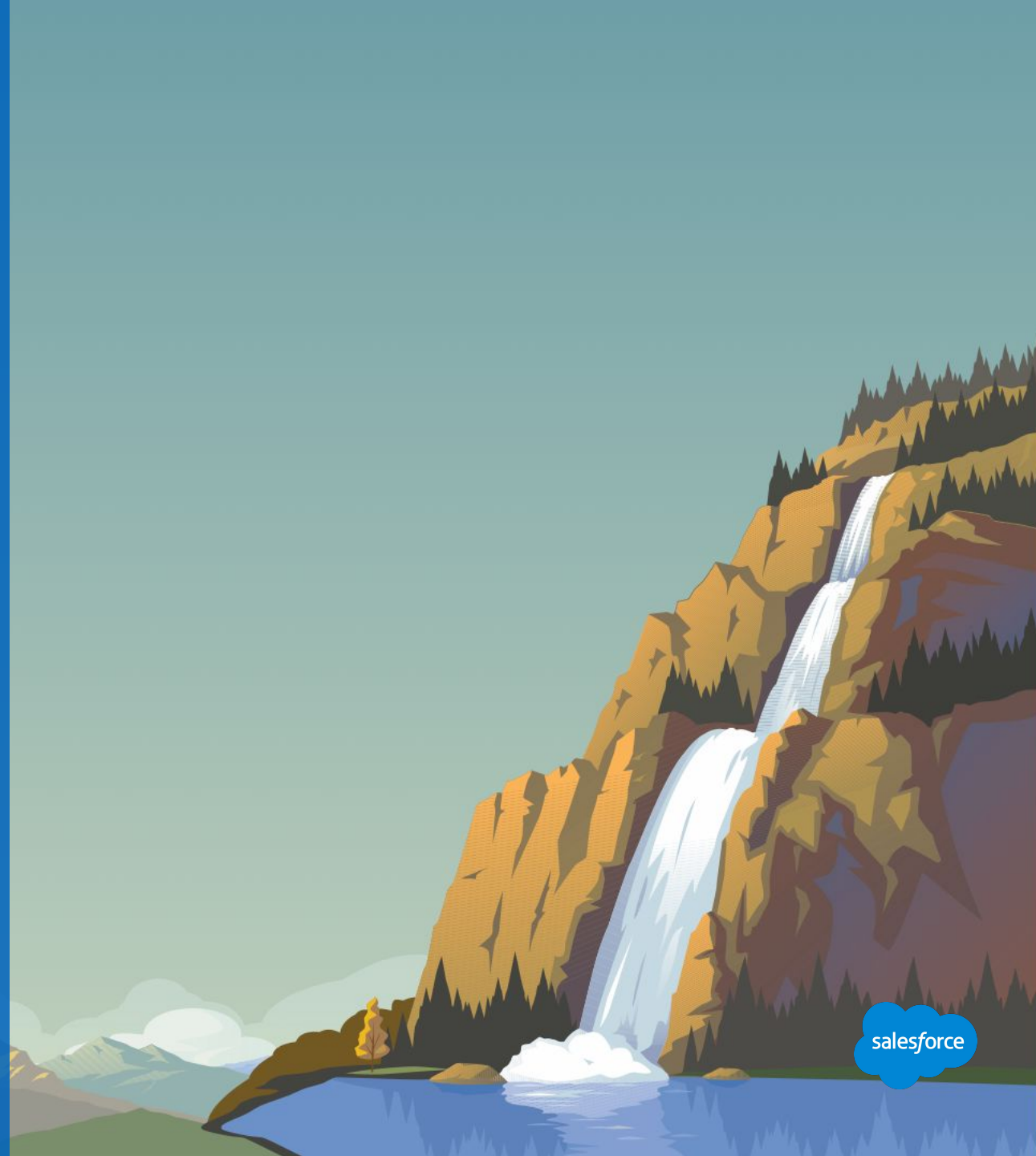


Demonstration

Harbor Cruise a few Studios



Marketing Cloud Builders



Journey Builder

Cross-channel customer engagement at scale

Build and automate personalized interactions across email, web, advertising and mobile.

Trigger a journey with key customer events – like abandoned carts, form completes, purchases, and channel engagement.

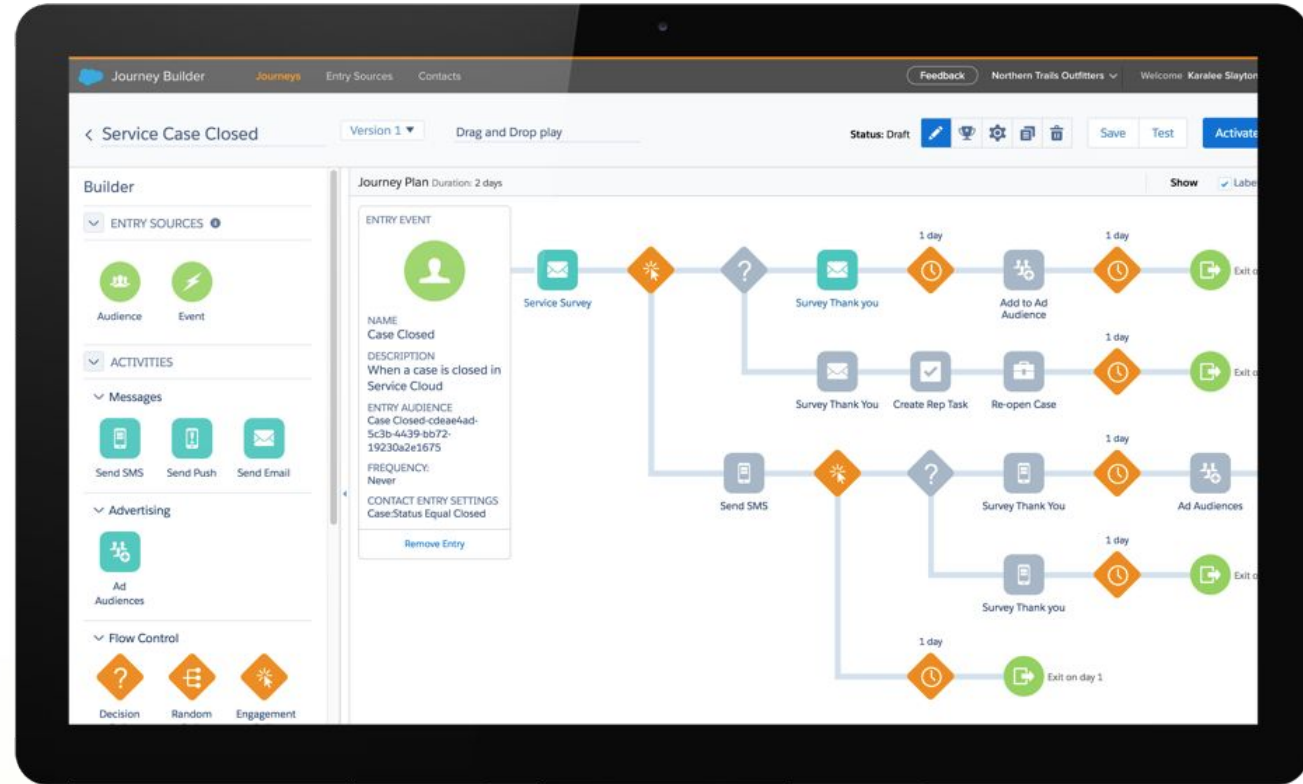
Test multiple variations of content, channel, timing, and frequency.

Connect marketing, sales, and service to onboard, engage, re-engage, sell, and support.

Build it once, then offer a unique customer journey for every individual, at massive scale.

Pivot easily and remain agile in your marketing by understanding what's working and what's not.

[Journey Builder Overview Video](#)



Journey Builder and Automation Studio

Understanding how these two workhorses fit together, and when to use them

While Automation Studio excels with Extract, Transform and Load Activities & advanced segmentation capabilities, Journey Builder was designed for:

- 1:1 Messaging at Scale
- Basic segmentation without Queries
- Designing messaging flows based on Contact attributes, behavior and engagement

	Journey Builder	Automation Studio
Complexity of a journey	A journey with one or more branches for personalization of the experience or testing.	A straight-path journey from point A to Z.
Near real-time vs. Batch	Contacts will either trickle into a journey continuously OR be triggered as a batch audience from Automation Studio or Email Studio.	Journey is scheduled OR triggered to repeat/run on a specific schedule or routine, e.g. every hour or on the first day of the month – always Batch.
Contact Filtering	When a contact enters the journey, they're in it until they meet the goal OR arrive at the end.	The application needs to frequently check outside data to determine contact eligibility/fit. e.g. suppression lists.
Setup and Testing	Anticipate lots of testing or edits within the journey.	Set it and forget it.
Primary User (Customer)	Client wants to be hands-on in the tool after it's set up.	Technical resources will be the primary users of the tool.

[Automation Studio and Journey Builder Overview Video](#)



Audience Builder

Customer data modeling and segmentation: Audience Builder and Contact Builder

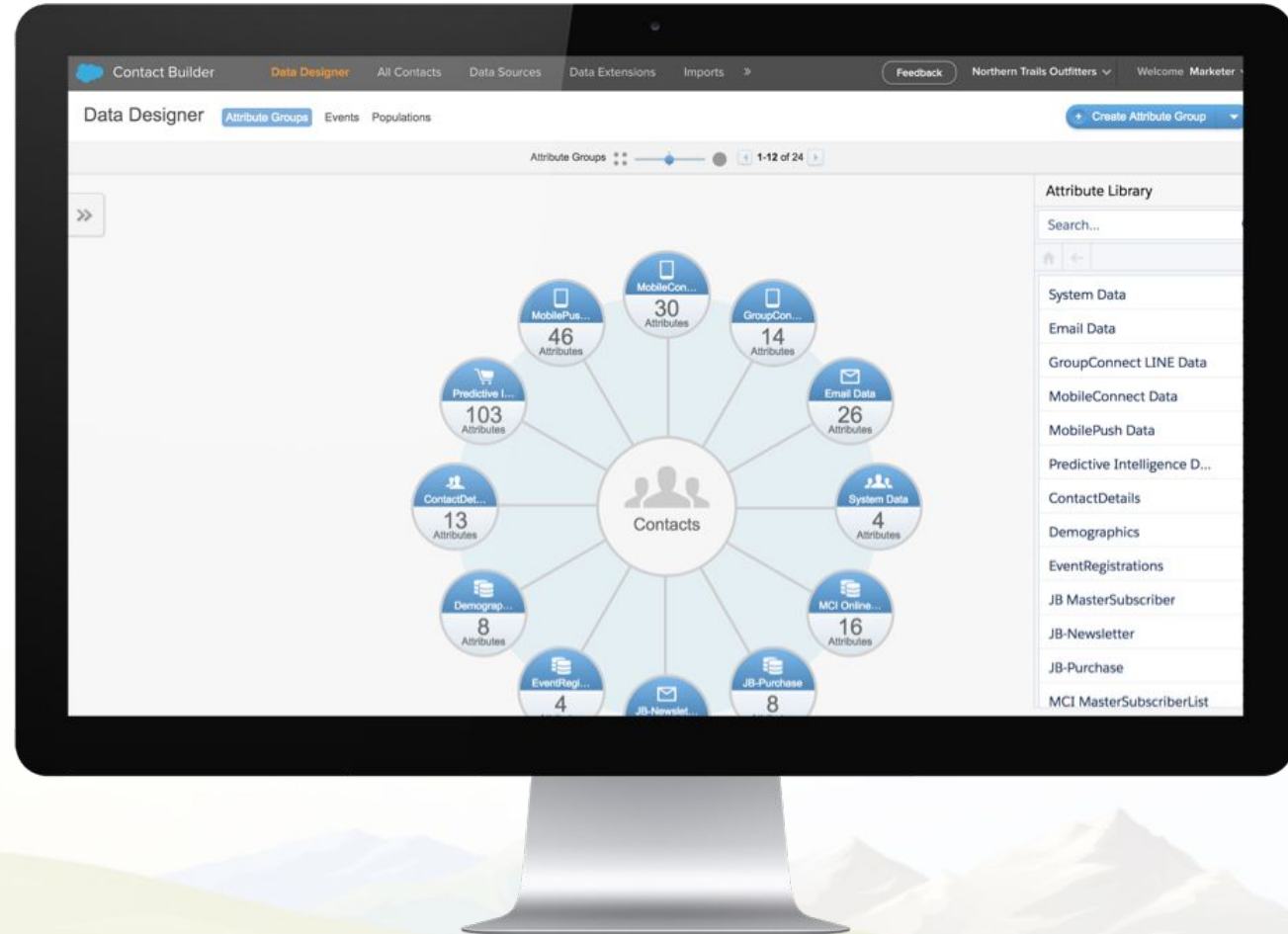
Manage all your contacts and build a single view of each individual by integrating data from any source.

Build a complex data model from your marketing channels, CRM, e-commerce, and even predictive analytics.

Create and continuously sync cross-channel profiles. Use a drag-and-drop tool to configure audiences and segments.

Access all your data in Marketing Cloud – from sales, service, apps, and communities.

[Audience Builder Overview Video](#)



Content Builder

Content management system

Consolidate images, content blocks, templates, emails, and raw HTML into a single location.

Upload files with drag-and-drop tools.

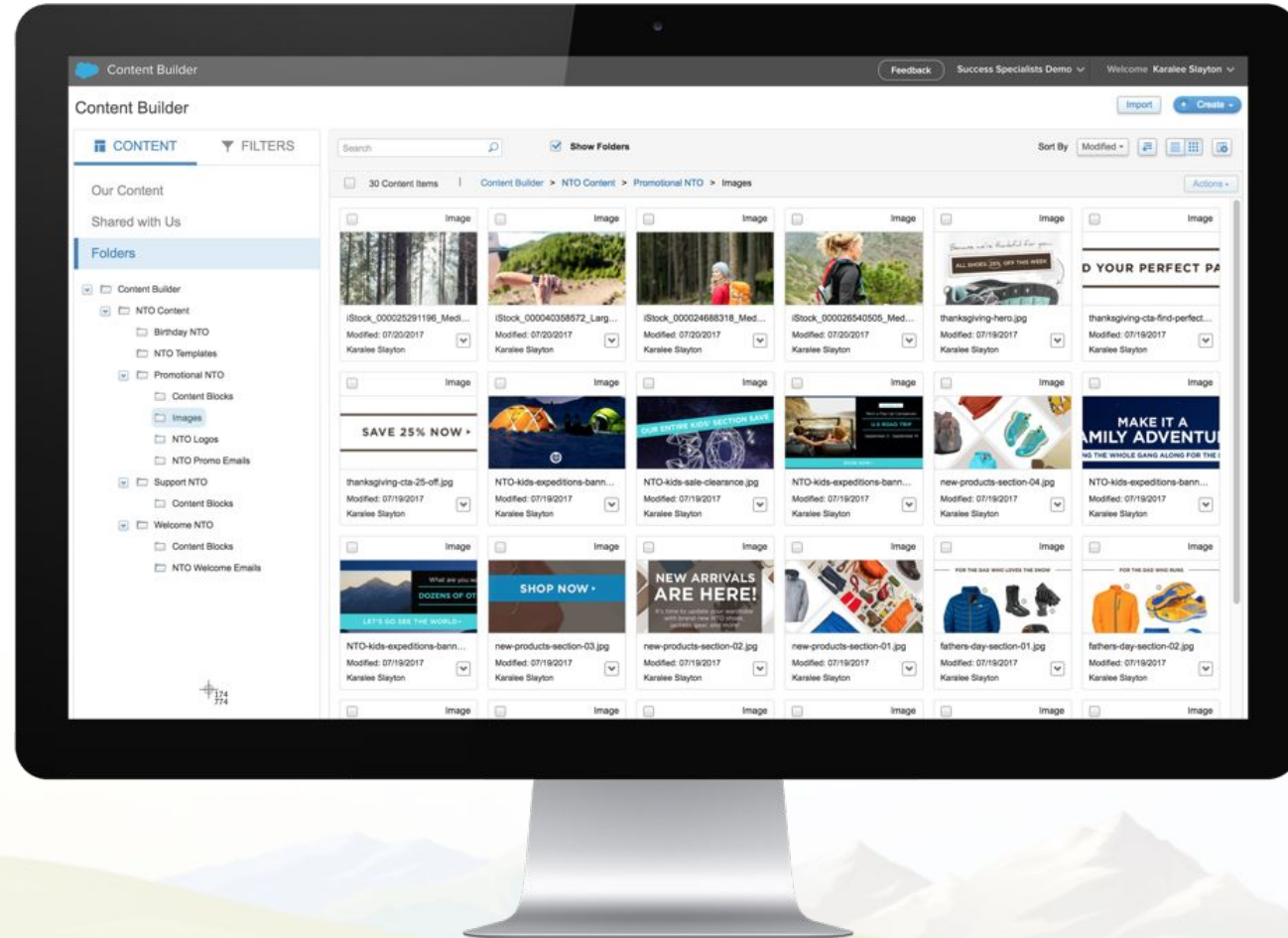
Use **search and filter tools** to quickly locate marketing content.

Edit assets and preview content without leaving the application.

Create reusable blocks of content to be used across marketing channels (currently Email Studio and Web Studio, with other channels planned).

Share and approve content securely.

[Email Studio & Content Builder Overview Video](#)



Analytics Builder

Marketing analytics: Web and Mobile Analytics, Reports, and Discover

Observe customer behavior across every channel.

View data and campaign results with reports and dashboards.

Track and measure results across the customer journey.

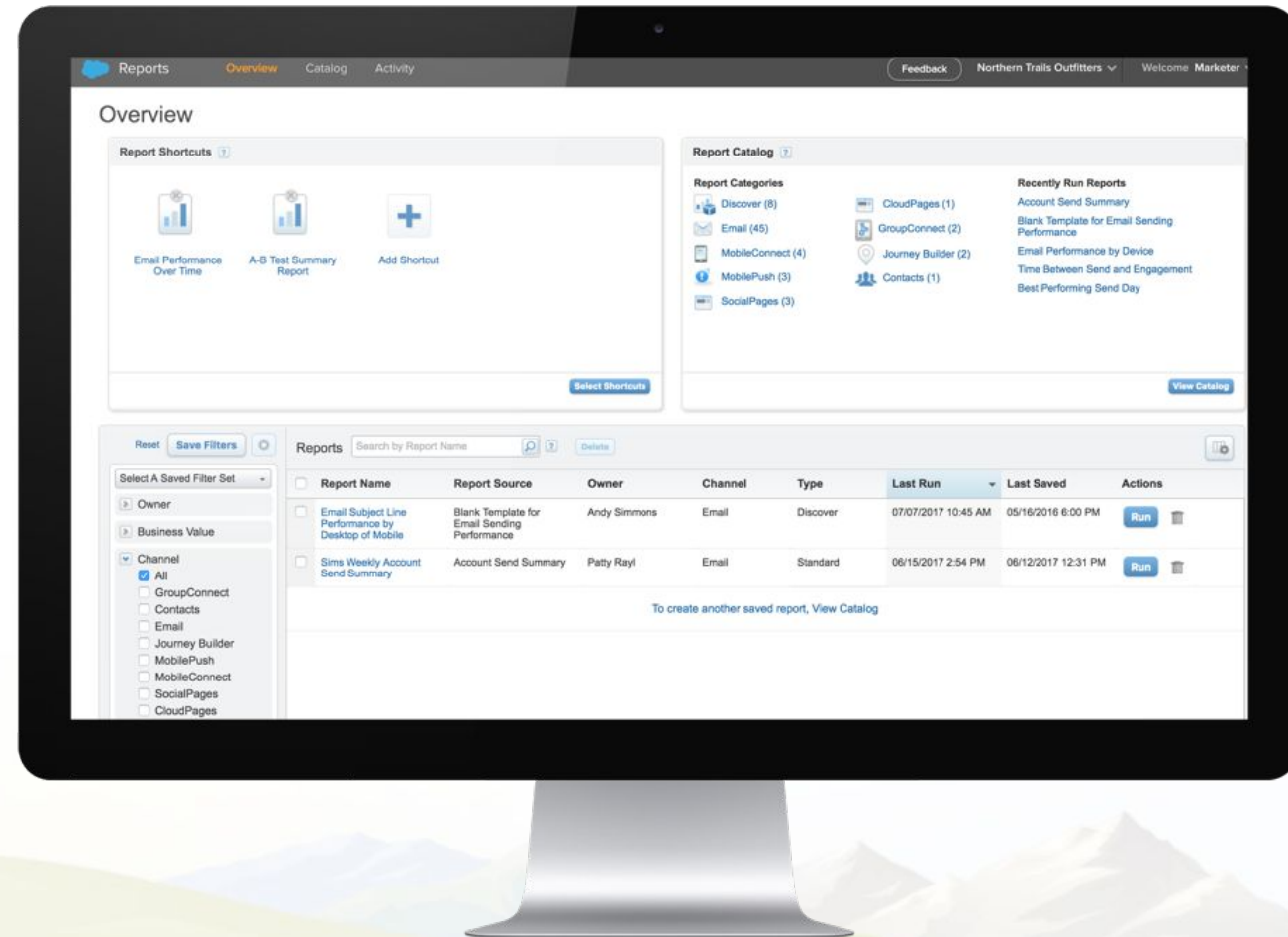
Create custom analytics views and interactive visualizations to measure business-centric KPIs.

[Web & Mobile Analytics Documentation](#)

[Get Started with Reports Documentation](#)

[Discover Documentation](#)

[Analytics Builder - Predictive Segmentation with Einstein Engagement Scoring Overview Video](#)



Demonstration

Harbor cruise a few Builders



Most Recent Additions



Salesforce DMP

Data management platform

Capture Data From Any Source and Device

Unify, segment, and activate audiences to increase customer engagement.

Use Artificial Intelligence (AI) to Discover New Audiences

Use Salesforce Einstein to analyze billions of profiles and trillions of events to find new high-value segments.

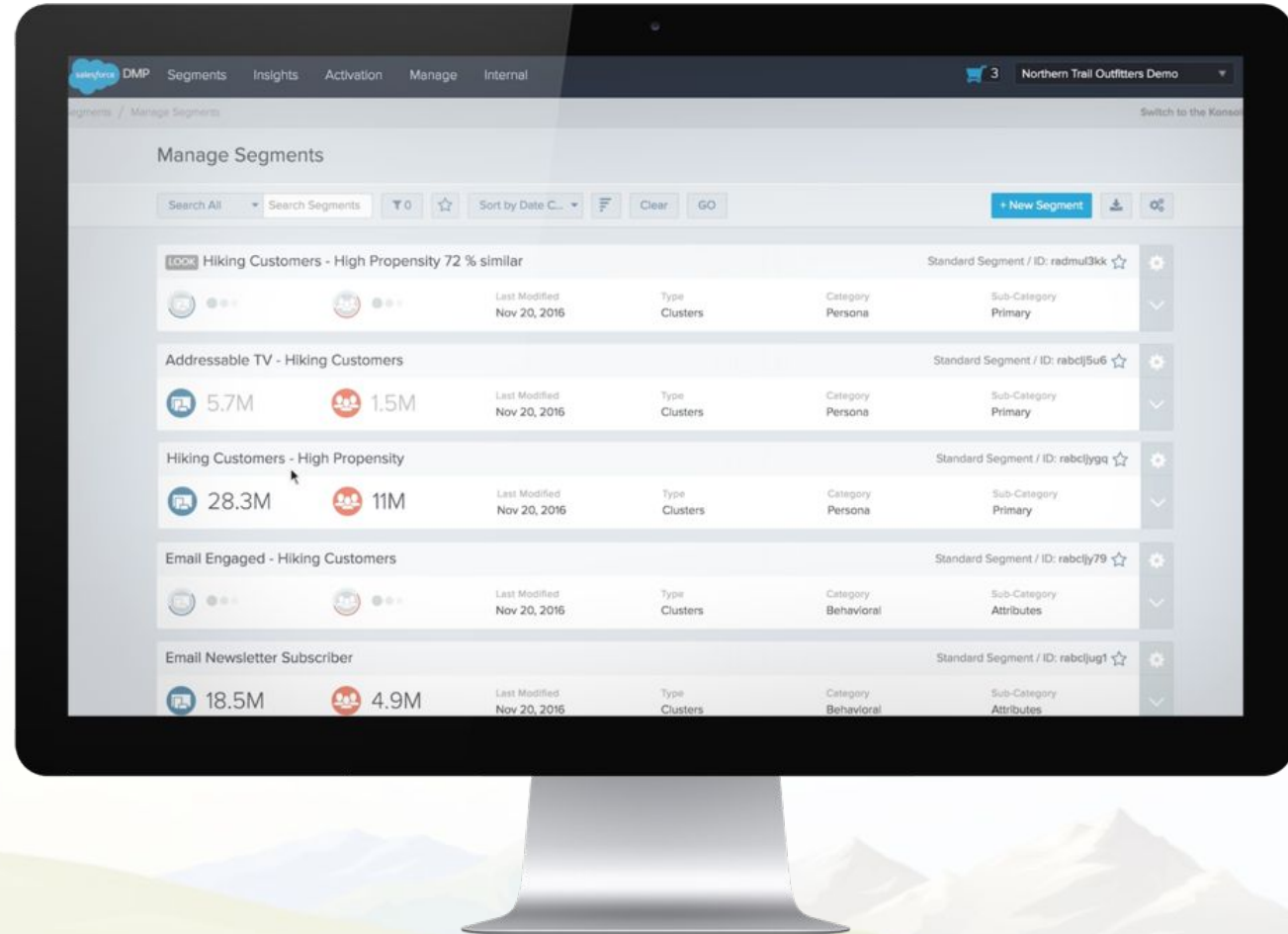
1-to-1 Ad Targeting on Any Device

Drive more relevant and valuable customer experiences.

Bring CRM to the Salesforce DMP

Bring customer data securely across marketing, sales, and service using Advertising Studio to Salesforce DMP to enhance digital identity and increase ROI.

[Salesforce DMP Overview Video](#)



Salesforce Data Studio

Data sharing platform

More Reach for Marketers

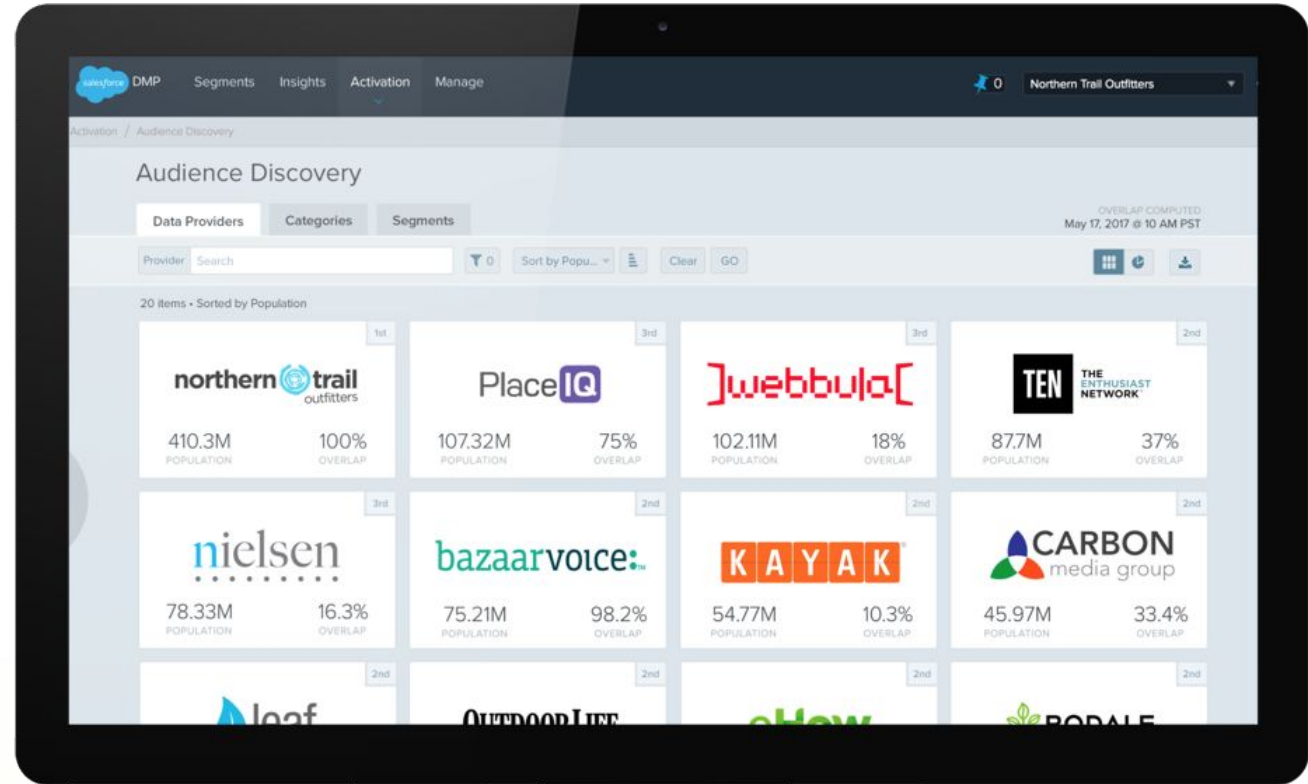
Shop in one location for premium data for marketers.

More Revenue for Publishers

Safely provision your data to trusted partners.

Deeper Customer Insights

Understand your existing audiences and discover new ones to drive more revenue.



Interaction Studio



Connected consumer engagement across marketing, service, sales & more

Real-Time Offer Management

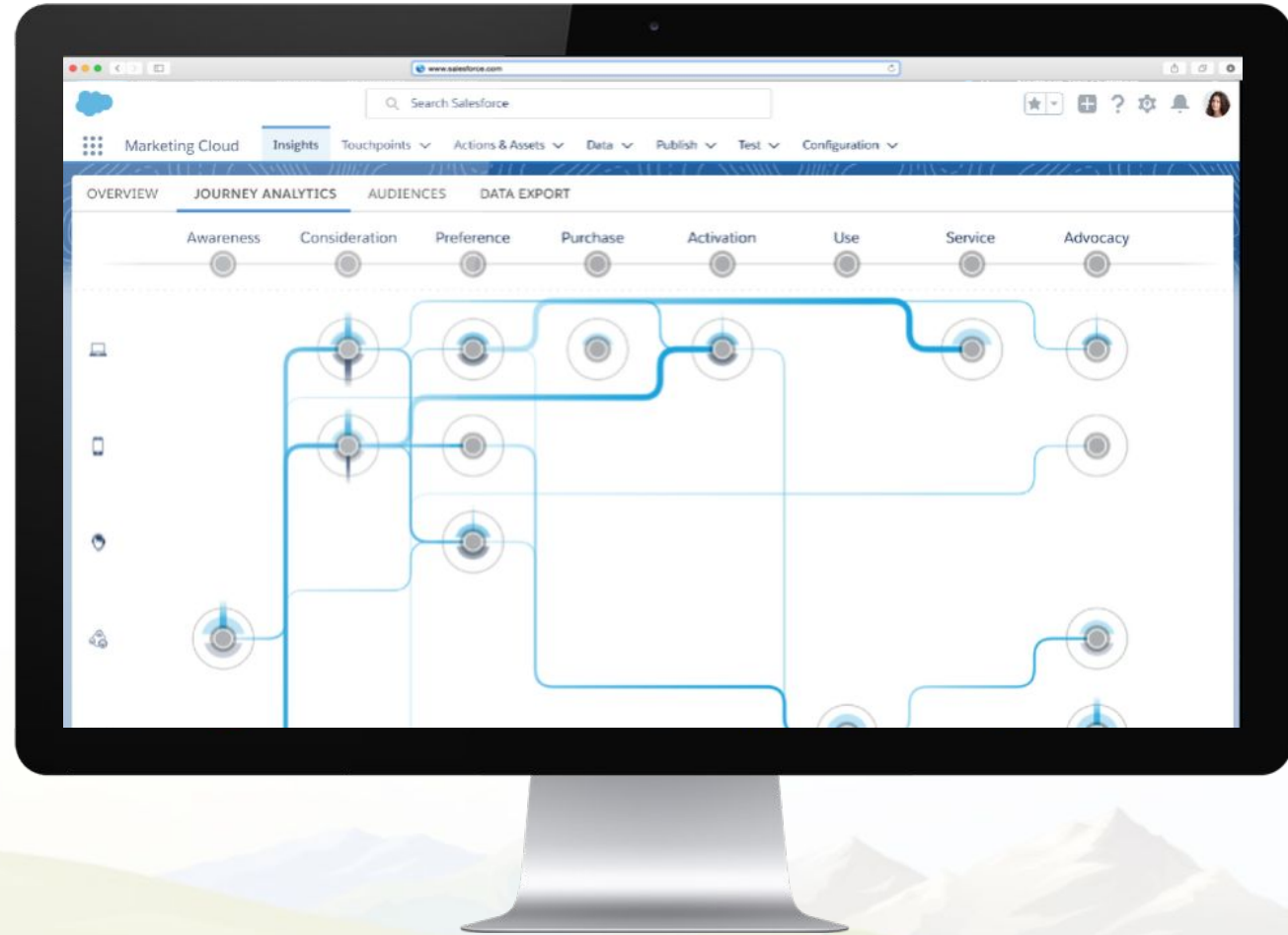
Ensure consumers receive the next best action or offer when it matters most

Journey Orchestration

Coordinate interactions across owned channels for seamless, connected experiences

Lifecycle Insights

Visualize how consumers flow across channels and lifecycle stages



[Interaction Studio Overview Video](#)



Google Analytics 360



Cross-channel intelligence for connected consumer journeys

Understand Consumer Behavior

Visualize email, mobile, and web analytics in Marketing Cloud

Create & Activate Cross-Channel Audiences

Trigger journeys with Analytics 360 Audiences

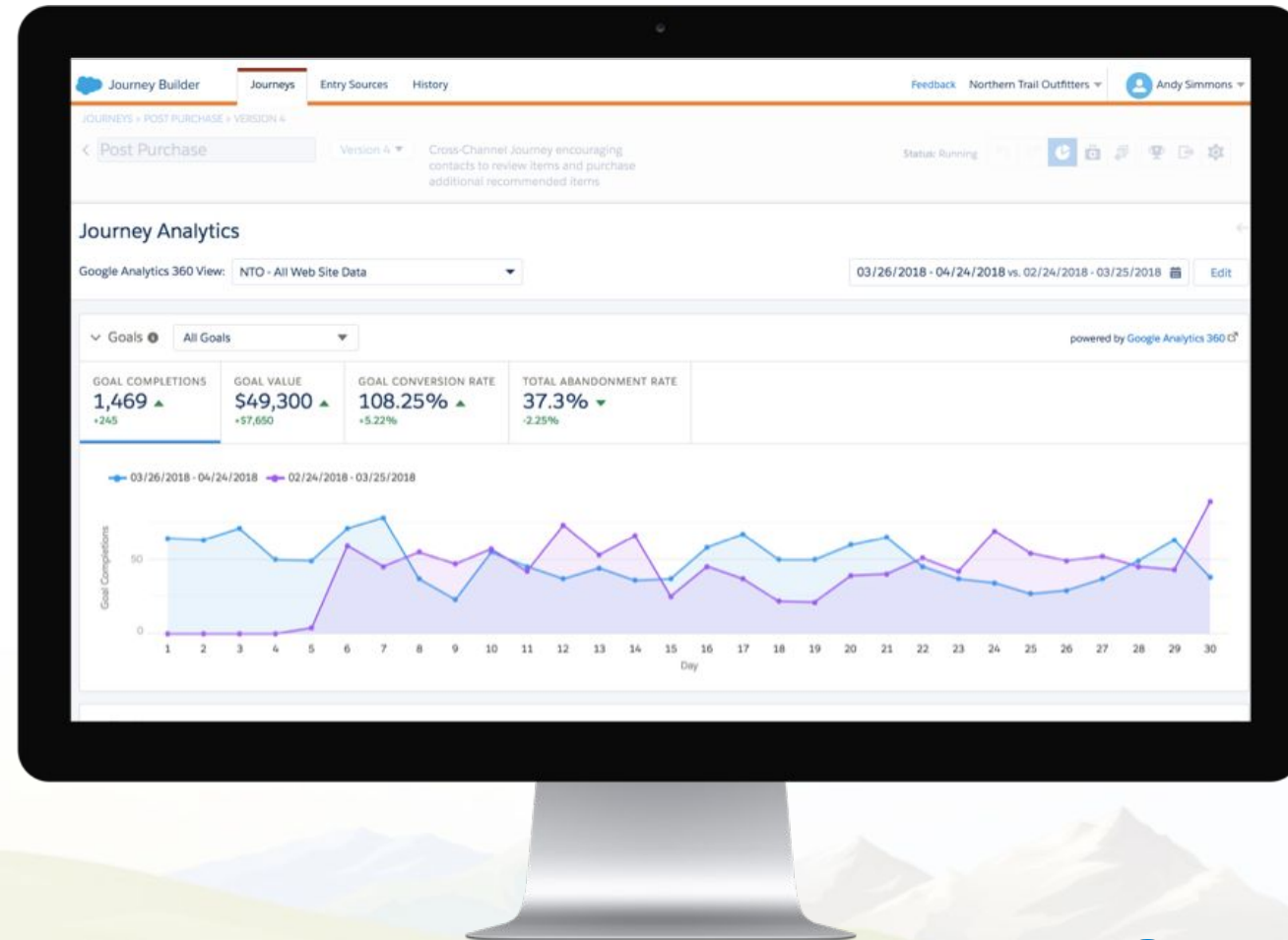
Personalize Your Website

Create unique web experiences based on Marketing Cloud data

Analyze Marketing Effectiveness

Measure the impact of each marketing touchpoint

[Marketing Cloud + GA360 Overview Video](#)



Distributed Marketing



Enable advisors, franchisees, and partners to easily inform, market & sell to their consumers at scale

Enable Compliance with Brand Standards

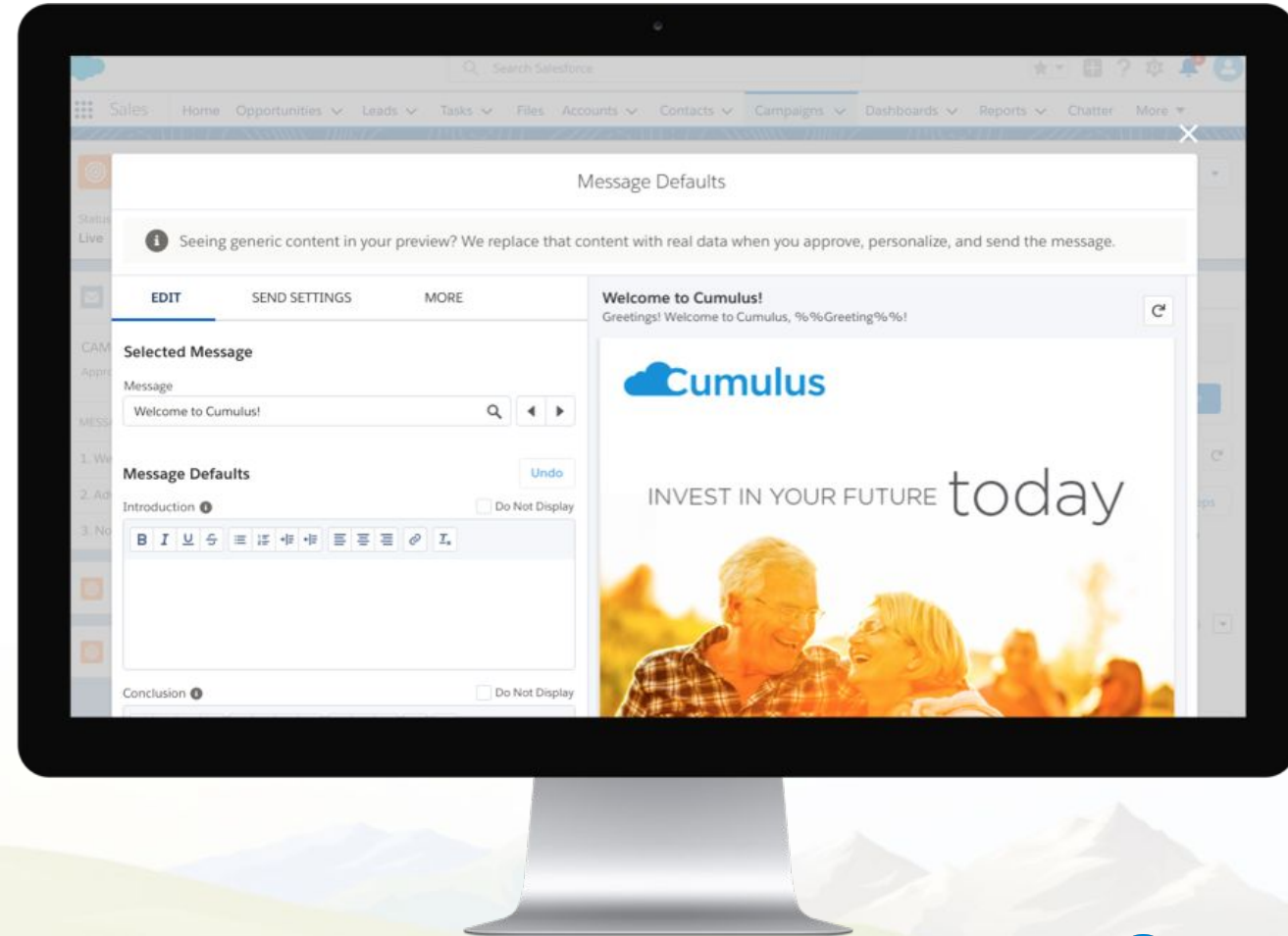
Create and share branded journeys with email, mobile, and ads

Give Anyone Access to Approved Content

Personalize and send content from Sales, Service, and Community Clouds

Understand How Consumers Engage

Analyze individual or aggregate engagement data to optimize performance



[Distributed Marketing Overview Video](#)



Datorama



Enable cross-platform marketing intelligence

Connect & Unify All Marketing Data Sources

Integrate, cleanse, and classify data into a unified view using AI

Visualize AI-Powered Insights

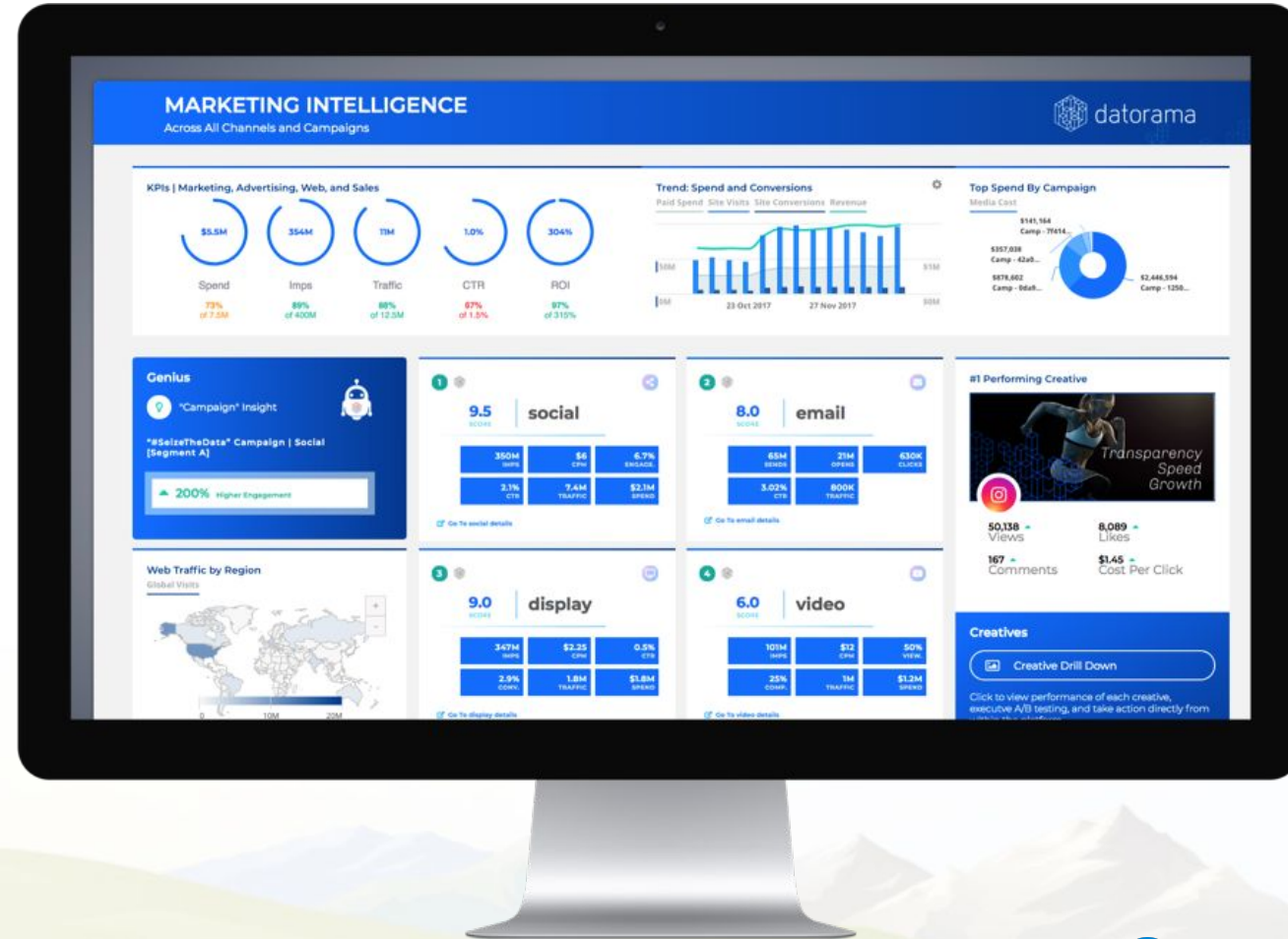
Surface insights to optimize channel and campaign performance in real-time

Report Across All Channels and Campaigns

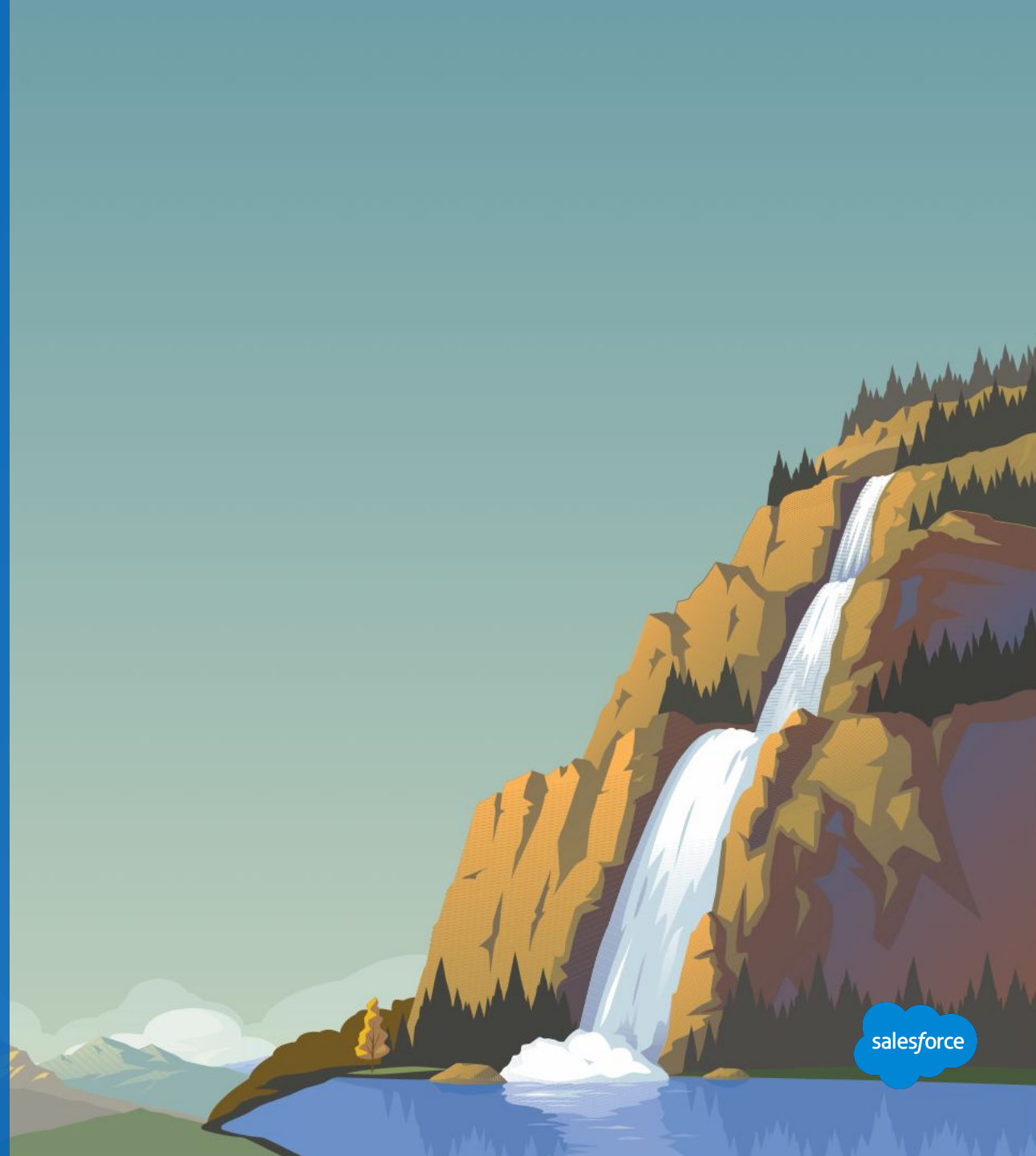
Powerful one-click dashboards, customer visualizations, and shareable reports

Take Action and Collaborate to Drive ROI

Make every insight actionable with cross-platform alerts and activations



Other Features



Marketing Cloud Connect

Integrate Marketing Cloud across the Salesforce platform

Access to All Your Salesforce CRM Data in Marketing Cloud

Sync and refresh any standard or custom object to Marketing Cloud.

Integrate 1-to-1 Journeys Across the Marketing, Sales, Service and Community Clouds

Salesforce entry events and activities

Send to Salesforce Reports and Campaigns

- Email and SMS (SMS campaign only)
- Tracking data pushes back to the contact record in Sales or Service Cloud.

*Available for Free with ALL Marketing Cloud Editions

- [Marketing Cloud Connect Video Overview, Part 1](#) (video, 6:05 min.)
- [Marketing Cloud Connect Video Overview, Part 2](#) (video, 5:22 min.)
- [Marketing Cloud Connect Video Overview, Part 3](#) (video, 3:58 min.)

The image displays two screenshots of the Marketing Cloud interface. The top screenshot shows the 'Data Sources' page for 'PMM Demo 8201708TRACKING_PMM_DEMO'. It features a sidebar with 'Summary' and 'Object Status' sections. The main area shows 'Synchronized Entities' with a search bar and a grid of entity cards: Account (107), Asset (80), Case (19), Case Solution, and Contact. The bottom screenshot shows the 'Journey Builder' view for 'Case Closed'. It displays a flowchart with events like 'NTO Support... Survey', 'Case Close... Sentiment', 'Add to Campaign', 'Task', and 'Case', with associated delays and exit points. A detailed event information panel is visible on the left side of the journey view.



Intelligent Marketing with Einstein

Einstein features across Marketing Cloud

Einstein Recommendations

Automatically deliver the next best product, content, or offer for each individual (in Personalization Builder).

Einstein Engagement Scoring

Build actionable lists of customers based on predicted likelihood to engage (in Audience Builder and Journey Builder).**

Einstein Segmentation

Discover behavioral patterns and personas to reach new segments with your message (in Salesforce DMP).

Einstein Journey Insights

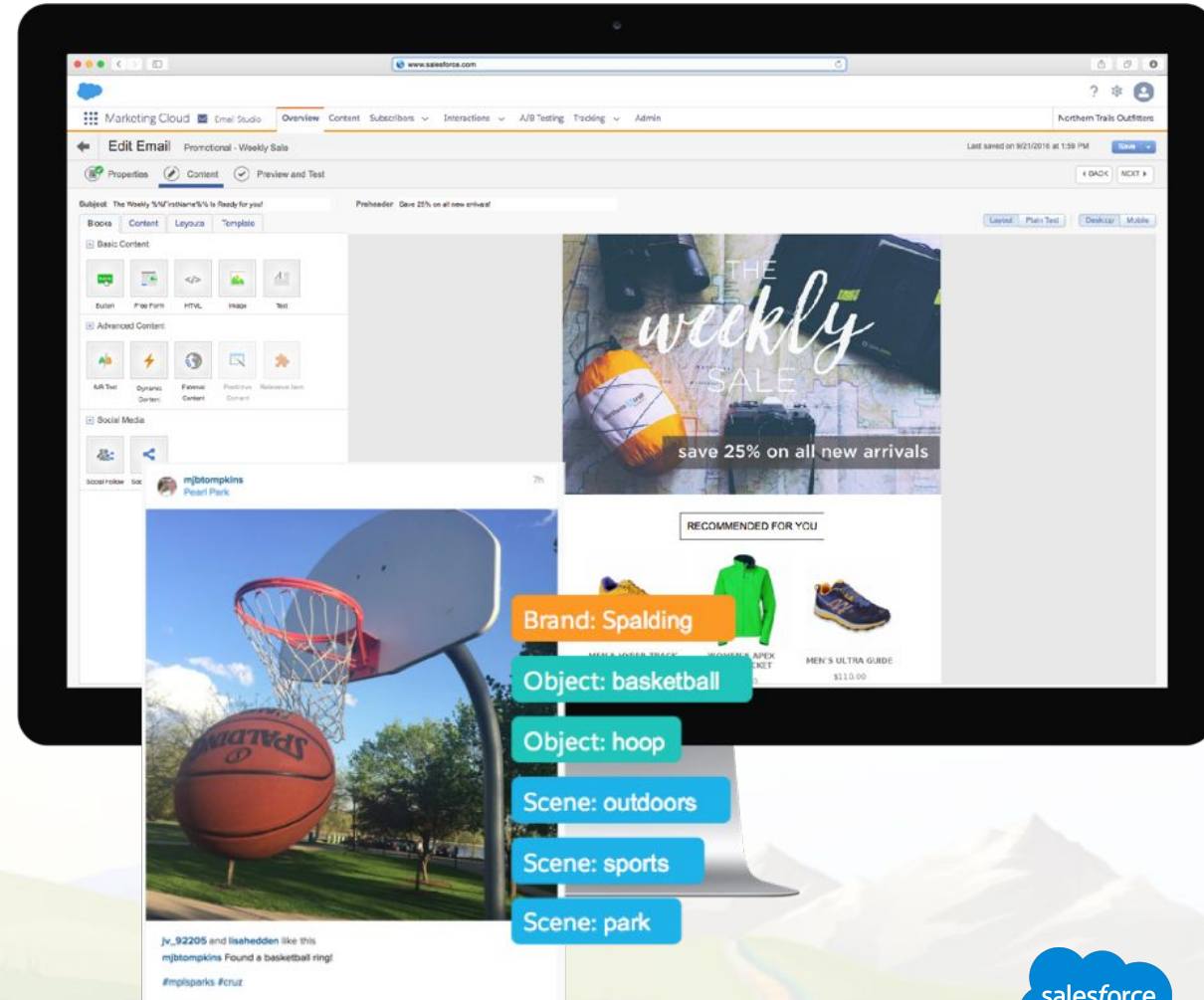
Track the customer journey and discover the optimal path to conversion (in Salesforce DMP).

Einstein Social Insights

Uncover customer sentiment, route posts to the appropriate teams automatically, detect real customers from bots (in Social Studio).

[Marketing Cloud Einstein Overview Video](#)

**Available at no additional charge for Corporate or Enterprise Edition upon execution of an Order Form with Additional Terms



Marketing Command Center

Showcase your marketing presence

Deliver Digital Insights

Track customer interactions, brand health, and campaign results in real time.

Create Great Customer Experiences

Uncover opportunities to engage in real time and adapt strategies and programs.

Engage Employees

Rally employees around customer experience and feedback.

Highlight Marketing Success

Create alignment on marketing priorities and results.



Social Customer Service

Solve customer service issues cost-effectively over social media

Multichannel Customer Service

Respond to your customers across social channels using the same platform you use for phone and email support.

Broad Social Coverage

Listen and respond to comments across Facebook, Twitter, Instagram, Sina Weibo, LinkedIn, and more.

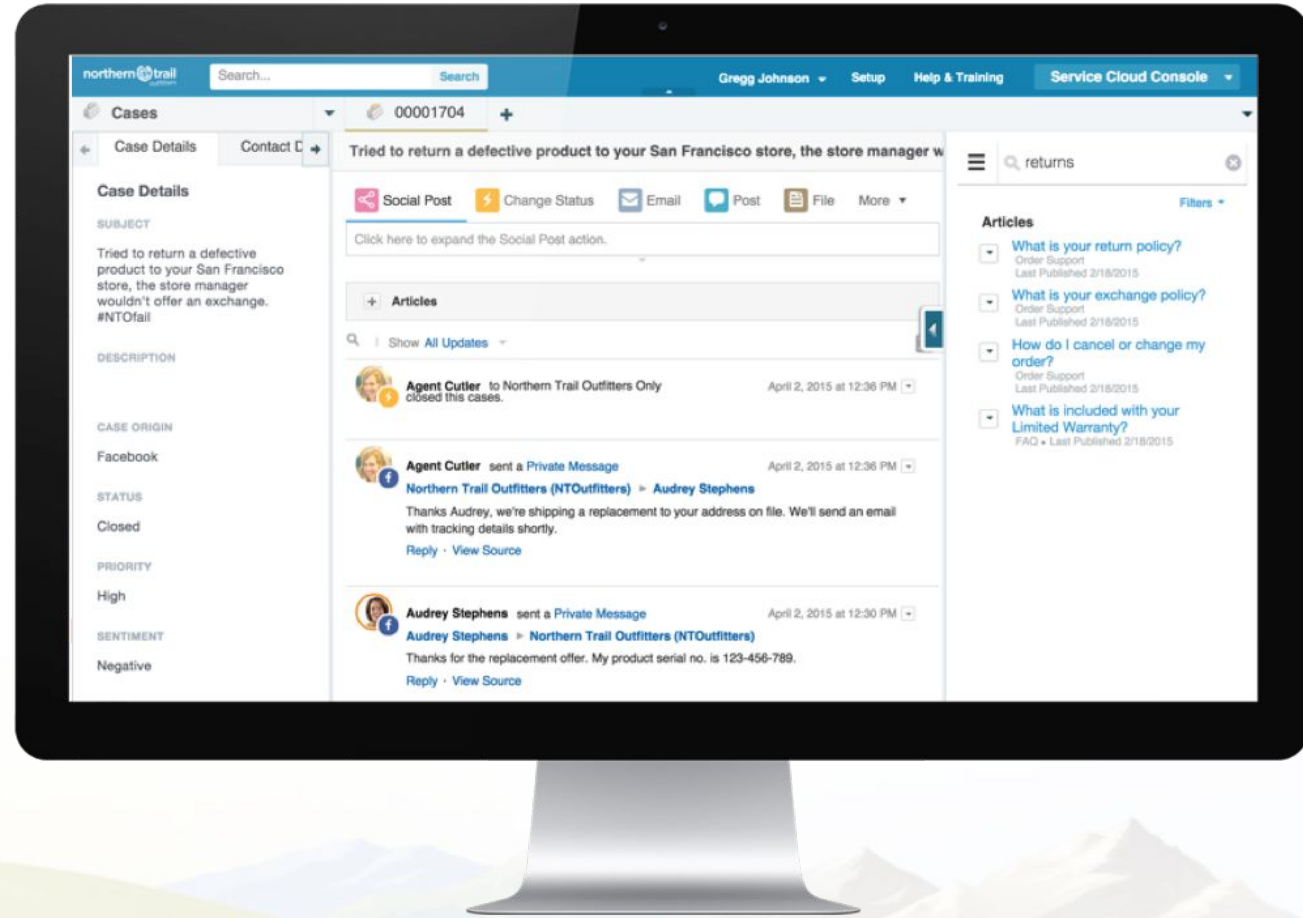
Single View of the Customer

Unify social data, CRM records, and service interactions to respond to issues using all of your data.

Einstein-Powered Automation

Machine learning drives sentiment analysis and prioritization of posts to engage with.

[Social Customer Service Overview Video](#)



Marketing Cloud Security and Encryption

Security and encryption functionality for data stored or used in the Marketing Cloud.



Marketing Cloud security:

- [Login IP Whitelisting](#)
- [Encryption Key Management](#)
- [Identity Validation](#)
- [Email Export Whitelist](#)



Encryption functionality:

- [Field-Level Encryption](#)
- [Tokenized Sending](#)
- [Transparent Data Encryption](#)



Additional security measures and resources:

- [Permissions](#)
- [Roles](#)
- [CAN-SPAM Compliance](#)

*Some features are Enterprise only. Please check with your AE to determine if you have these features in your account.

Marketing Cloud Scripting Languages

AMPscript, SSJS, and GTL

Marketing Cloud scripting languages allow you to personalize landing pages, create applications, construct cross-channel templates and layouts, and work with messaging functions on the Marketing Cloud platform.

[Introduction to Programmatic Marketing Functions](#)

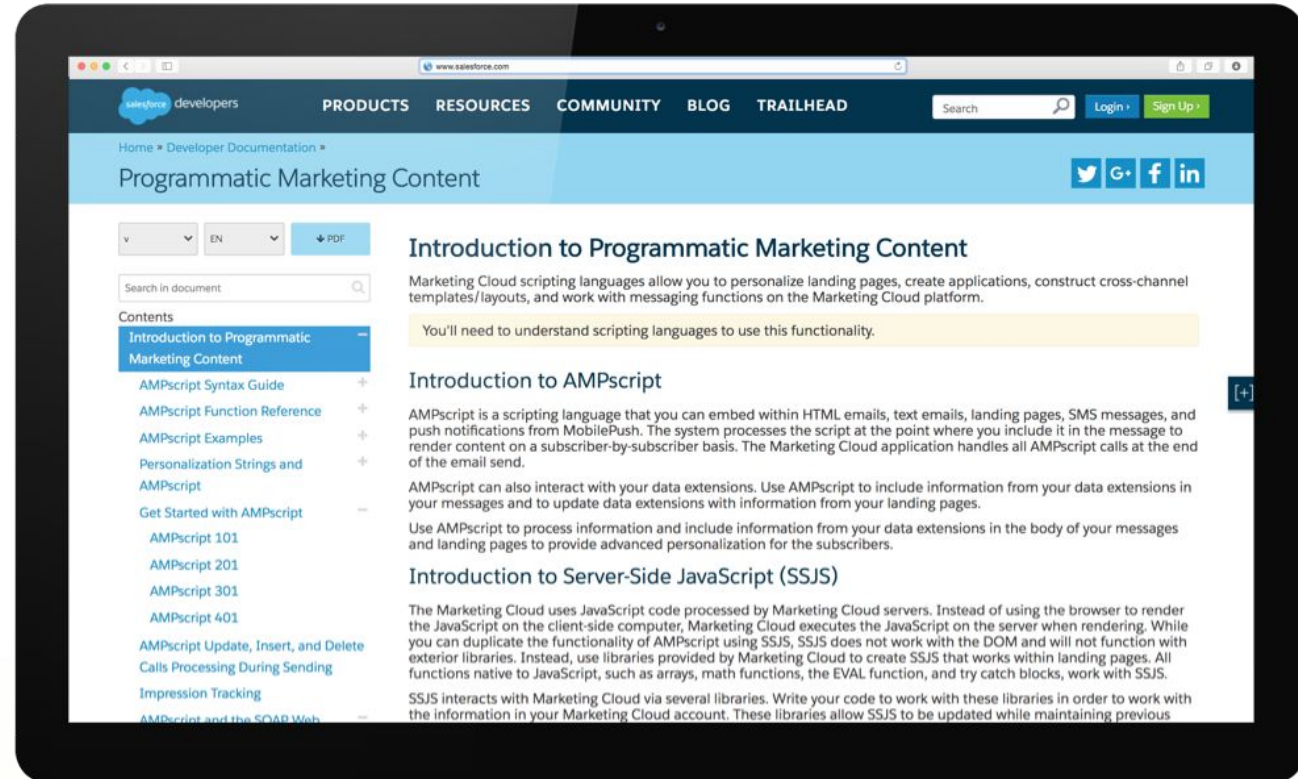
[Get Started with AMPscript](#)

The Marketing Cloud platform lets you customize and personalize your marketing business with API integrations and value-added marketing applications.

SOAP APIs and partner or custom solutions:

Use the new [Content Builder API](#).

[Check out the Marketing Cloud Developer Center](#)



Marketing Cloud Mobile App

Run your marketing from your phone

Track Performance

Manage emails, automations, and journeys across multiple brands.

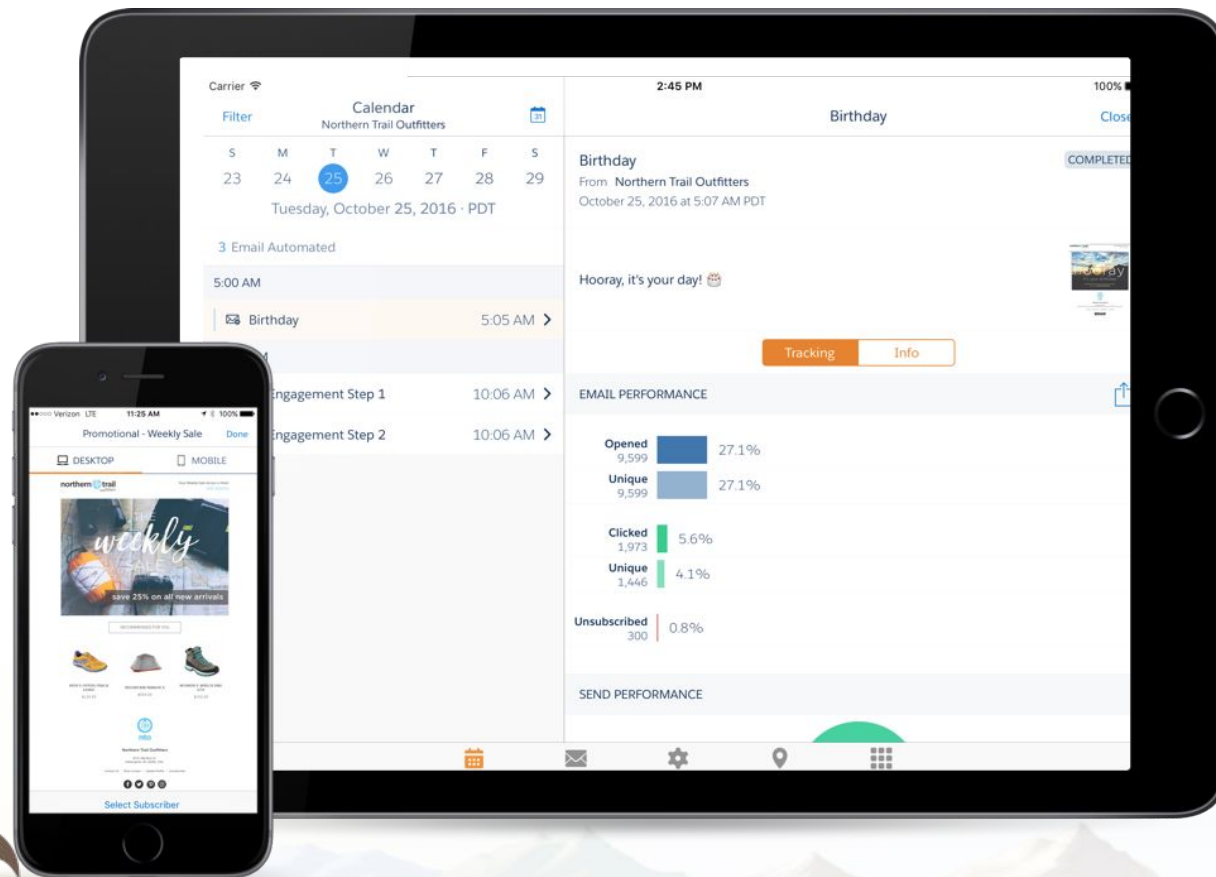
Take Action

Pause, resume, and cancel email sends.

Send with Confidence

Approve email content, target your audience, and send emails.

U.S. customers: Text "APP" to 38767 for a link to download the app.



Social Studio Mobile App

Social on the move

Workspaces



Collaborative spaces for teams to operate at social speed and agility.

Publish



Plan, source, and publish compelling, brand-safe social content.

Engage



Enable authentic interactions with every consumer.

Analyze



Visualize campaign performance.



Check out the app's [Search](#) feature for easy social listening outside of your own social accounts and topic profiles.



Next Steps and Resources



Next Steps

Where to go from here

- 1 Join the [Salesforce Marketing Cloud Trailblazer Community](#)
- 2 Take the [Marketing Cloud Trailmix Trail](#)
- 3 **Premier Customers:** Request your 1:1 with a Salesforce Success Specialist and plan your next Accelerator (1:1 follow-up request is in the survey).
- 4 Not a Premier Customer but Interested in Learning More? **Reach out to your Salesforce Account Team** for more details.

We Can Guide Customers Every Step of the Journey

With resources, programs and experts to fit their needs

Adoption Services

Accelerators
Interactive Webinars & Events
Proactive Engagement

Always On Resources

Trailhead
Success Communities
Help Portal

Advisory Services

Architects
Customer-Centric Design
Strategic Services
Transformation Services

Show Me How

Do It Myself

Do It With Me



customersuccessplatform

salesforce

Blaze Your Path to Success, Faster

With Success Plans to Take You Further

	Standard	Premier
Guided Journeys	✓	✓
Success Community	✓	✓
Trailhead	✓	✓
Accelerators		✓
Developer Support		✓
Success Management		✓
Circles of Success		✓
Interactive Webinars		✓
Admin Assist		optional upgrade
Support	12/5 Online 2-Day Response	24/7 Phone & Online 1-Hour Critical Response

[Learn more about Premier Success](#)



Upcoming Webinars

Marketing Cloud Events

Getting Started: Marketing Cloud: Content Builder Accelerator LIVE

[Register Here](#)

Getting Started: Journey Builder: Journey Strategy Accelerator LIVE

[Register Here](#)

Marketing Cloud Ask an Expert Office Hours

Every Tuesday and Thursday

[Register Here](#)



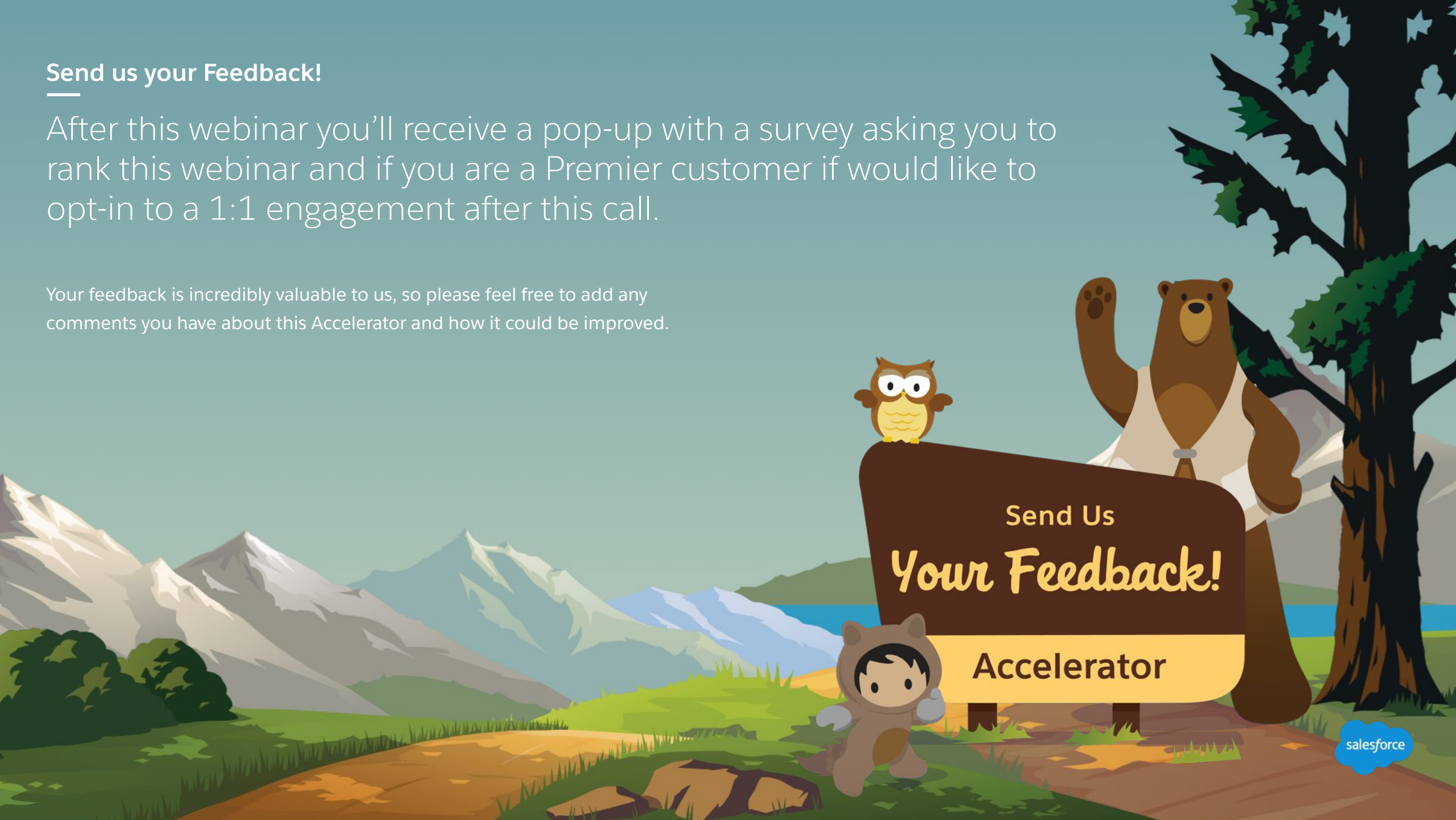
Questions?



Send us your Feedback!

After this webinar you'll receive a pop-up with a survey asking you to rank this webinar and if you are a Premier customer if would like to opt-in to a 1:1 engagement after this call.

Your feedback is incredibly valuable to us, so please feel free to add any comments you have about this Accelerator and how it could be improved.



Thank you



Appendix

Links to various Marketing Cloud Resources



Resources

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Email Studio

Resources

Overview

Build and manage personalized email campaigns at scale.

- Power data-driven email marketing to drive customer engagement, increase sales, and improve ROI at scale.
- Predictive capabilities with Einstein.
- Native integration with Sales, Service, Community Cloud and Salesforce DMP.

Considerations:

1. What types of emails are you sending to customers today (transactional, promotional, or onboarding)?
2. How is email marketing seen within the organization? A revenue driver? Retention tool?

Resources

Video:

- [Email Studio Demo Video](#)
- [Email Studio and Content Builder Overview](#)
- [Email Studio and Content Builder - Create an Email](#)

Accelerators:

- [Email Studio: Email Deliverability Fast Start](#)
- [Email Studio: Email Personalization Fast Start](#)
- [Email Studio: Email Segmentation Fast Start](#)
- [Email Studio: Building & Sending Email Fast Start](#)

Training:

- [Email Marketing Strategies Trail](#)
- [Get to know Marketing Cloud Trail](#)
- [Email 101](#)

Documentation:

- [Email Studio](#)
- [Getting Started Portal](#)

Mobile Studio

Resources

Overview

Mobile messaging for SMS, MMS, mobile app engagement and chat app messaging.

- A mobile marketing solution that creates immediate and relevant customer engagement through text, push, and group messaging.
- Engage with your customers by sending mobile messages alongside established channels such as email, social, ads, and the web.
- Trigger mobile messages by delivering targeted messages based on behavior and segmentation.
- We maintain the SMS Code provider relationship so you don't have to.

Considerations:

1. How do you currently market to customers or prospects on their mobile device?
2. If you have a mobile app, how often do you run mobile campaigns?

Resources

Video:

- [Mobile Studio Overview Demo](#)
- [MobileConnect - Create an SMS Message](#)
- [MobilePush - Create a Push Notification](#)
- [MobilePush - Create a location based Push Notification](#)

Documentation:

- [MobileConnect Help Documentation](#)
- [MobilePush Help Documentation](#)

Training:

- [Marketing Cloud Product Trail](#)
- [MobileConnect 101](#) and [MobileConnect 102](#)

Social Studio

Resources

Overview

Social Studio provides a single place for publishing, engagement, listening, and social customer service.

- Social Studio gives marketers and customer care professionals a scalable way to connect with their customer and prospects on social media connecting social to sales, service, public relations, and marketing.

Considerations:

1. How do you track conversations about your brand, competitors, and industry on social media?
2. How do you track and respond to a customer complaint made on social media?

Resources

Videos:

- [Social Studio Demo](#)

Accelerators:

- [Social Studio: Set Up Social Studio Automate](#)
- [Social Studio: Set Up Social Listening](#)

Documentation:

- [Social Studio Help Documentation](#)

Training:

- [Marketing Cloud Product Trail](#)
- [Social Studio 101](#)

Advertising Studio

Resources

Overview

CRM powered Digital Advertising.

- Advertising Studio allows companies to activate their customer data in Salesforce to securely power digital advertising to scale across search, social, video, and display.
- Use Advertising Studio to acquire lookalike audiences. Take key demographics from your highest-performing customers and target similar profiles with ads.
- Re-engage inactive customers by targeting them with ads when they are no longer opening your emails.

Considerations:

1. What are your primary business goals for advertising and email? (Acquisition, re-engagement, or lead generation)
2. Do you face any challenges connecting other marketing channels with advertising?

Resources

Video:

- [Advertising Studio Demo](#)
- [Drive Leads & Sales with Digital Advertising](#)
- [Getting Started with Marketing Cloud: Advertising Studio Audiences](#)

Accelerators:

- [Advertising Studio](#)
- [Set up Advertising Audiences](#)

Documentation:

- [Advertising Studio](#)
- [Lead Capture](#)

Training:

- [Digital Advertising Transformed with Customer Data Trail](#)

Web Studio

Resources

Overview

Web Studio is a Marketing Cloud application used to create and publish targeted marketing content to customers across multiple channels.

- Use the CloudPages editor to build a collection of content. Then, depending on your specific use case, optimize your content for use in your mobile, social, or web channels.
- CloudPages give you the ability to publish content immediately or schedule it to go live at a later date.

Considerations:

1. Do you need to create landing pages for campaigns quickly?
2. How do you currently create web forms and collect customer data?

Resources

Video:

- [Creating a Landing Page with CloudPages](#)

Documentation:

- [CloudPages Help Documentation](#)

Automation Studio

Resources

Overview

Automation Studio is your platform to schedule and automate tasks to get data into the system, segment and filter that data, and then to take action and engage.

There are two types of automations you can create within Automation Studio:

- **User-Initiated Automations:** Automations scheduled or started based on a user defined time or parameters. Users can select to run automations immediately and one time; scheduled and one time; or scheduled and recurring.
- **Triggered Automations:** Automations that are prompted to run when a file is dropped into a designated enhanced FTP folder. Rather than run on a schedule, triggered automations run automatically whenever the enhanced FTP folder detects the addition of a new file.

Resources

Videos:

- [Automation Studio Overview Video](#)
- [Automation Studio and Journey Builder](#)

Accelerators:

- [Automate Data Imports](#)
- [Automate Email Segmentation](#)

Documentation:

- [Automation Studio Help Documentation](#)

Training:

- [Automation 101](#)

Journey Builder

Resources

Overview

Cross-Channel Customer Engagement at Scale.

- Journey Builder enables customers to create 1-to-1 cross-channel campaigns.
- Use Journey Builder to create responsive, automated, multi-channel campaigns.
- Entry into a journey can be from a variety of sources, and you can split the journey into separate branches based on customer engagement or for testing purposes.
- Integrates with Sales, Service and Community Clouds.

Considerations:

1. How do you manage multichannel marketing touch points?
2. How do you ensure the best customer experience across all marketing touchpoints.

Resources

Videos:

- [Journey Builder Demo](#)
- [Journey Builder Basics](#)
- [Automation Studio and Journey Builder](#)

Accelerators:

- [Getting Started: Journey Builder: Journey Strategy \(Accelerator Webinar\)](#)
- [Journey Builder: Set up a Journey](#)

Documentation:

- [Journey Builder Data Sheet](#)
- [Journey Builder Help Documentation](#)

Training:

- [Customer Journey Basics Trail](#)
- [Journey Builder 101](#)

Audience Builder

Resources

Overview

In Audience Builder, you can collect data from any source, create and continuously sync cross-channel profiles, and use drag-and-drop tools to execute advanced segmentations to create audiences and segments.

Audience Builder also allows you to see segment counts in real time, which affords the ability to adjust segments to capture the most relevant audiences.

Resources

Video:

- [Audience Builder Overview Demo](#)

Documentation:

- [Audience Builder Help Documentation](#)

Contact Builder

Resources

Overview

Get a single view of a customer that displays all interactions with your brand. You can use all collected information to personalize customer conversations at any size in any channel.

A single view of the customer can contain the mobile number necessary to send:

- SMS messages through MobileConnect.
- The email address to send email messages through Email Studio.
- The mobile device identification used for sending push messages through MobilePush.

All of the associated addresses, subscription, and tracking information associated with activities and journeys relate back to that single contact record.

Resources

Documentation:

- [Get Started with Contact Builder](#)
- [All Contacts Help Documentation](#)

Accelerators:

- [How to Set up your data structure](#)

Content Builder

Resources

Overview

With Content Builder you can manage all your team's content and assets in a single location, and use advanced search and tagging capabilities to keep everything organized.

Considerations:

1. Are you a new customer or a legacy customer moving from Classic Email?
2. Do you have any content challenges today, such as content organization, privacy, or sharing rules?
3. Are you having any challenges finding and using your content today?

Resources

Video Series:

- [Email Studio and Content Builder How To Videos](#)

Accelerators:

- [Getting Started: Content Builder](#)

Documentation:

- [Get Started with Content Builder Help Documentation](#)

Training:

- [Content Builder Basics Trail](#)

Analytics Builder

Resources

Overview

Analytics Builder enables you to gain deep insights into the behaviors and interests of your contacts across channels. Use these insights to set marketing goals and refine customer journeys.

Web and mobile analytics helps you gather data about visitor behavior on your website and mobile application, and provide powerful visualizations of the data. The collected data is also available inside the Marketing Cloud, ready to be used to segment messaging lists, provide highly personalized messaging content, and drive 1:1 customer journeys.

- **Upgrade to Google Analytics 360 or a similar platform:** You'll be able to attribute individual-level activities within the platform (Note: this is not available to standard accounts).
- **Configure the Marketing Cloud's Web Analytics Connector:** Automatically pass attributes at a channel, campaign, and message level, allowing for email-generated web activity to be appropriately highlighted within your web analytics reporting.

Resources

Video:

- [Analytics Builder Demo](#)

Accelerators:

- [Reporting Fast Start](#)
- [Email Reporting and Tracking](#)

Documentation:

- [Analytics Builder](#)
- [Web and Mobile Analytics](#)
- [Web Analytics Connector](#)

Salesforce DMP

Resources

Overview

Data Management Platform that captures, analyzes and activates consumer data.

- With Salesforce DMP, customers can manage their entire first party data asset and leverage powerful second- and third-party data to create more effective audience segmentation, targeting and analytics.
- Largest available source of online identity, seeing over 5B unique browsers and devices a month.

Considerations:

1. What is your current digital advertising spend?
2. How do you manage, track and and optimize your digital advertising?

Resources

Videos:

- [DMP Overview](#)

Documentation:

- [Salesforce DMP Data sheet](#)
- [Salesforce DMP Help Documentation](#)

Data Studio

Resources

Overview

A data sharing platform for marketers, brands and publishers.

- Allows marketers to expand their reach, discover new audiences, and supercharge their DMP.
- Brands and publishers use Data Studio to safely share and provision their owned data with permissions to drive incremental revenue.
- Supercharges Salesforce DMP with second party data.

Considerations:

1. Are you looking to grow your audience in DMP?
2. What kind of customer data do you own?
3. Do you buy data for insights and targeting?

Resources

Documentation:

- [Data Studio Data sheet](#)
- [Data Studio Help Documentation](#)

Interaction Studio

Resources

Overview

A real time interaction platform that delivers the next best actions across every known channel.

- Orchestrate contextually relevant marketing across online and offline touchpoints for true personalization at scale.
- Utilize journey analytics to understand the customer experience at a deeper level by visualizing the complete journey across the lifecycle.
- Complete Omnichannel real time interaction management platform.
- Native integration to Sales, Service, Marketing and Commerce Clouds.

Considerations:

1. How are you tracking and acting on real time insights?
2. How are you checking lifecycle stages for maximum conversion?

Resources

Videos:

- [Interaction Studio Demo Video](#)
- [Interaction Studio Tech Lounge Webinar](#)

Documentation:

- [Interaction Studio Help Documentation](#)

Training

- [Consumer Interaction Management Trail](#)

Command Center

Resources

Overview

Display and analyze all of your digital interactions across email, social, customer care, and more.

Create company wide awareness around customer experience, brand, and campaigns with multi-screen displays of customer feedback, social conversations, and digital marketing activity.

- Uses advanced topic profiles and owned social accounts to show a new representation with a number of custom displays.
- Provides real-time insights around every digital interaction – your marketing, service, communities, products, and competitors — by helping you monitor the health of your brand across all channels.

Resources

Video:

- [Salesforce Marketing Command Center Demo](#)

Accelerators:

- [Social Studio: Command Center](#)

Documentation:

- [Marketing Cloud Command Center Help Documentation](#)

Social Customer Care

Resources

Overview

- Support customers on their favorite social network. Create and manage support cases by monitoring posts by customers on social channels like Twitter, Facebook, Instagram, and more.
- Listen and respond to customers across all social platforms like Twitter, Instagram, and Facebook. By combining the power of Service Cloud with Salesforce Social Studio, social customer care requests are sent directly to your team.
- Use keywords, classifiers, and language detection to ensure that agents always get actionable posts to work the right issues in the right way. And agents can switch the conversation to the best channel for the customer at any time.
- Respond in context by integrating social customer service with CRM.

Resources

Documentation:

- [Complete Guide to Social Customer Service \(SCS\)](#)
- [Guide to Social Automation Help Documentation](#)

Accelerator:

- [How To: Social Studio: Set Up Social Customer Service](#)

Help & Training:

- [Social Customer Service](#)
- [Getting Started with Service Cloud](#)

Marketing Cloud Connect

Resources

Overview

Connect Marketing Cloud with Sales, Service and Community Clouds.

Data Sync:

- Gain instant access to all your customer data without the need of technical resources, using data import functionality.
- Create a single view of your customers in Marketing Cloud with continuous sync.
- Use customer data from standard and custom objects.

Journey Builder Integration:

- Kick off journeys by using Journey Builder entry sources to listen for events in the Sales or Service Cloud.
- Update any Sales or Service Cloud object or record through inline activities.

Resources

Videos:

- [Marketing Cloud Connect Demo](#)
- [Marketing Cloud Connect Basics Series](#)

Accelerators:

- [Marketing Cloud Connect Fast Start](#)
- [How to Use Marketing Cloud Connect](#)

Documentation:

- [Connect the Clouds Help Documentation](#)
- [Manage Settings Help Documentation](#)
- [Data Integration for Your Account Help Documentation](#)

Training:

- [Marketing Cloud Connect Trail](#)

Marketing Cloud Einstein

Resources

Overview

- Understand customer engagement by building rich customer profiles that go beyond simple demographics. Merge anonymous user activity with persistent customer profiles and discover key insights and trends about important preferences and behaviors.
- Predict and automate decisions by applying predictive scoring with sophisticated algorithms, combine customer attributes with predictive propensity scores to build optimal segments, and drive journeys that automatically adjust for each customer based on current and predictive behavior.
- Personalize the journey by creating personalization logic and templates with marketer-friendly editors, personalize content and product recommendations, and extend personalized content and experiences across web, email and mobile.

Resources

Videos:

- [Einstein for Marketing Demo](#)

Documentation:

- [Einstein Email Recommendations Help Documentation](#)
- [Einstein Web Recommendations Help Documentation](#)
- [Einstein Engagement Scoring Help Documentation](#)

Dynamic Content, AMPscript, and Developer Resources

Resources

Overview

- Marketing Cloud scripting languages allow you to personalize landing pages, create applications, construct cross-channel templates and layouts, and work with messaging functions on the Marketing Cloud platform.
- Enable personalization of email campaigns with simple, flexible dynamic content blocks based on individual customer attributes, such as profile or behavioral.
- When more robust customer data becomes available, use it to tailor each message based on preferences or behaviors. This can be achieved through the WYSIWYG tools, or through scripting language for advanced dynamic content functionality.

Resources

Documentation:

- [Dynamic Content](#)
- [Introduction to AMPscript](#)
- [Guide Template Language](#)
- [MobilePush and Journey Builder for Apps SDKs](#)
- [Salesforce Developer Documentation](#)
- [Server-Side JavaScript](#)