

Getting Started: Marketing Cloud: Advertising Studio

Accelerator Webinar

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 This webinar will begin at 1:05 pm EDT

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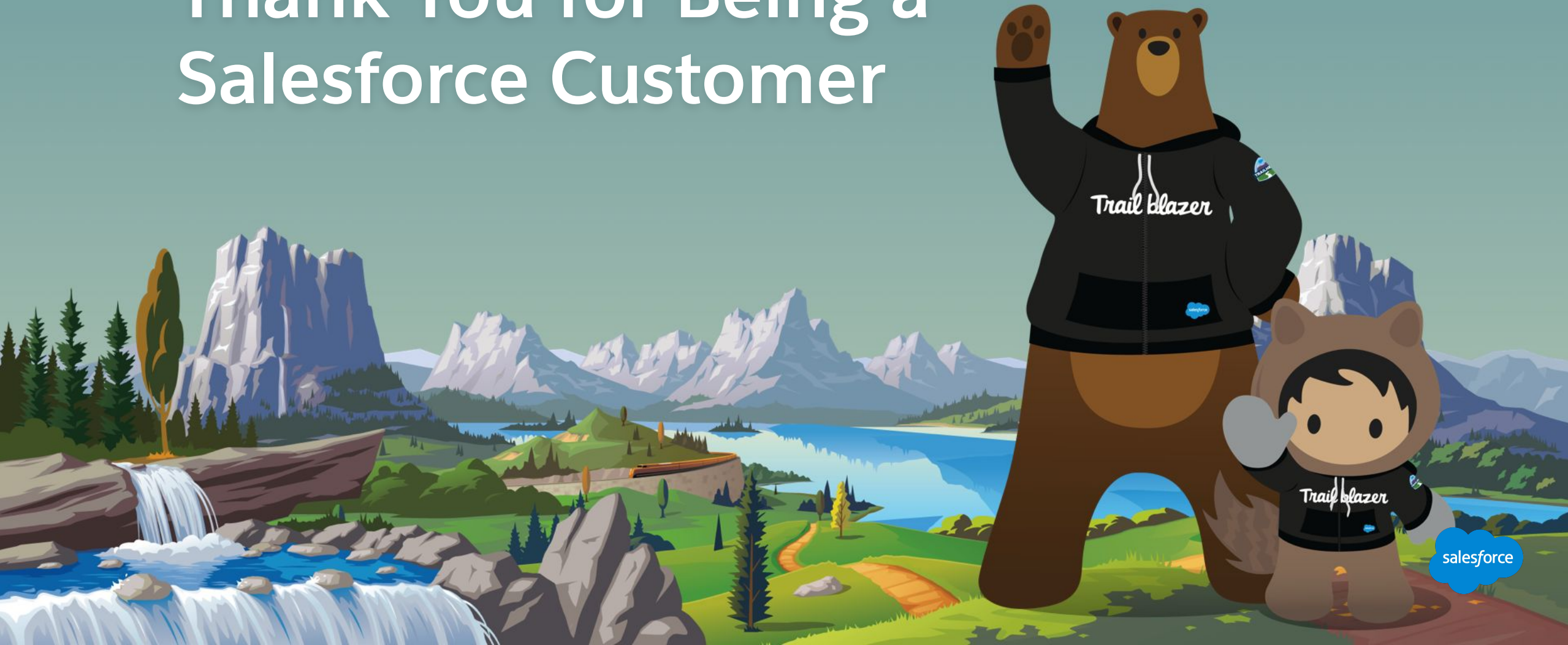
Premier Plan Customers
Don't forget to request your 1:1
session follow-up in the survey
after this call.

Welcome to this Accelerator Webinar!

In this 90 minute session, we'll go over the main components of Advertising Studio (Admin, Advertising Audiences, Journey Builder Advertising, Lead Capture) and review best practices so you can get the most out of your Salesforce investment



Thank You for Being a Salesforce Customer





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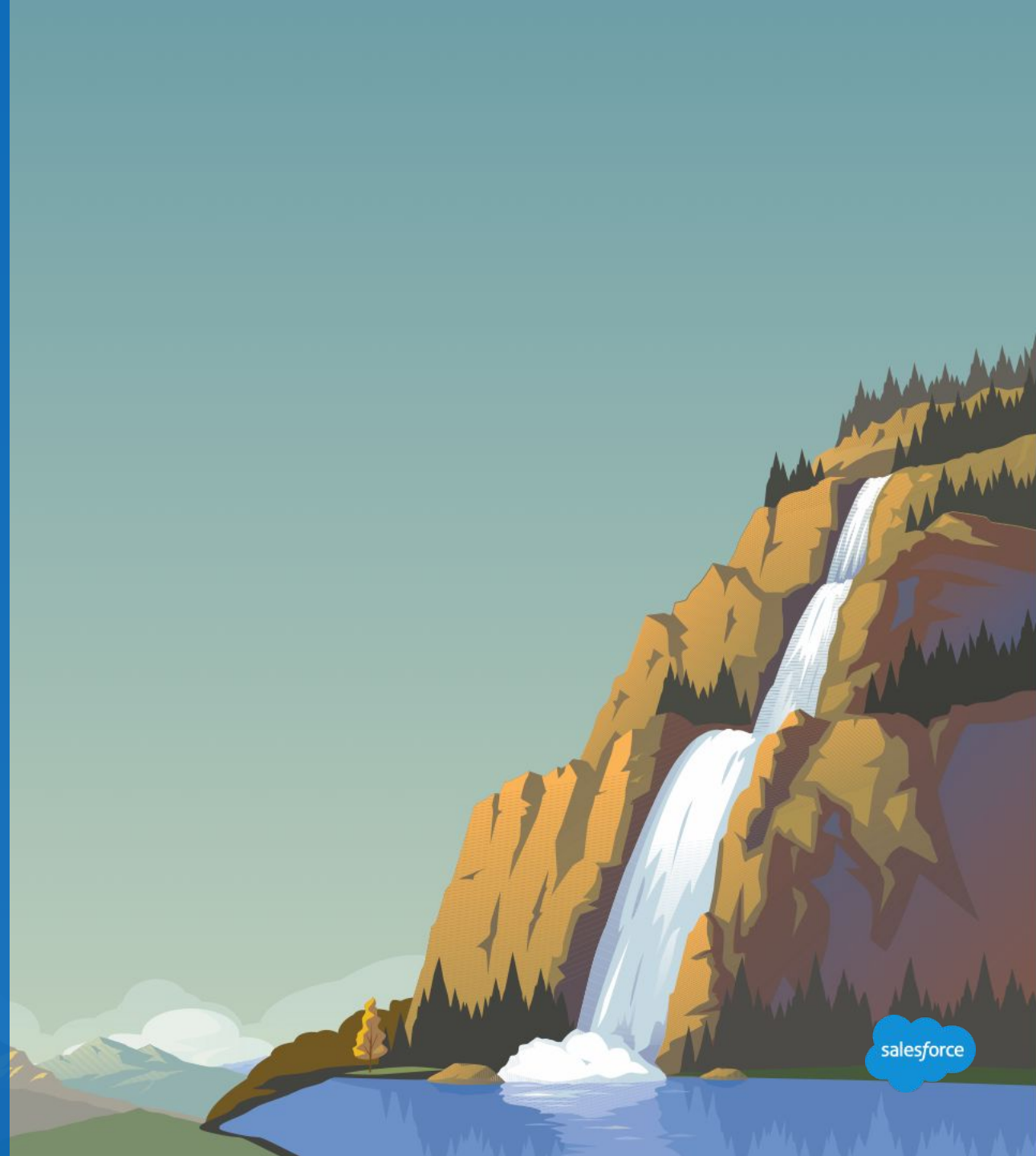
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Achieving Your Business Outcomes with Accelerators



Overview

What challenge are we solving for you?

What you can expect from this Accelerator:

- Learn about the main components of Advertising Studio.
- Develop a high level understanding of steps required to get up and running with each part of Advertising Studio.
- Understand common Advertising Studio use cases.
- Gain specific recommendations on what to do next based on your individual business goals.
- **Don't forget to sign up for your 1:1!**



Recommended

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Core Advertising Studio Functions

Setup and Admin

Learn about the considerations to get things connected and running smoothly up front.

- Ad network overview
- Required steps before you begin using the Advertising Studio
- Onboarding partner overview
- Social Account authentication and campaigns connection
- User roles and permissions
- Resources

Advertising Audiences

Use Advertising Audiences to securely create segmented audiences for Facebook, Twitter, Google AdWords, or LinkedIn. You can configure these audiences to refresh automatically.

- Overview
- Common use cases
- How it works – data flow
- Data Source review
- Data hygiene best practices
- Resources

Journey Builder Advertising

Use Journey Builder Advertising to create Facebook campaigns in Journey Builder. This feature requires Advertising Studio and Journey Builder enabled in your Marketing Cloud account.

- Overview
- Common use cases
- How it works – data flow
- Examples
- FAQ & Resources

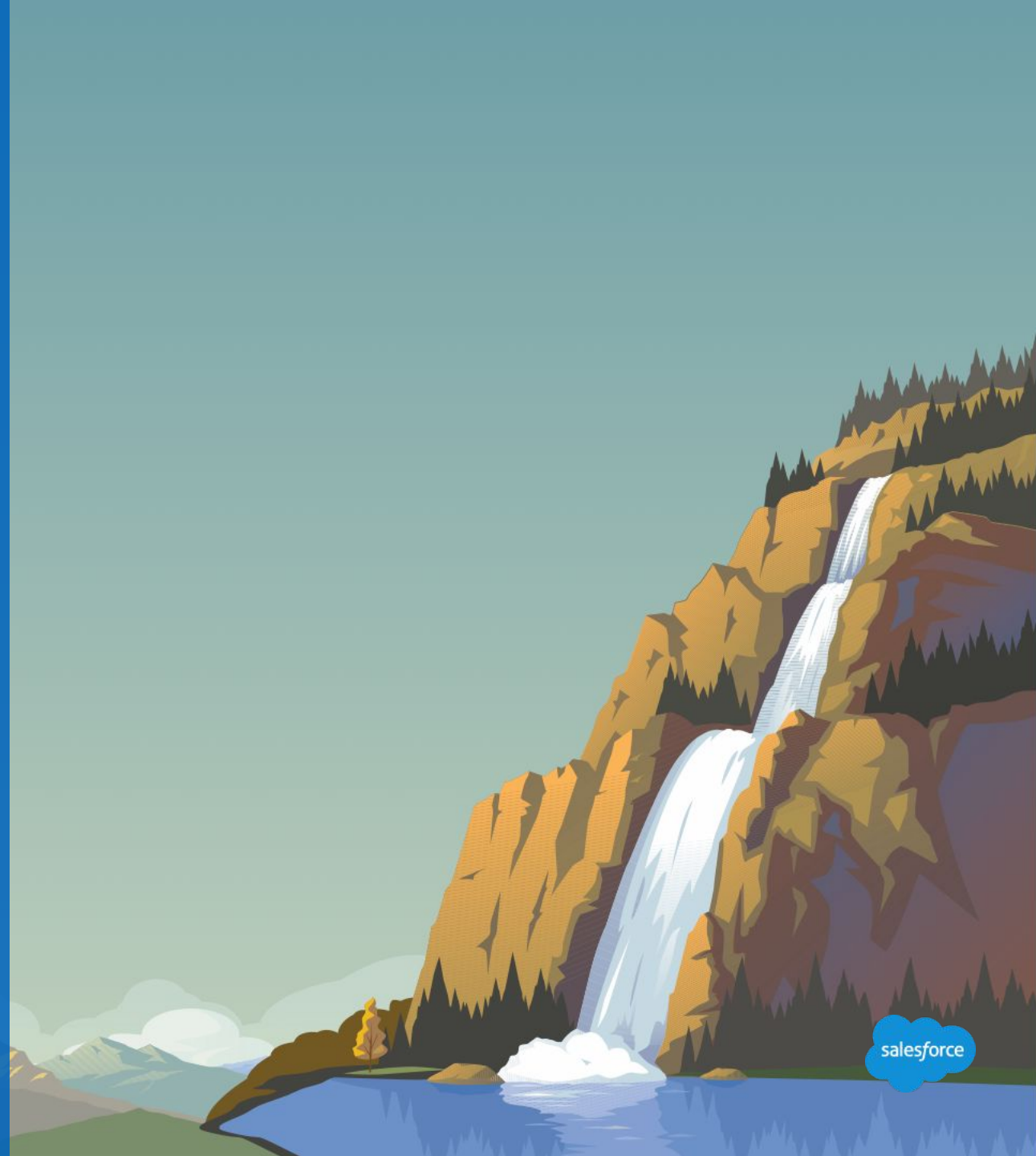
Lead Capture

Connect your Facebook advertising leads to your Marketing Cloud data or Sales pipeline in real time.

- Overview
- Common use cases
- Getting started considerations
- How it works
- Example
- Resources

The Advertising Studio Product

Main Components



Advertising Studio

Our Platform



Advertising Audiences

Power your advertising with your CRM data.



Journey Builder Advertising

Integrate advertising campaigns into your overall customer journey.



Lead Capture

Connect your Facebook leads in real time.

Advertising Studio



- [How to: Advertising Studio: Set up Advertising Audiences](#)

What is it?

Advertising Audiences

Reach your customers where they are with Advertising Audiences. Build audiences on Facebook, Google, Instagram, Twitter, YouTube, and – with Salesforce DMP – the entire display advertising ecosystem.

Synchronize customer records instantly from any digital channel and make sure they're always up to date – whether you're managing campaigns for dozens or millions.

The screenshot displays the Advertising Audiences interface. At the top, there are tabs for 'Overview' and 'Administration'. The 'Overview' section shows 'Population Stats' with a total population of 26,200, a 'Live' count of 62, and an 'Available' count of 38. A progress bar indicates 'Total Purchased: 100'. To the right, 'Audience Stats' shows 'Highest Matched Count' at 21,800 for 'Likely Core-Lite Trip Purchasers'. A 'Contacts' summary shows 'Total Contacts' at 2,451,915.

The main area features a search bar and a grid of audience cards. The left sidebar contains filters for 'Status' (Active, Draft, Error, Processing), 'Date Created' (All, Last 24 hours, Last 7 days, Last 30 days), 'Ad Network' (Facebook, Twitter, Google AdWords, Salesforce DMP), 'Audience Type' (Advertising Audience, Lookalike), and 'Lookalikes of traveling customers' (MineCraft Loyalties, Waring). The grid shows various audience cards, including 'Test Ad' by Kelly Miller, 'Highly Engaged Email Subscribers', 'Beer Gaming Customers', and 'MineCraft Loyalties'. Each card displays a 'MATCH COUNT' and a creation date. The bottom of the interface shows '1 - 10 of 216 items' and '10 Per Page'.

Common Use Cases

Some of our most common use cases



Acquire audiences using lookalike audiences created from precisely defined customer segments.



Re-engage inactive subscribers and customers on another channel.



Extend your email program's reach by coordinating advertising and email.



Twitter Advertising lets you create a Topic Profile around a certain subject and turn that into a Twitter Tailored Audience.



Drive conversions and loyalty by reaching customers with relevant and timely messaging for a better customer experience.



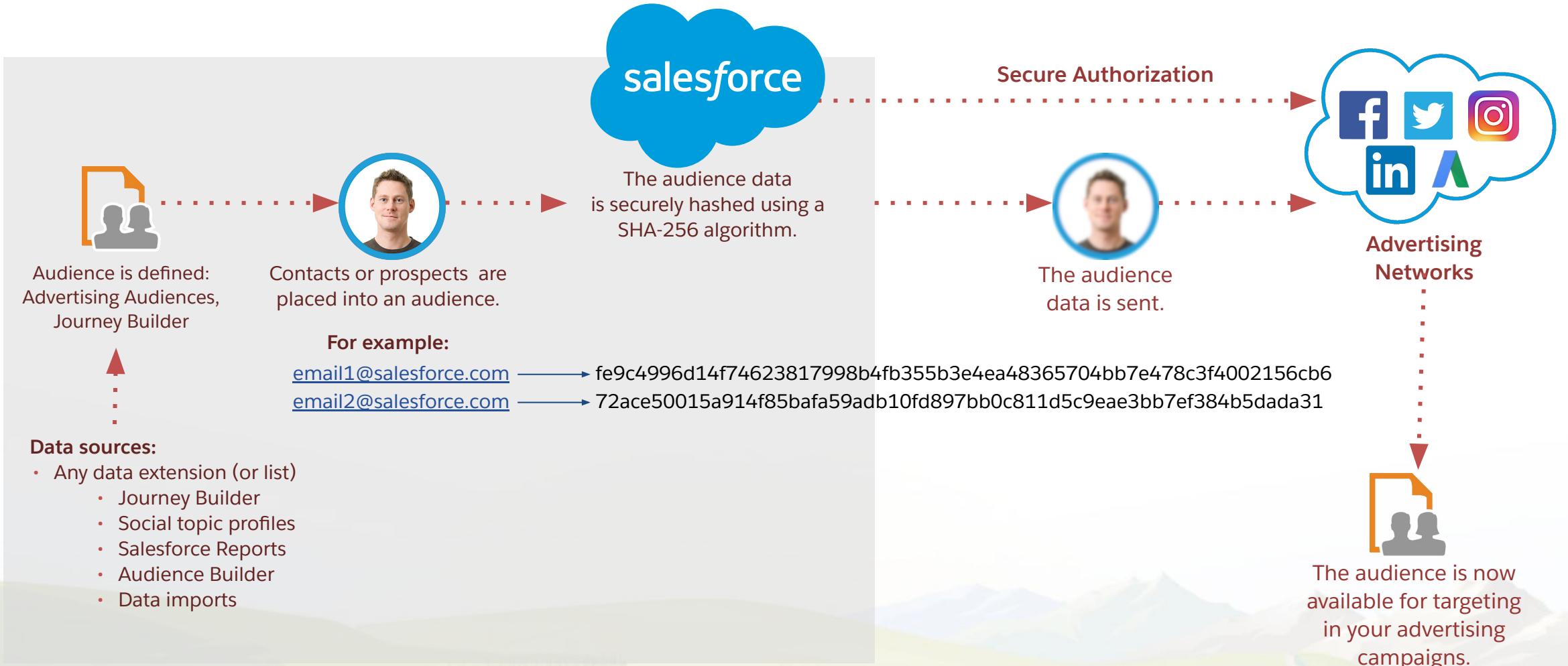
Suppress customers when necessary such as those who already purchased a certain product when advertising a promotion for that product.



Automate and scale programs with secure audience matching and refreshes.

How it Works

Advertising Audiences data flow



Automate and scale with scheduled audience updates



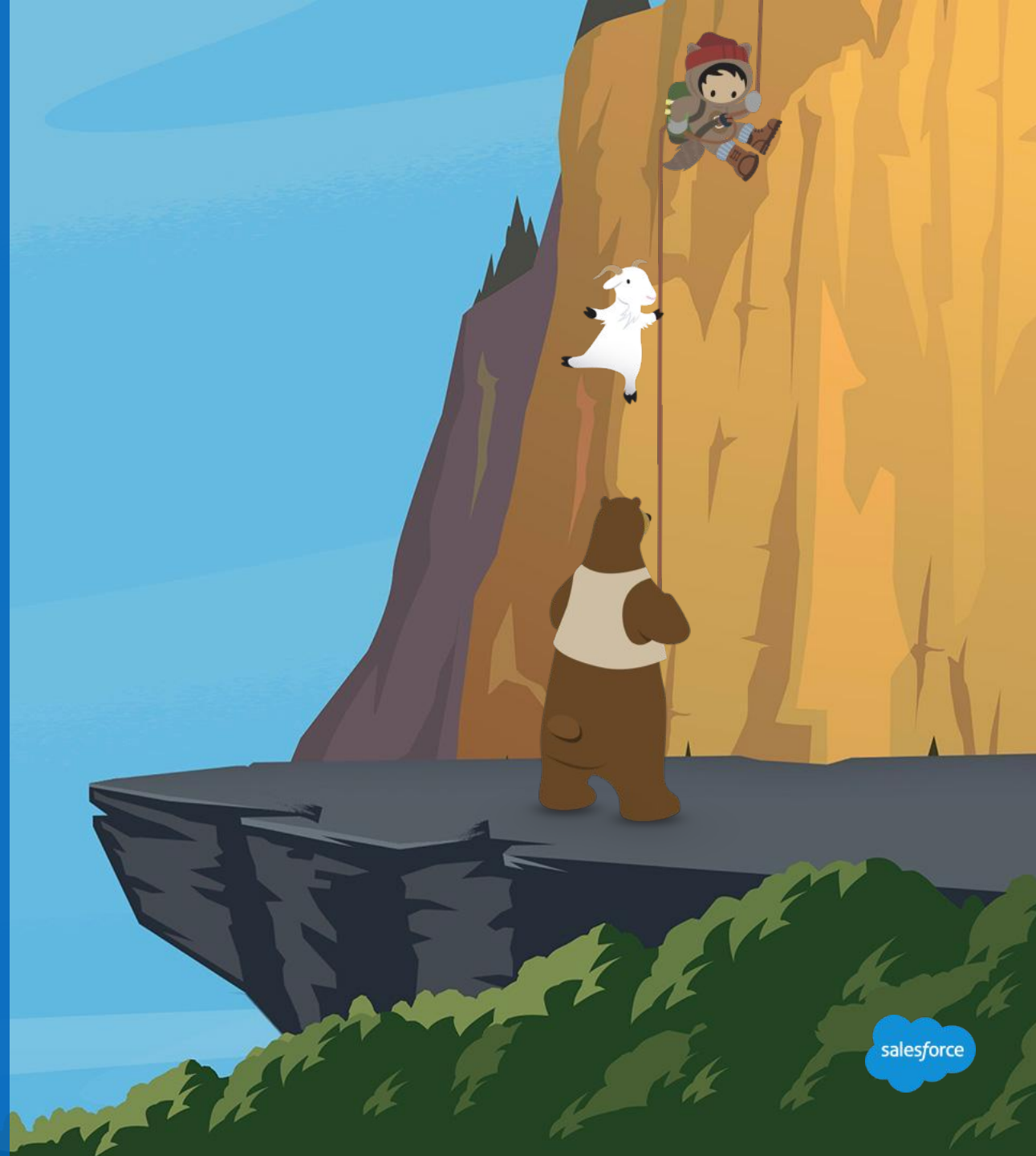
What Data Do You Need?

Marketing Cloud Data
Facebook (min size: 20 matches) Standard Unique Attributes Email, Phone, Mobile Advertiser ID, Facebook App User ID Advanced Match Data Points Additional non-unique Facebook identifiers First Name or First Initial, Last Name, City, State/Province, County, Date of Birth, Year of Birth, Age, Zip/Postal Code, Gender
Twitter (min size: 500 matches) Email Address, device ID, Twitter @handle or ID
Google (min size: 1,000 matches) Email Address
LinkedIn (min size: 300 matches, 10k recommended) Email Address

How It's Used
Facebook Match & Advanced Match Waterfall matching starting with unique identifiers. Match rate can only ever go up, will only choose options that preserve the 1:1 relationship *B2B clients with lower match rates will benefit from Advanced Match
Twitter Advertising Matches to Twitter user IDs
Google Ads Ecosystem Matches to a “logged in user” on any Google property Targets user across the Google ecosystem (YouTube, Gmail, search)
LinkedIn Feed Matches to a users LinkedIn email

Journey Builder Advertising

Advertising for Marketers

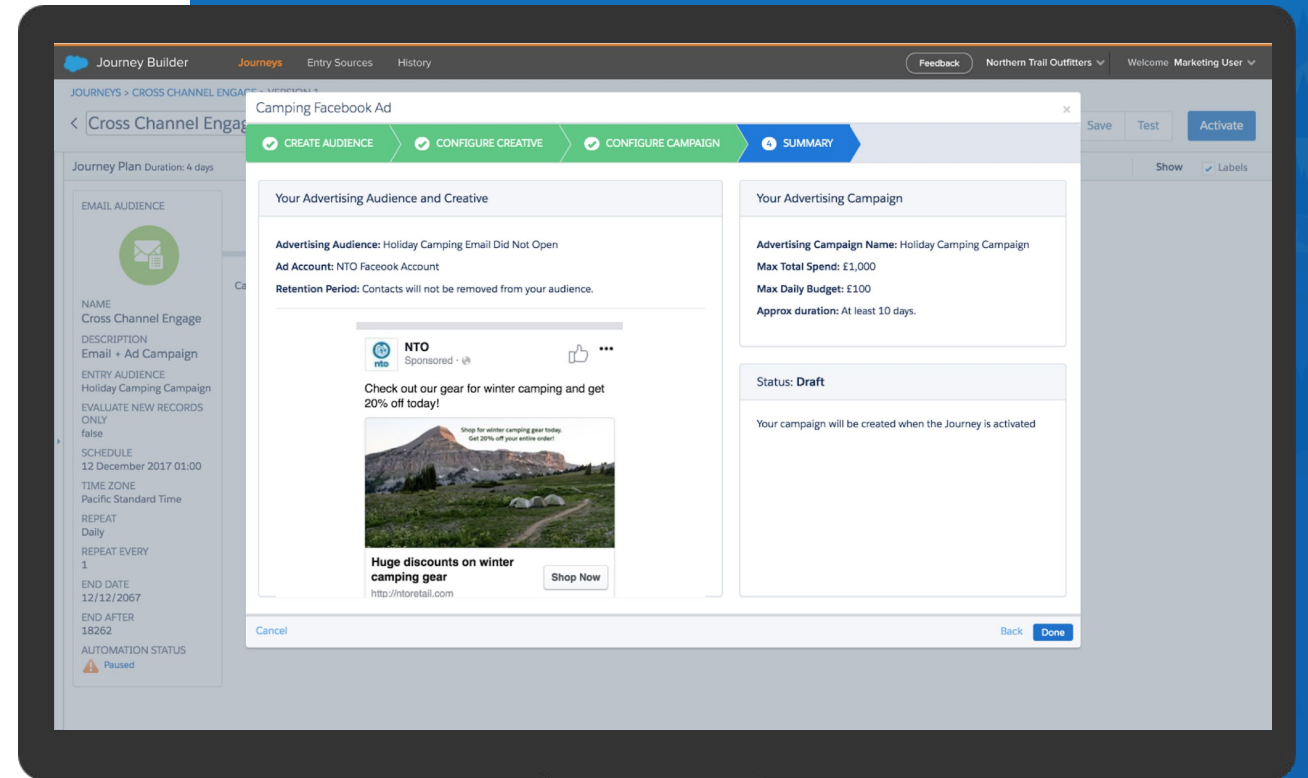


What is it?

Journey Builder Advertising

Create Facebook advertising campaigns directly within Journey Builder:

- Build cross-channel journeys.
- Combine email, mobile, and Facebook advertising.
- No need to involve a separate digital advertising team or agency.



Common Use Cases

Some of our most common use cases



Extend your email program's reach by coordinating advertising and email.



Re-engage inactive subscribers and customers on another channel.



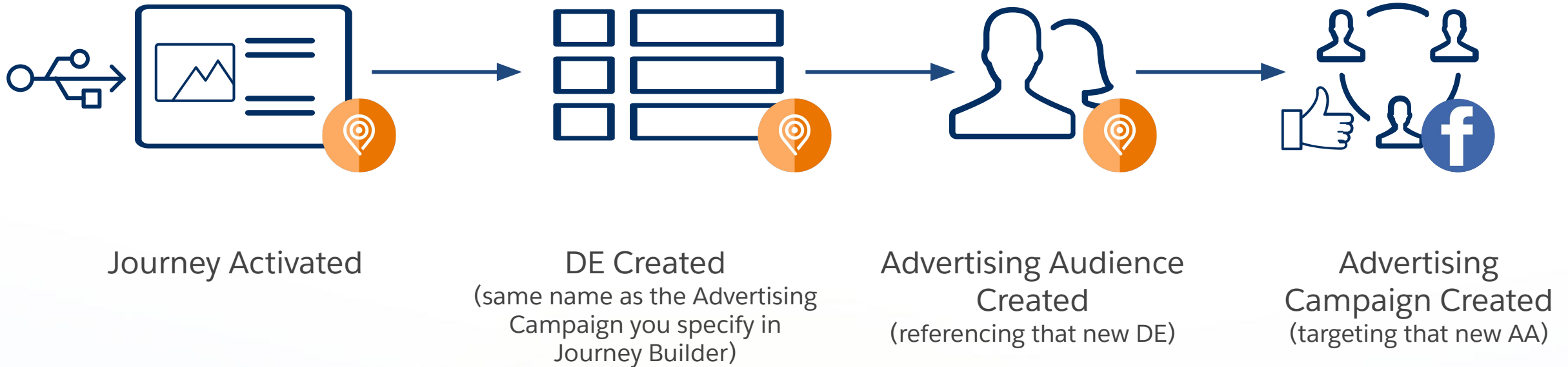
Extend your welcome program with Facebook advertising.



Stay top of mind at important times like the holidays or important company campaigns.

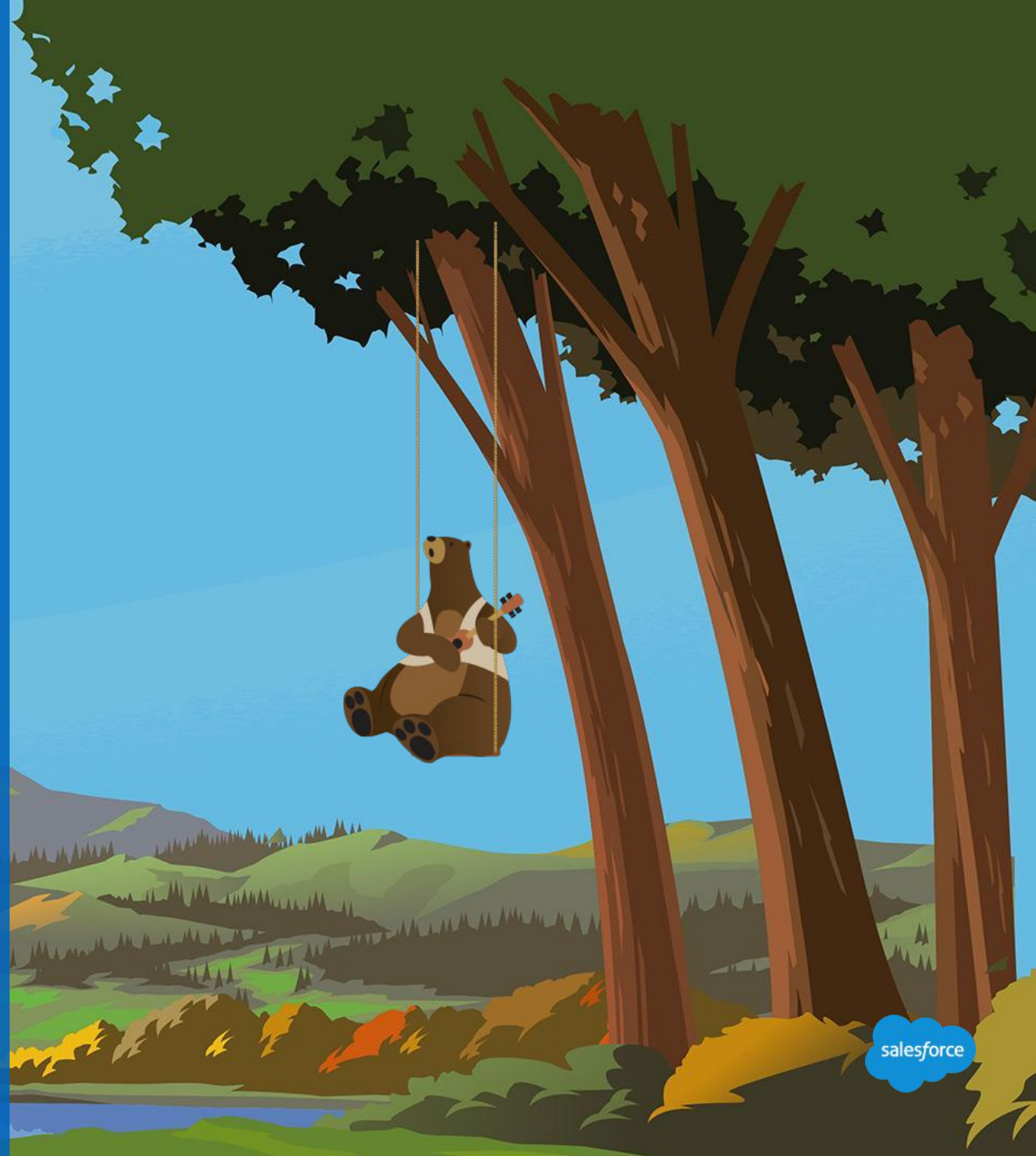
Data flow overview

Journey Builder Canvas with Advertising Campaigns Activity



Lead Capture

Connect directly to your CRM

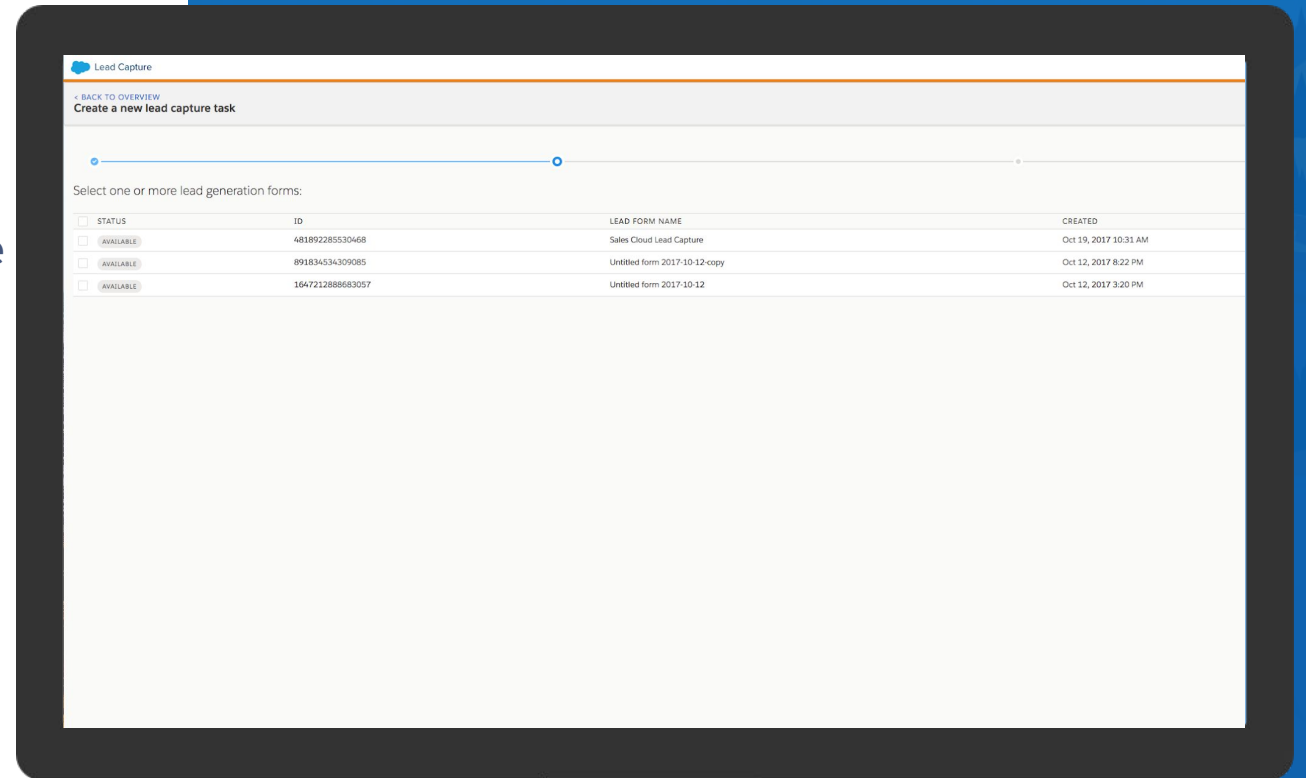


What is it?

Lead Capture

Facebook Lead Ads are a powerful tool for marketers to help overcome the business challenges of reaching the right audiences and capturing intent from every potential customer.

Automate lead form submissions directly into Salesforce and Marketing Cloud, connecting advertising to the rest of your marketing, sales, and service with Journey Builder. Refresh audiences in Advertising Studio using information from leads that converted.



Common Use Cases

Some of our most common use cases



Generate leads from a specific region by targeting their zip code, city, or country.



Sign people up for trainings to give them more in depth information about your company and/or product.



Give away premium content in exchange for their contact information.



Sign people up for service & clubs memberships like your next volunteering event or a free trial for a gym membership.



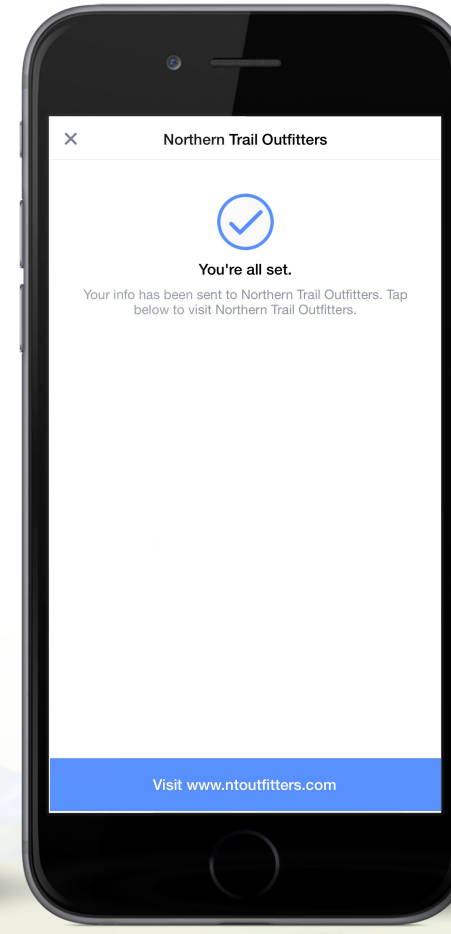
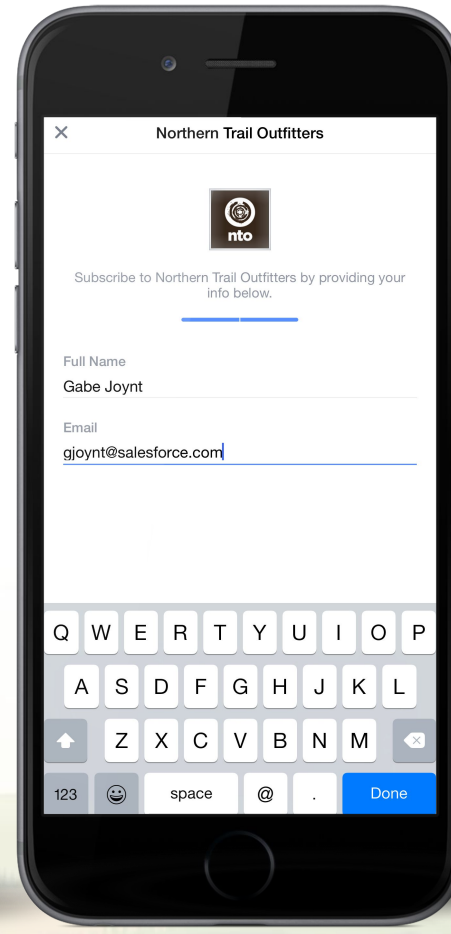
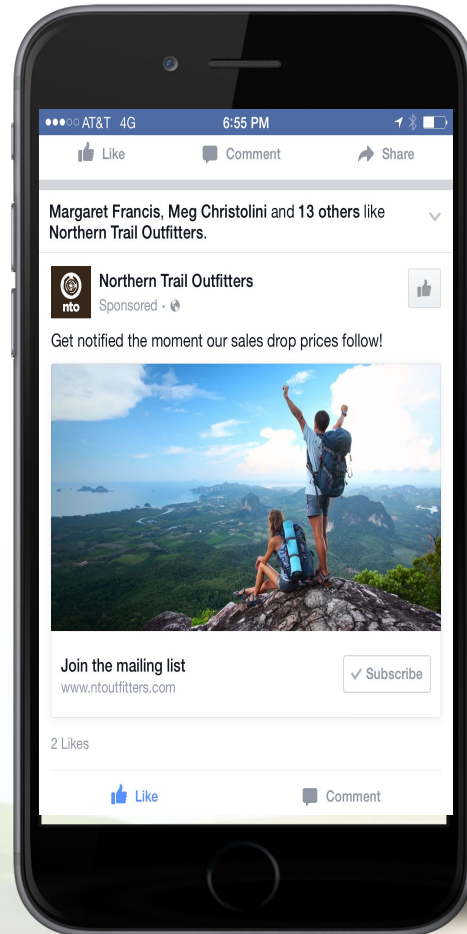
Find participants for your event like a webinar, conference, or trade show.



Create a continuous lead gen loop by putting converted leads into a Lookalike Audience.

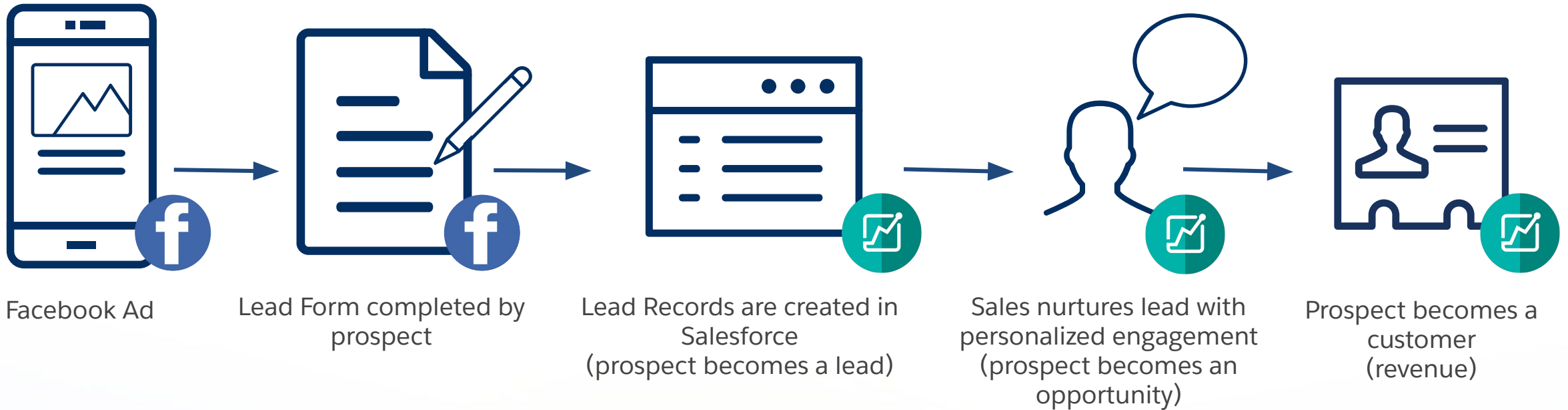
Lead Capture For Facebook Lead Ads

The Facebook Lead Ad & Form



How it works

Facebook Lead Ads with Sales Cloud

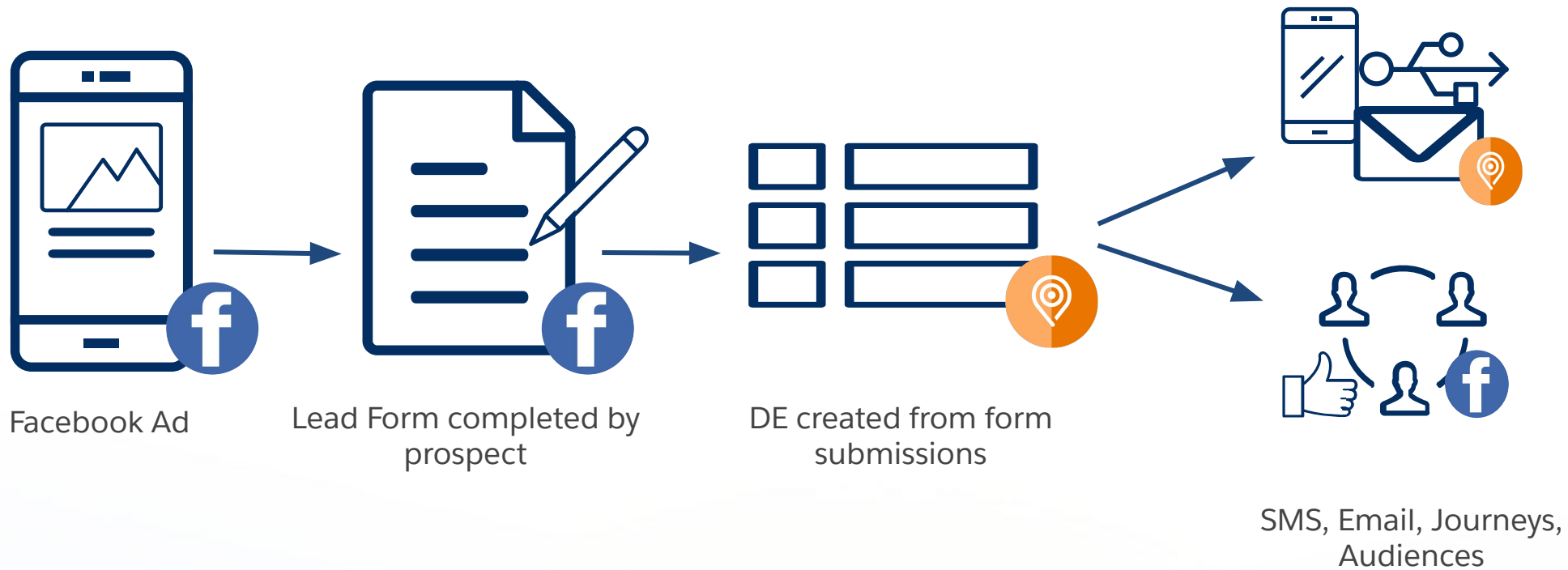


How it works

Facebook Lead Ads with Marketing Cloud

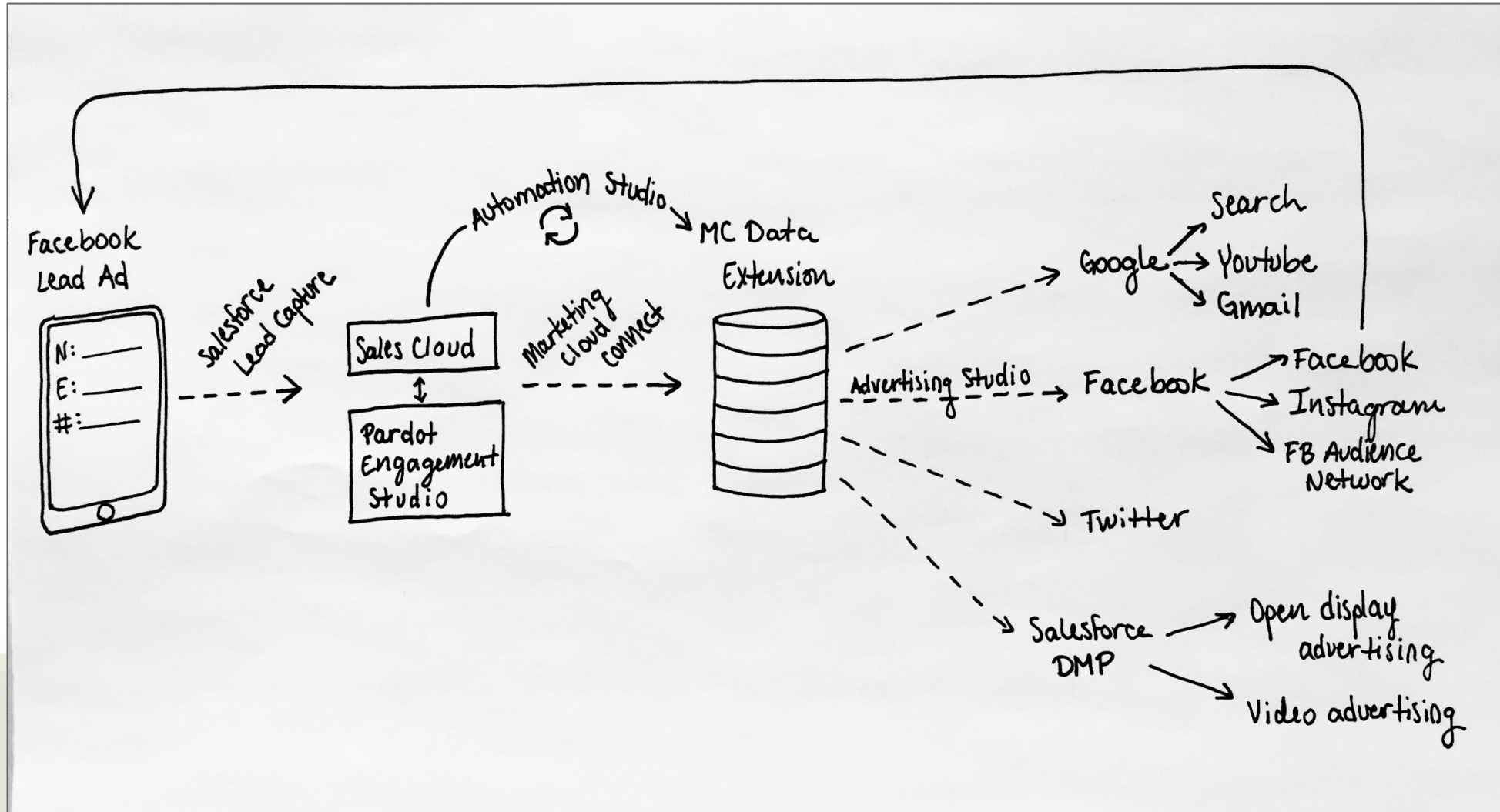
Accelerator

- [How to: Email Studio: Send Triggered Emails in Email Studio](#)



How it Works

Facebook Lead Ads with Pardot, Sales Cloud, and Marketing Cloud



Using your Audience (Facebook Example)

When Creating an Ad

Create New Ad Set | Create Multiple New Ad Sets

Ad Set Name: US - 18+ | Advanced Options | Switch to Quick Creation

Audience
Define who you want to see your ads. Learn more.

Create New | Use a Saved Audience

Custom Audiences | Add Custom Audiences or Lookalike Audiences

	All	Lookalike Audience	Custom Audience
Locations	LRS Ad Audience Example Suppression		Unknown
	LRS Ad Audience example		Unknown
	GS AS Demo Audience		Customer List
	New Decision Makers		Unknown
	BrianBioLab		Unknown
	Testing		Unknown
Age	FB		Customer List
Gender	JB Audience 821 - Suppression		Unknown
	JB Audience 821		Unknown
Languages	Enter a language...		

Audience Size
Your audience is fairly...
Size: 4,200
Name: GS AS Demo Audience
Type: Customer List

Detailed Targeting | INCLUDE people who match at least ONE of the following | Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

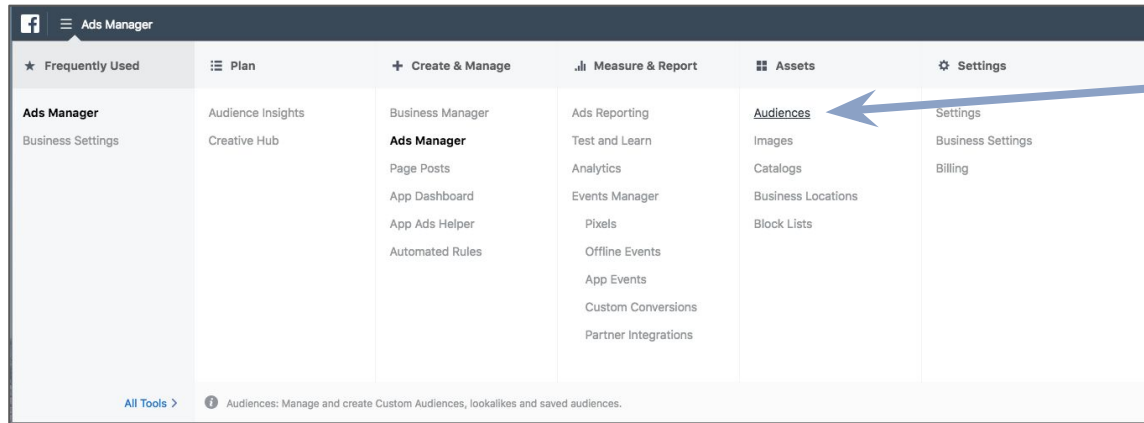
Connections | Add a connection type

Save This Audience

Select from your list of Custom Audiences

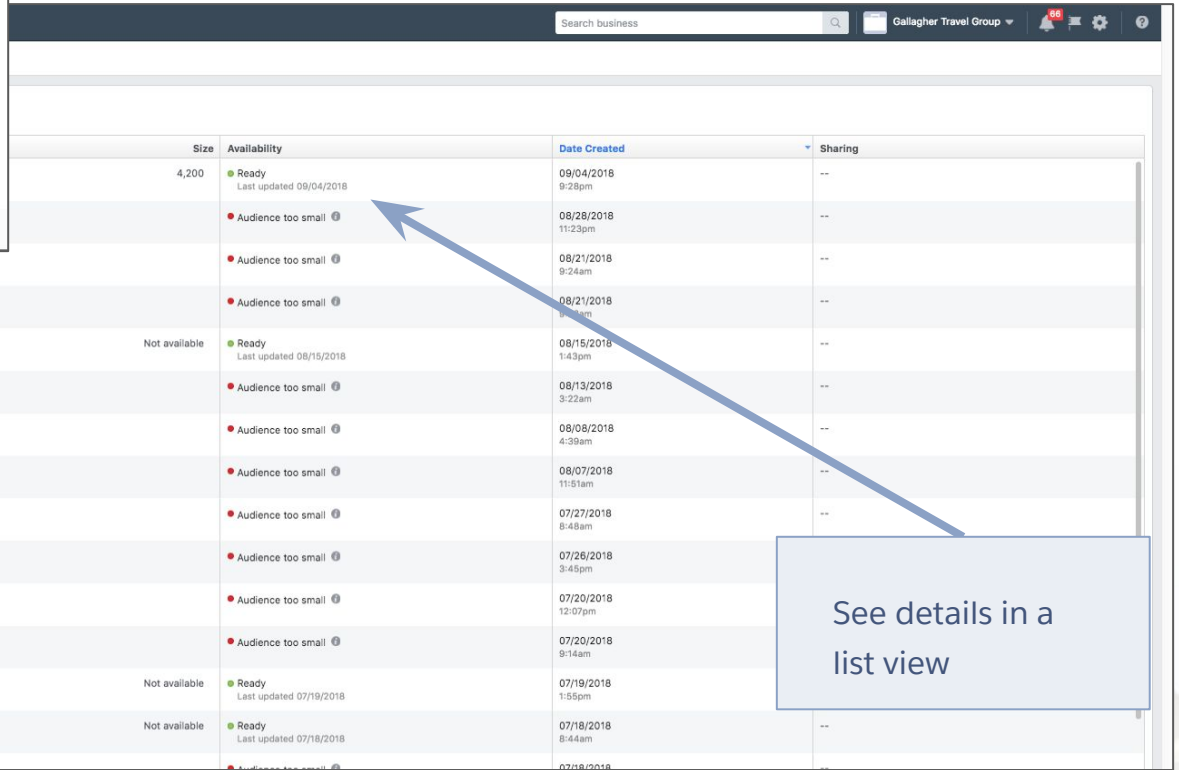
Using your Audience (Facebook Example)

View your list of available audiences by status



The screenshot shows the Facebook Ads Manager navigation menu. The 'Audiences' link under the 'Assets' tab is highlighted with a blue arrow pointing to the right.

View Audiences in "All Tools"



The screenshot shows a list view of audiences in Facebook Ads Manager. A blue arrow points from the 'Audiences' link in the navigation menu to this list view. The table below shows the details of the audiences.

Size	Availability	Date Created	Sharing
4,200	Ready Last updated 09/04/2018	09/04/2018 9:28pm	--
	Audience too small	08/28/2018 11:23pm	--
	Audience too small	08/21/2018 9:24am	--
	Audience too small	08/21/2018 9:24am	--
Not available	Ready Last updated 08/15/2018	08/15/2018 1:43pm	--
	Audience too small	08/13/2018 3:22am	--
	Audience too small	08/08/2018 4:39am	--
	Audience too small	08/07/2018 11:51am	--
	Audience too small	07/27/2018 8:48am	--
	Audience too small	07/26/2018 3:45pm	--
	Audience too small	07/20/2018 12:07pm	--
	Audience too small	07/20/2018 9:14am	--
Not available	Ready Last updated 07/19/2018	07/19/2018 1:59pm	--
Not available	Ready Last updated 07/18/2018	07/18/2018 8:44am	--
	Audience too small	07/18/2018	--

See details in a list view



Demo

The screenshot shows the 'Ad Campaign' configuration window in Journey Builder. The window is divided into four steps: 1. CREATE AUDIENCE (highlighted in green), 2. CONFIGURE CREATIVE (highlighted in blue), 3. CONFIGURE CAMPAIGN, and 4. SUMMARY. The 'CONFIGURE CREATIVE' step is active, showing a form for ad details and a preview of the ad.

Ad Campaign Configuration Fields:

- Text: Check out our gear for winter camping and get 20% off today!
- Character count: 40/100 (76 characters shown before truncation)
- Link URL: <http://nortout.com>
- Display Link: <http://nortout.com>
- Headline: Huge discounts on winter camping gear
- Link Description: Northern Trail Outfitters
- Image: [Image placeholder]
- Call-to-Action Button: Shop Now

Ad Preview:

The preview shows the ad as it would appear in a social media feed. It includes the Northern Trail Outfitters (NTO) profile picture and name, a 'Like Page' button, and the ad content: 'Check out our gear for winter camping and get 20% off today!' followed by an image of a mountain landscape with a tent and the headline 'Huge discounts on winter camping gear' and the brand name 'Northern Trail Outfitters'.

Additional Use Cases

Quick Win Resources

Overview

- The following documentation is intended for Sales (and Service) Cloud customers who have purchased Advertising Studio. This document details how to connect the Sales Cloud to the Marketing Cloud in order to use Advertising Studio to build Advertising Audiences using customer data hosted within your Sales Cloud instance.
- Once your Sales Cloud data is connected to Advertising Studio you can use your customer data to power your ad campaigns across ad networks like Google Adwords, Facebook, Twitter, Instagram and more. By connecting the Sales Cloud and Advertising Studio you can pursue many high impact advertising use cases including:
 - Engaging with prospects in your sales pipeline with impactful ad content such as video, images, whitepapers downloads and demo requests
 - Finding and acquire new customers who lookalike your top customers
 - Exclude existing customers from new customer acquisition campaigns to prevent wasting ad budget showing ads to customers who have already purchased
 - Cross sell products/services to existing customers

Summary

- You'll start by taking three modules of a Trail to properly install Marketing Cloud Connect. Note that you should skip the last unit in the third module to "create basic field mapping" (detailed below).
- Once you've completed the Trail and your connection is made, follow steps 1-5 to test your connection, automate your data import, and create your first audience.

Trail: [Marketing Cloud Connect](#)

- [Get Started with Marketing Cloud Connect](#)
- [Install Marketing Cloud Connect and Configure Salesforce CRM](#)
- [Finish the Marketing Cloud Connect Configuration](#) (Note: skip the "Create basic field mapping" section. This is not needed for this use case since you'll be doing your segmentation in Pardot or Sales Cloud.)

Test the connection

In this next section we will test the connection by trying to pull data from a report in the Sales Cloud into a "data extension in the Marketing Cloud. A Marketing Cloud user is required to execute this section.

*A data extension is a table within the application database that contains your data. Data stored in this table can be used to upload audiences to ad networks and even send email and mobile messaging too if you have a license for Email or Mobile Studio.

Pardot and Advertising Studio

Integration Recommendations



[Sales Cloud + Ad Studio](#)

[Pardot + Ad Studio](#)

[Ad Studio with an Agency](#)

Using Advertising Studio with your Ad Agency

Learn how to incorporate Advertising Studio into your existing workflows for media buying

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Next Steps

Where to go from here

- 1 Join the [Salesforce Marketing Cloud Trailblazer Community](#)
- 2 Take the [Digital Advertising Transformed with Customer Data](#) 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 **Check your email** tomorrow for links to this session's recording and slides, and complete the survey to share your feedback on today's webinar.
- 5 Not a Premier Customer but Interested in Learning More? **Reach out to your Salesforce Account Team** for more details.

How To: Advertising Studio

Set up Advertising Audiences

Amplify your advertising with your CRM data:

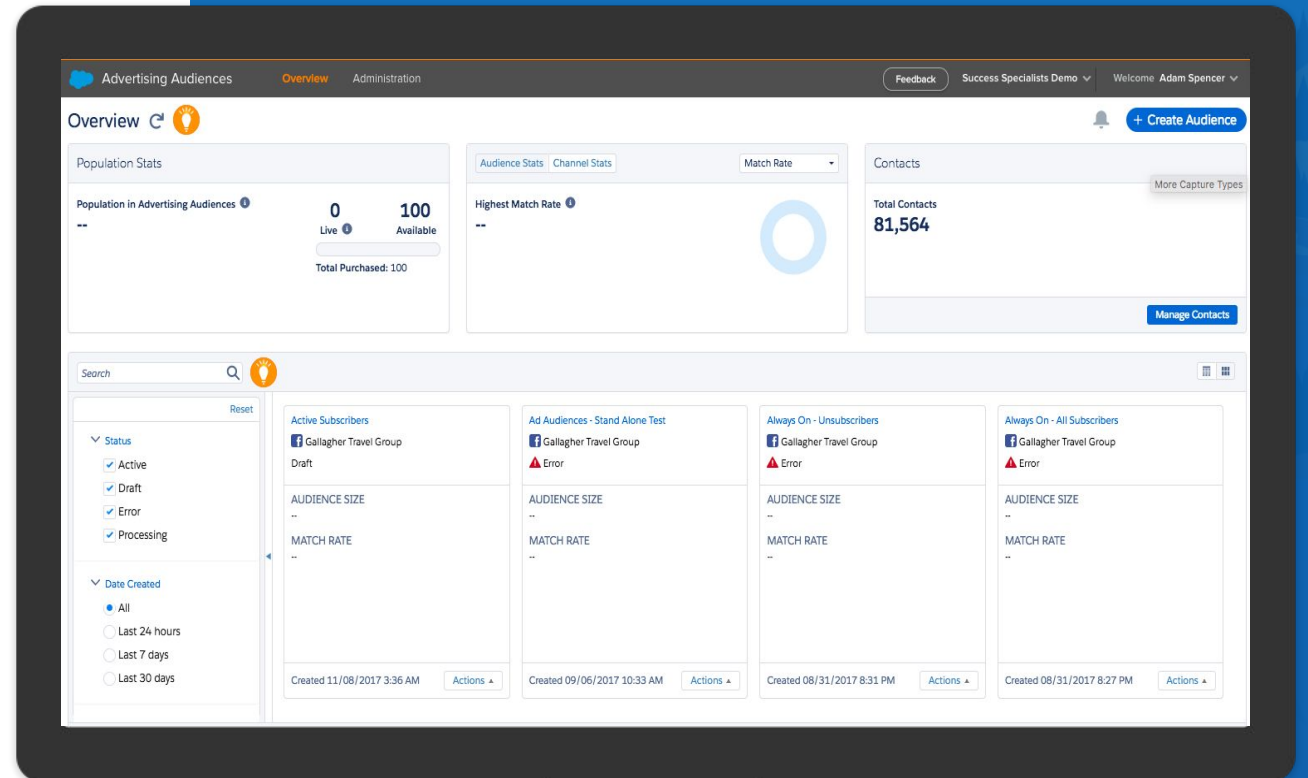
Learn how to target customers and prospects more effectively by connecting your CRM data to your digital advertising. In this Accelerator we'll review best practices and Audience ideas before we work together to build an Advertising Audience in your account.

How it Works:

A Certified Specialist will guide you through the process via two-three calls totaling 2-4 hours over 2 to 4 weeks.

- Accelerator Overview, Use Cases Review, Discovery, Working Session Prep
- Working Session, Admin, Product Deep Dive

https://help.salesforce.com/articleView?id=Getting-Started-Marketing-Cloud-Advertising-Studio&language=en_US&type=1



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

Do It
Myself

Show Me
How

Do It
With Me



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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](#)



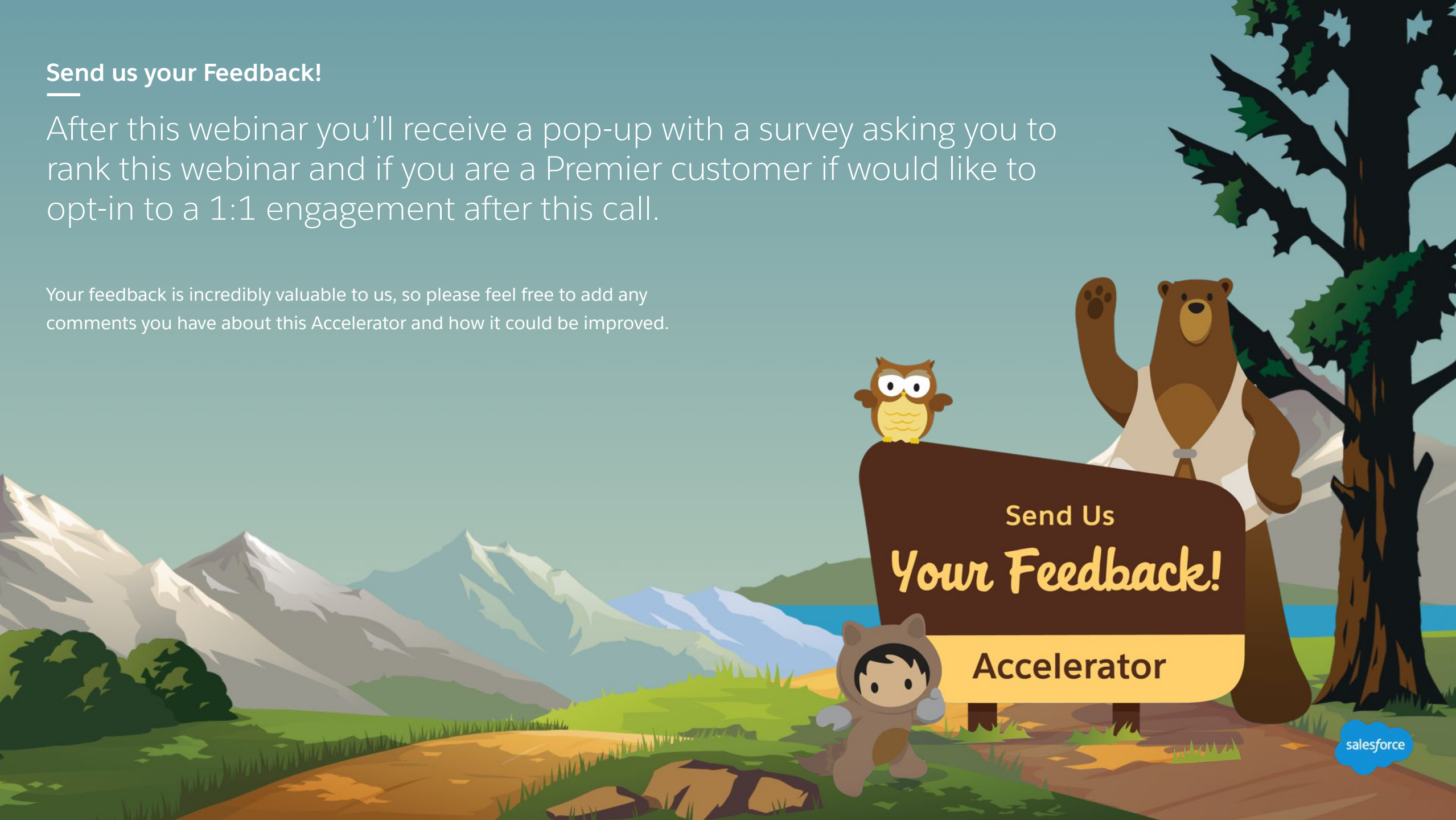
Questions?



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



Advertising Studio On-boarding

Start your path to Advertising Success!

