The NEW Marketing Cloud Growth + Advanced Editions

from: NYC Marketer
Trailblazer Community

Marketing Cloud Growth and Advanced

Marketing Cloud Product Alignment

Pardot	Marketing Cloud Account Engagement
Marketing Cloud Email Studio	Marketing Cloud Engagement
Email, Messaging, and Journeys	
CDP	Marketing Cloud Customer Data Platform
Interaction Studio	Marketing Cloud Personalization
Advertising Studio	Marketing Cloud Advertising
Datorama	Marketing Cloud Intelligence
myTrailhead	Salesforce Sales Enablement
Salesforce CMS	Digital Experiences
Social Studio	(retired)

NEW: Marketing Cloud Growth?!

NEW: Marketing Cloud Advanced?!?!?!?

Existing Challenges to Marketing Cloud Customers

Marketing Cloud Growth Edition is here.

See what SMB B2B marketing is like with Einstein 1 and trusted CRM + AI + Data.

Marketing Cloud Engagement
(formally SFMC/ ExactTarget)

- Engagement
- Personalization
- Intelligence

*studios + builders

Account Engagement
(formerly Pardot)

- Growth
- Pro
- Advanced
- Premium

*upgrade for greater functionality

The NEW Marketing Cloud
Growth + Advanced (Powered by Data Cloud)

- Growth
- Advanced

*built on core (Einstein1)

built for:

Marketing AI

from: NYC Marketer Trailblazer Community

A Harmonized System and brand NEW Application

A Homegrown Solution

Data Cloud
Segmentation + Personalization

Experience Cloud / Commerce Cloud
Lead Generation

Flow
Automation

Salesforce CMS
Content

Permission Sets + Public Groups User Management

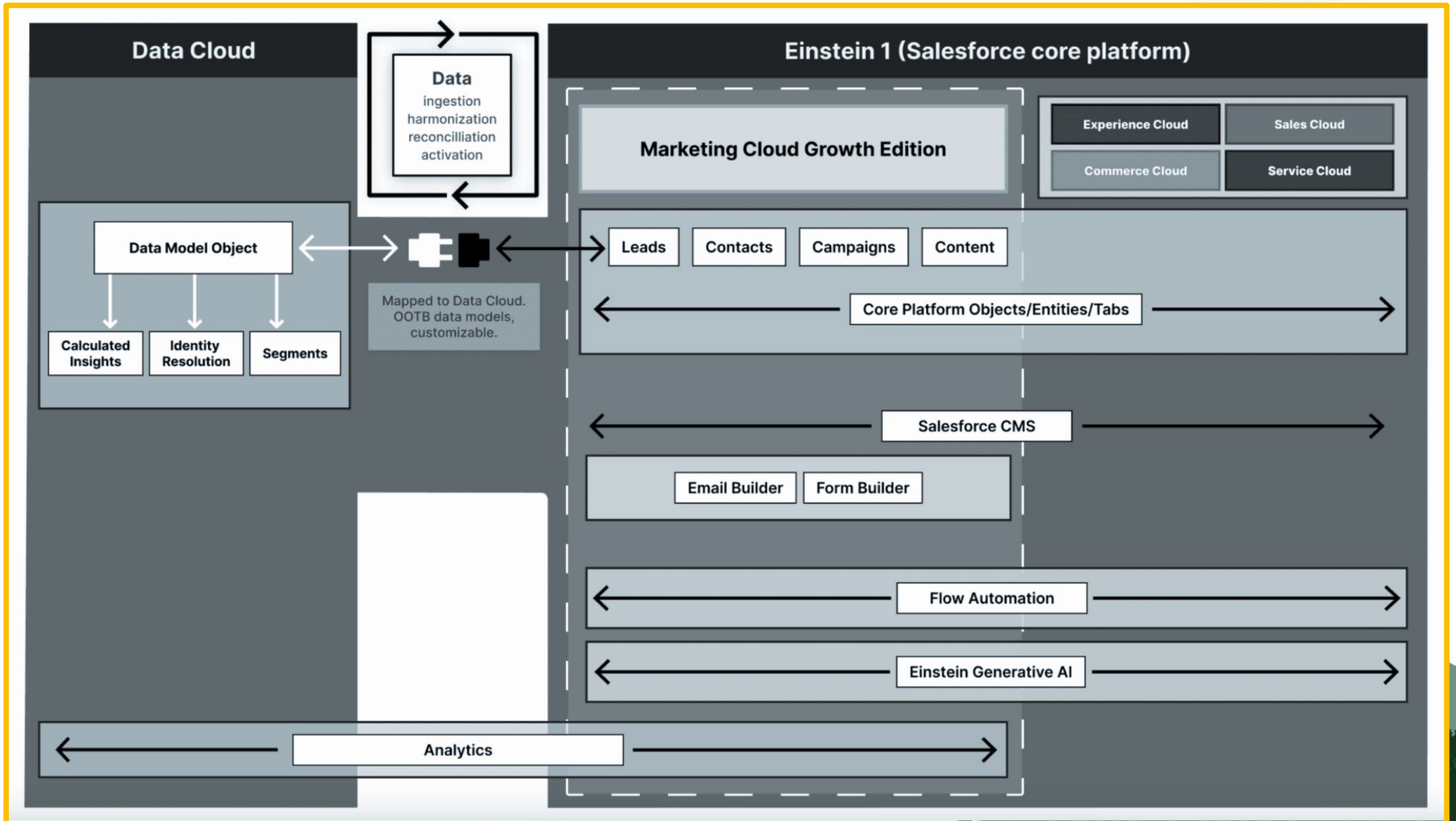
Lightning Builders
Assets (LP + Email)

Analytics Studio + Tableau
Reporting

AI, AI, AI...

Technical NEW Marketing Cloud Architecture

source: salesforceben.com



Data Cloud unlocks your data

Data Cloud

Connect any data from anywhere

Salesforce apps

Data lakes & warehouses

Amazon Web Services · Microsoft Azure · Snowflake · Google Cloud

APIs & SDKs

Structured · Semistructured · Unstructured

Harmonize

- Prepare & transform
- Map to a unified metadata model
- Resolve customer identities

Slack · Canvas (Quip) · Tableau · Heroku · Google Workspace · Microsoft 365

CRM apps

Sales · Service · Marketing · Commerce · Analytics · Platform

Industries

Real-time Data

Einstein

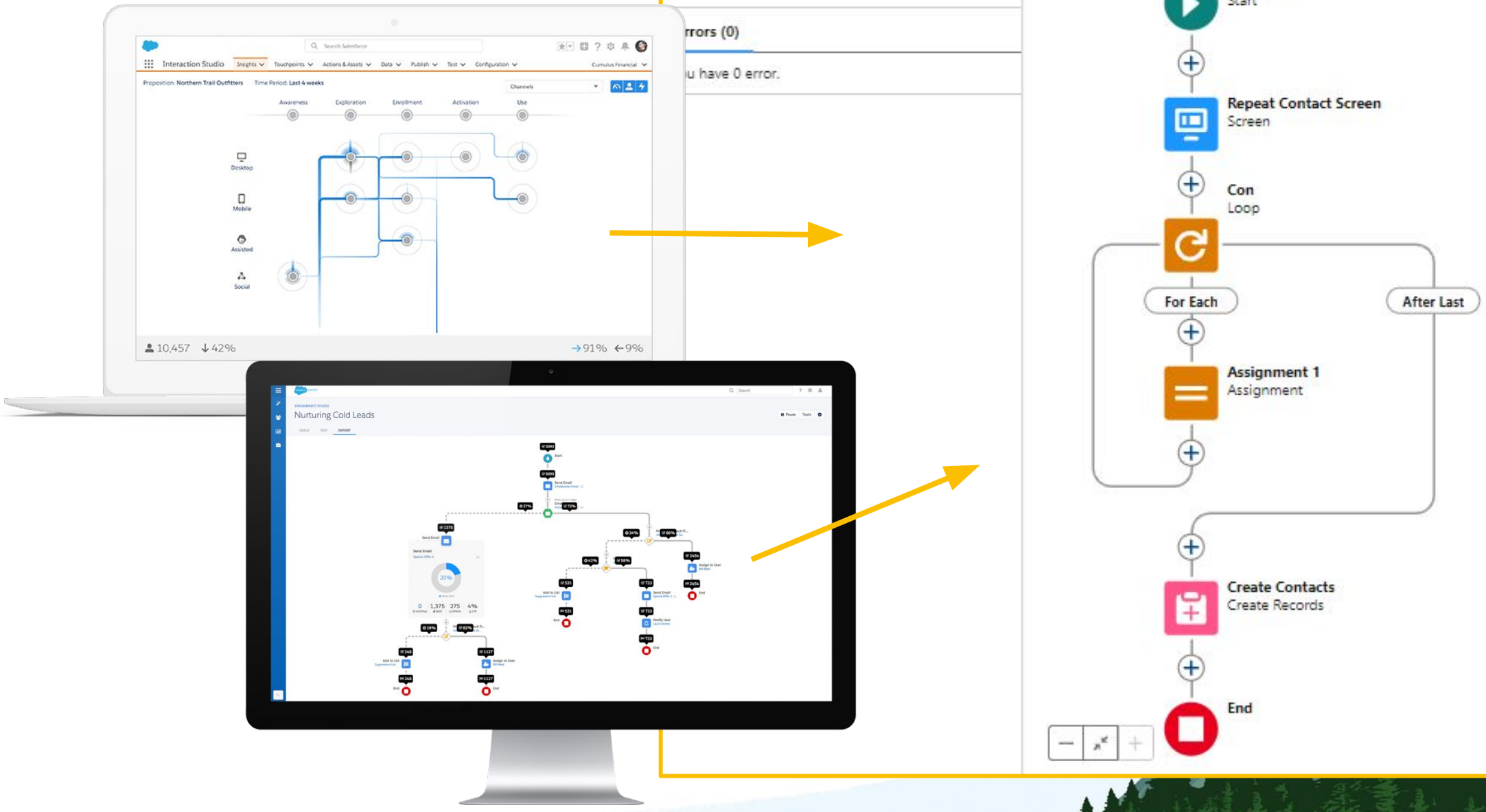
Einstein Trust Layer

Metadata framework

AppExchange · MuleSoft

Data Cloud for Marketing

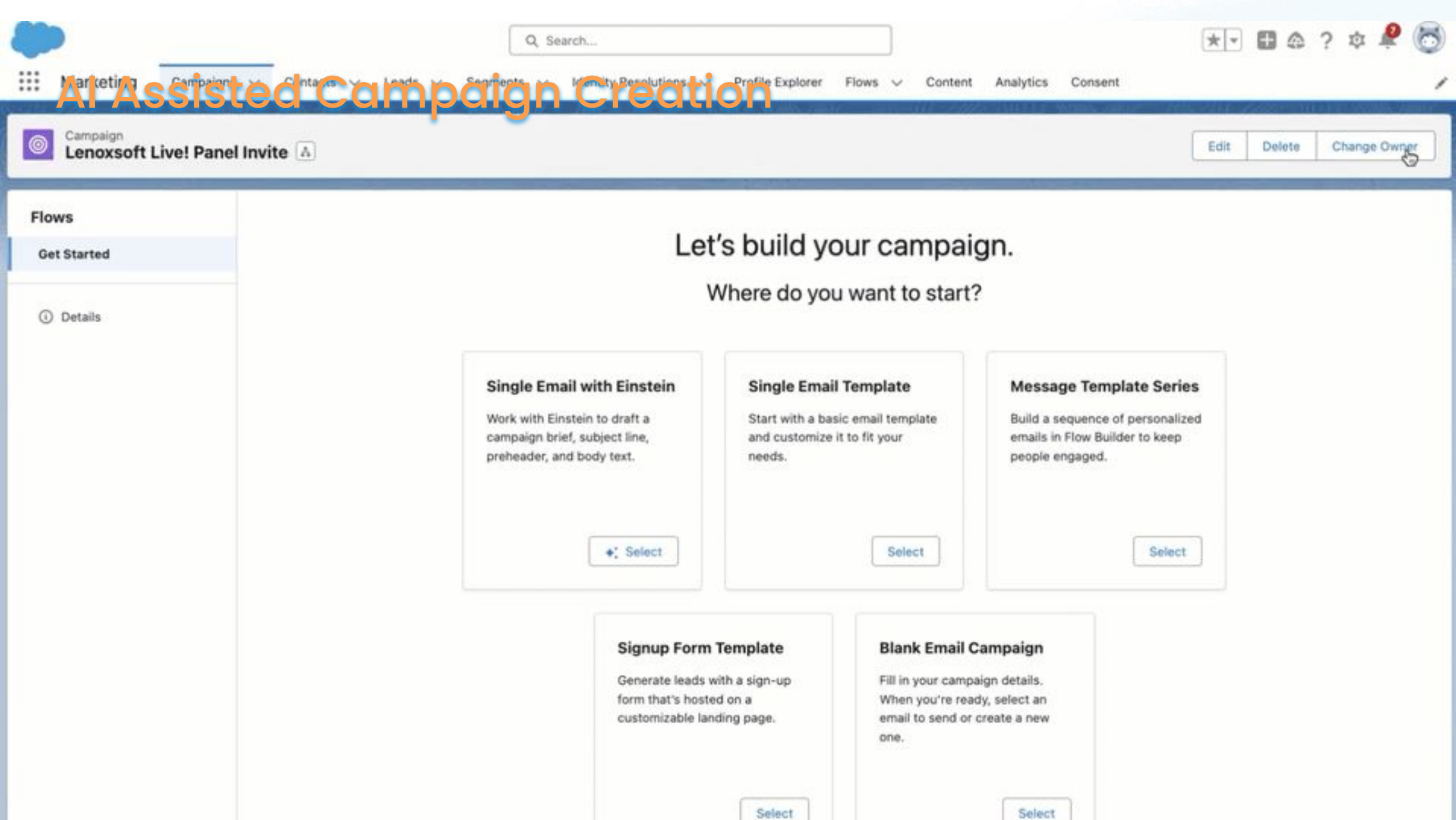
Flow:


Flow Builder
Repeater Use Case - V1
Select Elements
Auto-Layout
Errors and Warnings
rrors (0)
u have 0 error.
Screen Flow
Start
Repeat Contact Screen
Screen
Con
Loop
For Each
After Last
Assignment 1
Assignment
Create Contacts
Create Records
End
Interaction Studio
Nurturing Cold Leads

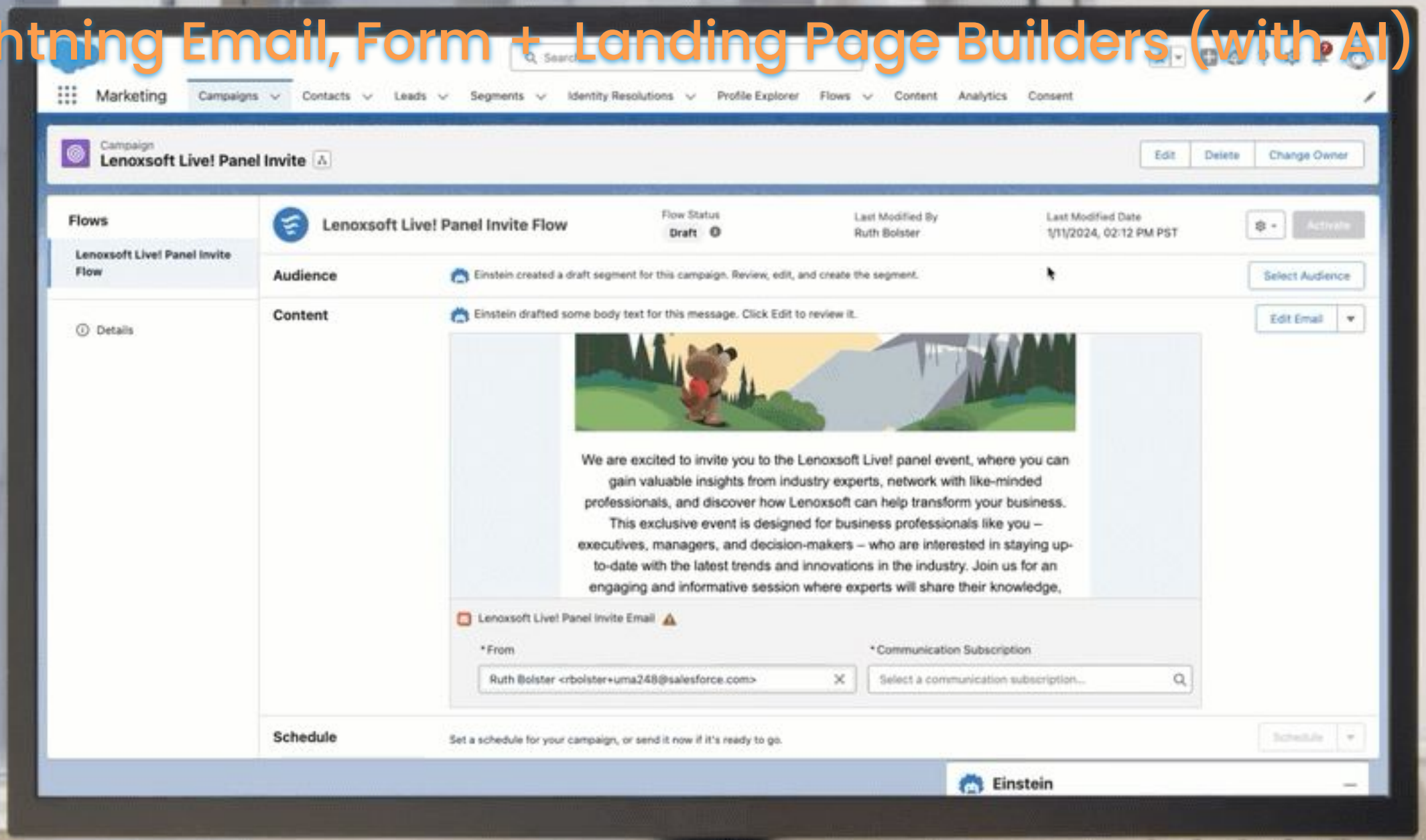
The NEW Marketing Cloud

features built for:

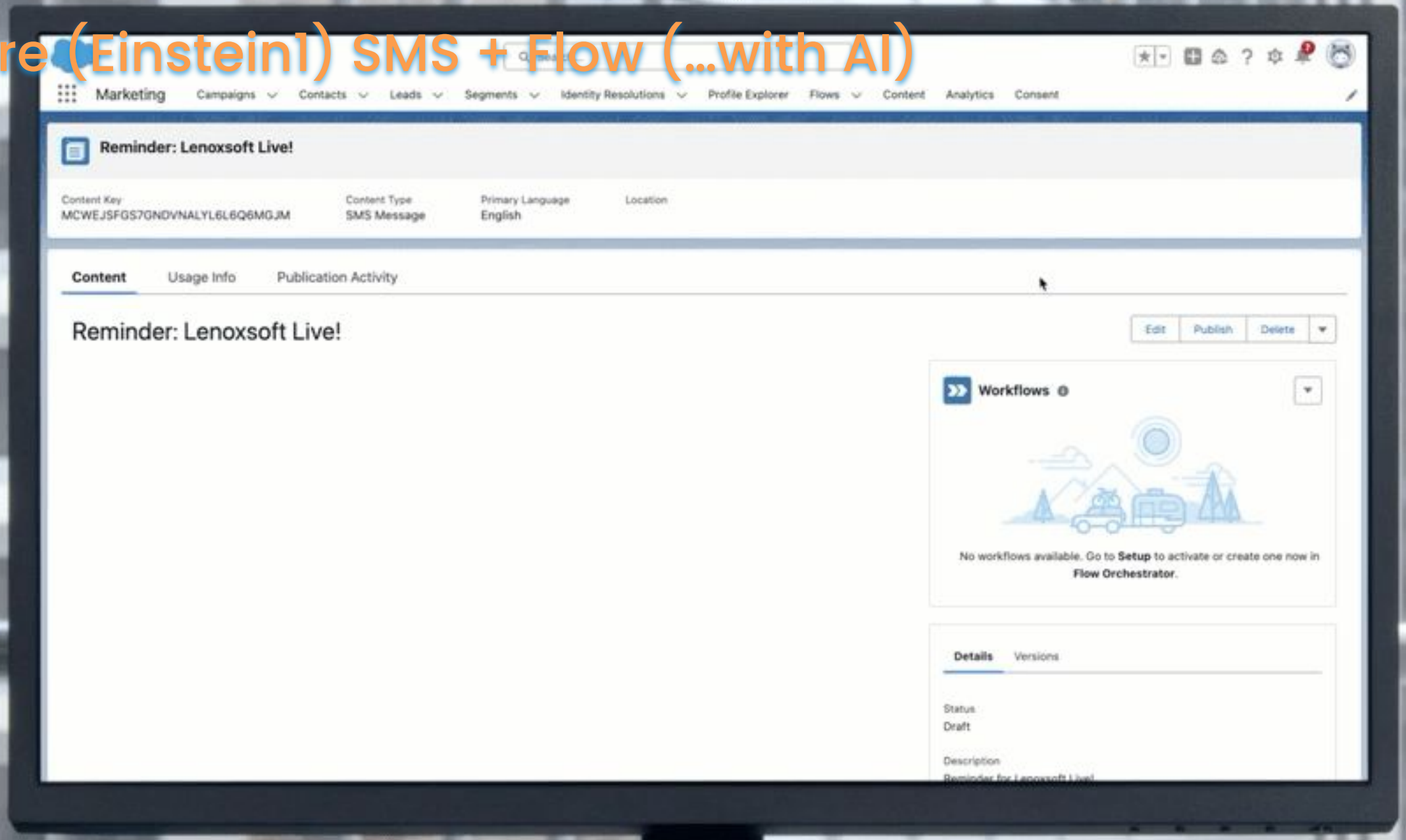
Marketing AI


AI Assisted Campaign Creation
Search...
Marketing
Campaigns
Contacts
Leads
Segments
Identity Resolutions
Profile Explorer
Flows
Content
Analytics
Consent
Campaign
Lenoxsoft Live! Panel Invite
Edit
Delete
Change Owner
Flows
Get Started
Details
Let's build your campaign.
Where do you want to start?
Single Email with Einstein
Work with Einstein to draft a campaign brief, subject line, preheader, and body text.
Select
Single Email Template
Start with a basic email template and customize it to fit your needs.
Select
Message Template Series
Build a sequence of personalized emails in Flow Builder to keep people engaged.
Select
Signup Form Template
Generate leads with a sign-up form that's hosted on a customizable landing page.
Select
Blank Email Campaign
Fill in your campaign details. When you're ready, select an email to send or create a new one.
Select

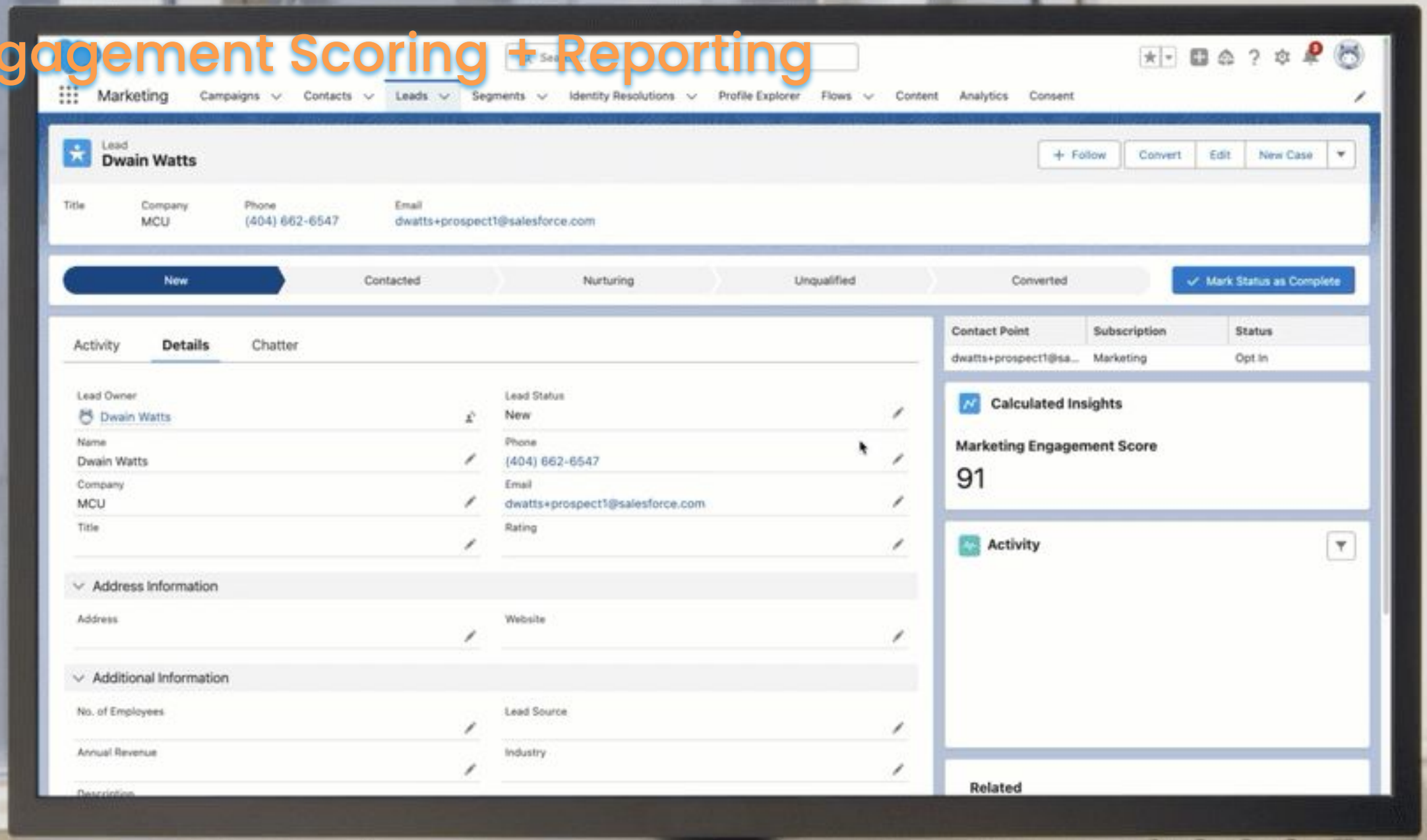
Lightning Email, Form + Landing Page Builders (with AI)



Core (Einstein1) SMS + Flow (...with AI)



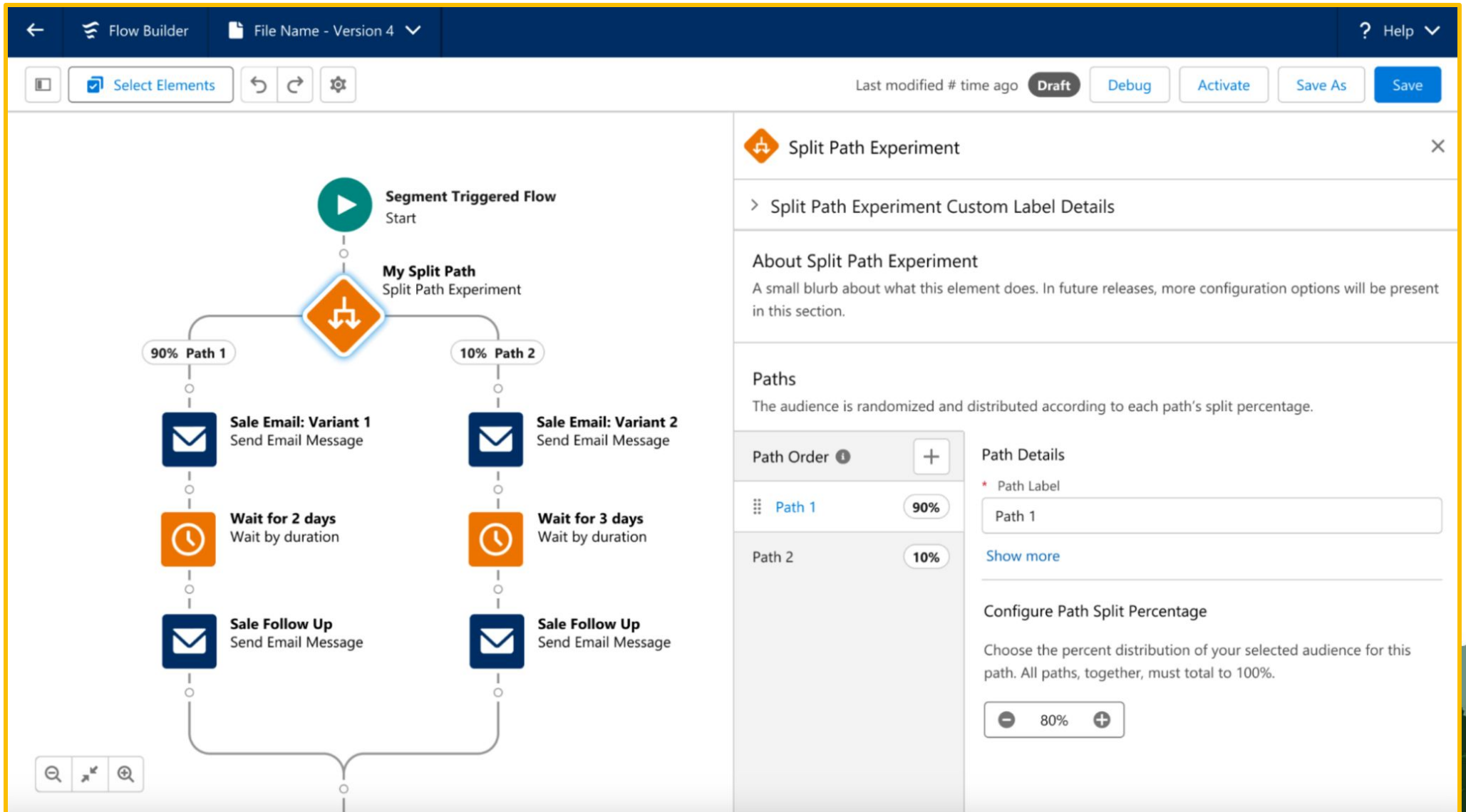
Engagement Scoring + Reporting



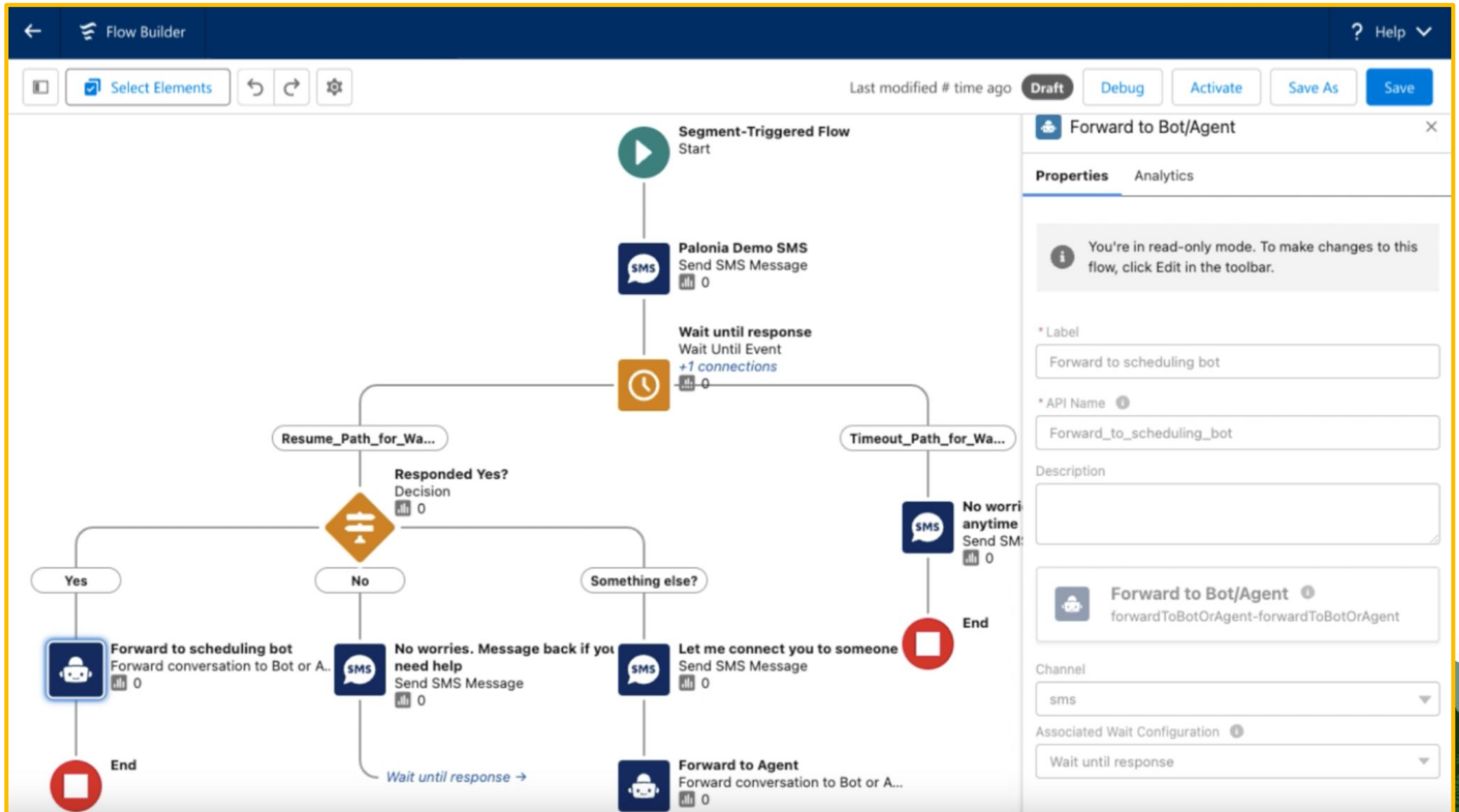
The NEW Marketing Cloud Advanced

from: NYC Marketer
Trailblazer Community

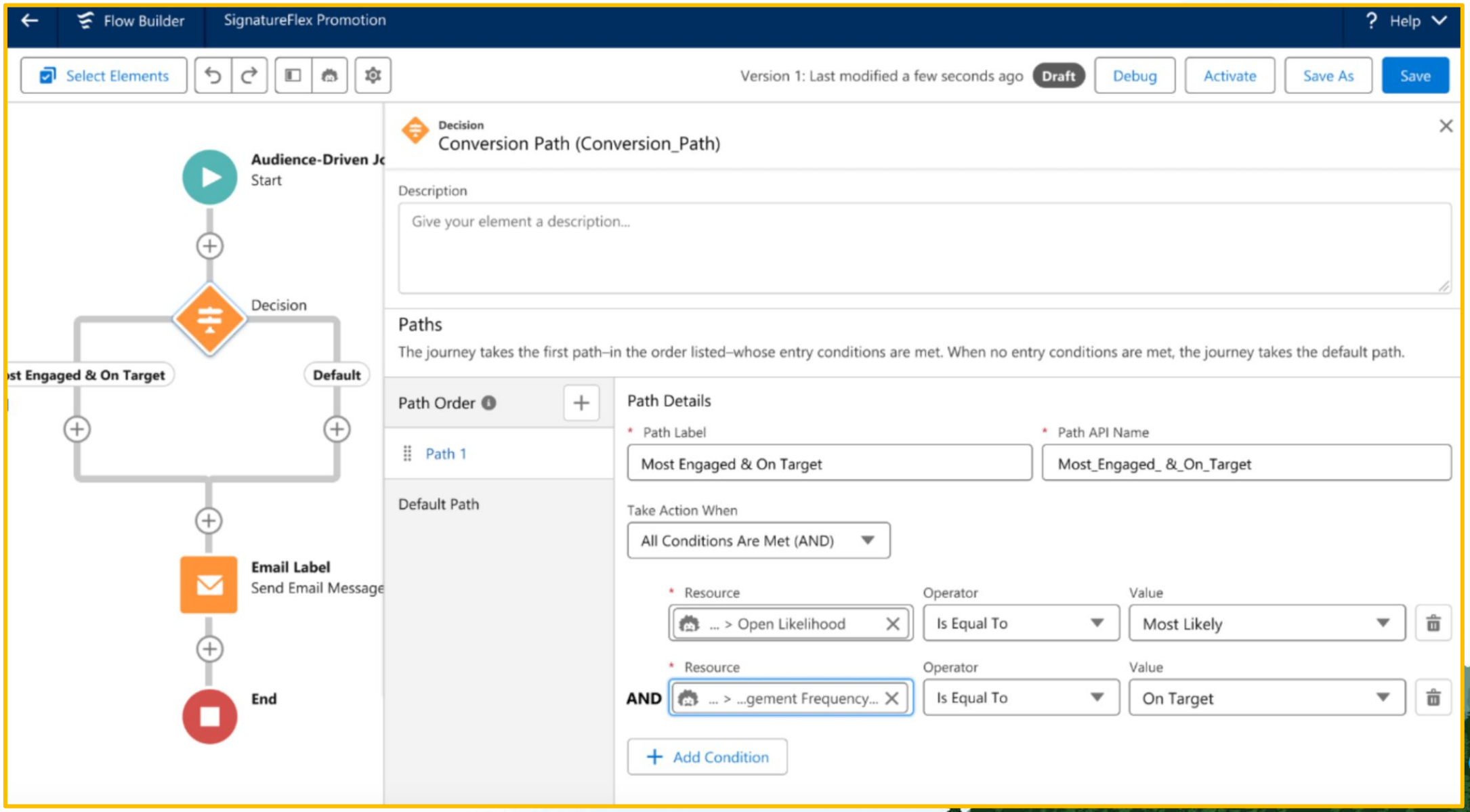
Path Experiment



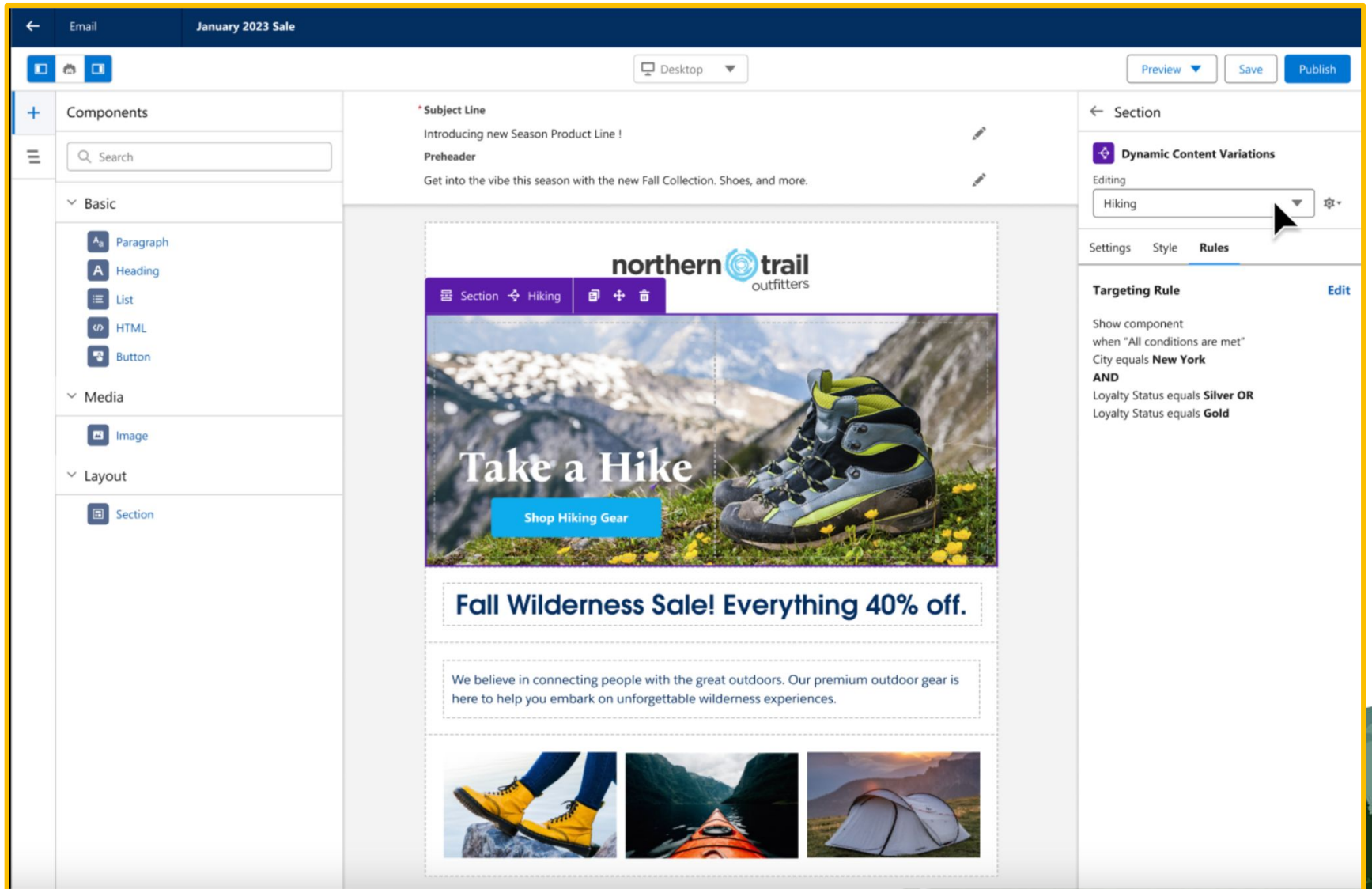
Unified Conversations for SMS



Einstein Engagement Frequency



Einstein Engagement Scoring + Rules Based Dynamic Content



The NEW Marketing Cloud Pricing

is it…free?

from: NYC Marketer
Trailblazer Community

Marketing Cloud Discussion

Experiences? Impressions? Doubts? Opportunities? Fears?

from: NYC Marketer
Trailblazer Community

Thank You

PARDOT THERAPY

Tell us your Pardot analysis, treatment and cures to your marketing automation issues.