



The NEW Marketing Cloud Growth + Advanced Editions

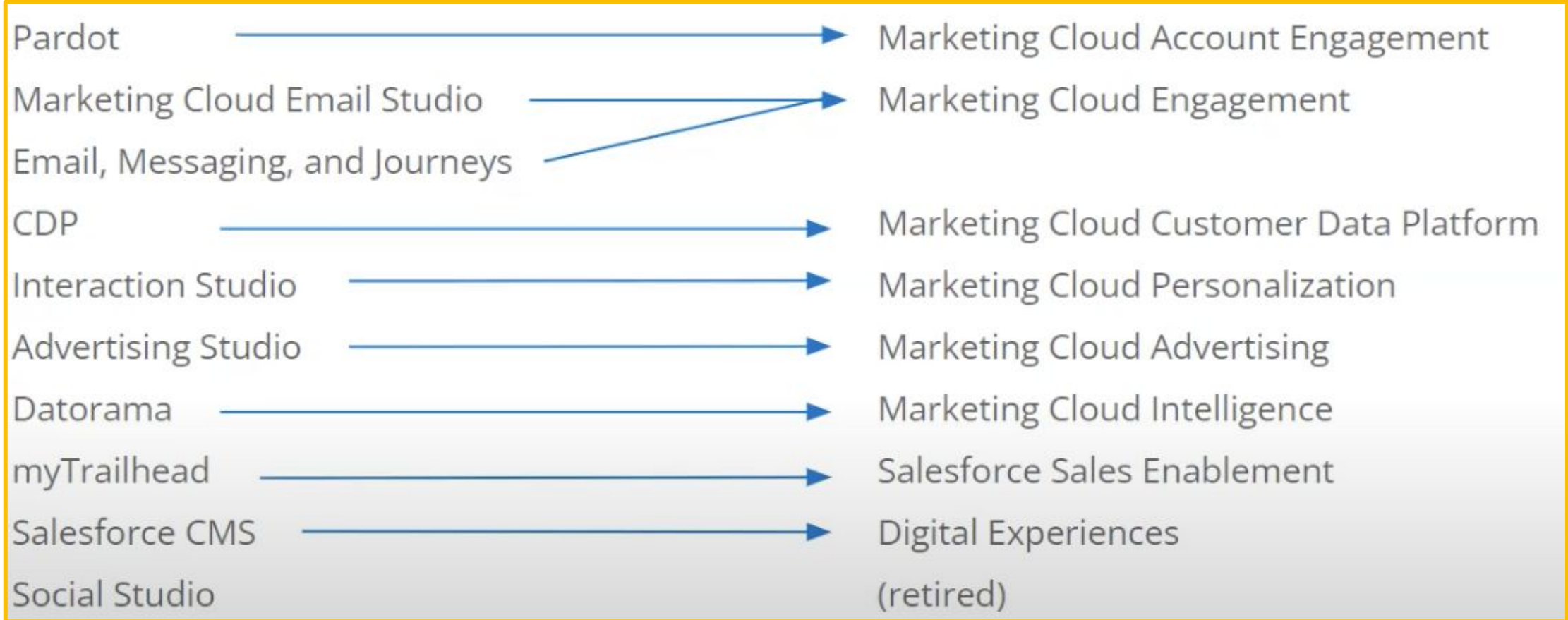
from: NYC Marketer
Trailblazer Community

Marketing Cloud Growth and Advanced

Be Release Ready for Winter '25



Marketing Cloud Product Alignment



NEW: Marketing Cloud Growth?!

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

Existing Challenges to Marketing Cloud Customers



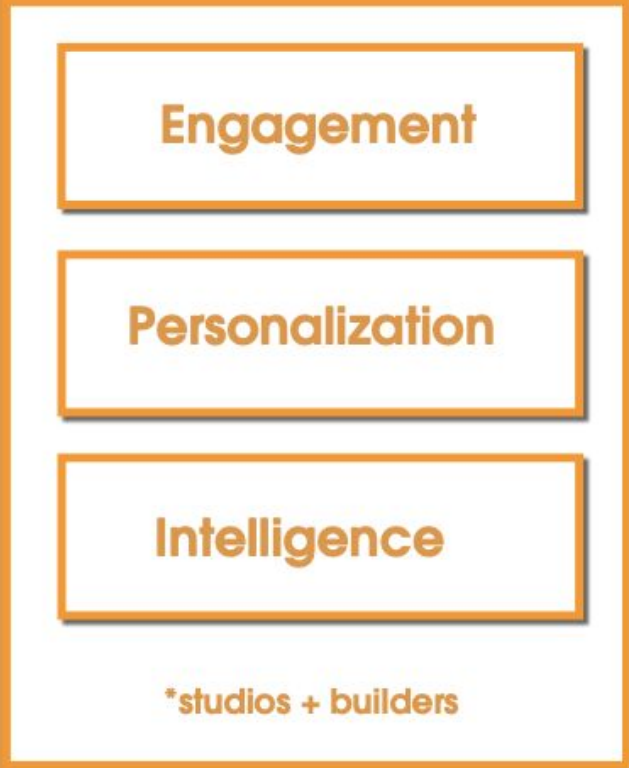


Marketing Cloud Growth Edition is here.

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

Marketing Cloud Engagement

(formally SFMC/ ExactTarget)



Account Engagement

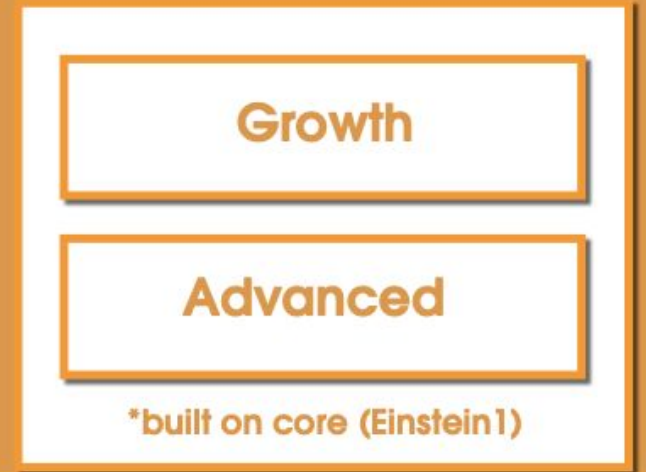
(formerly Pardot)



*upgrade for greater functionality

The NEW Marketing Cloud

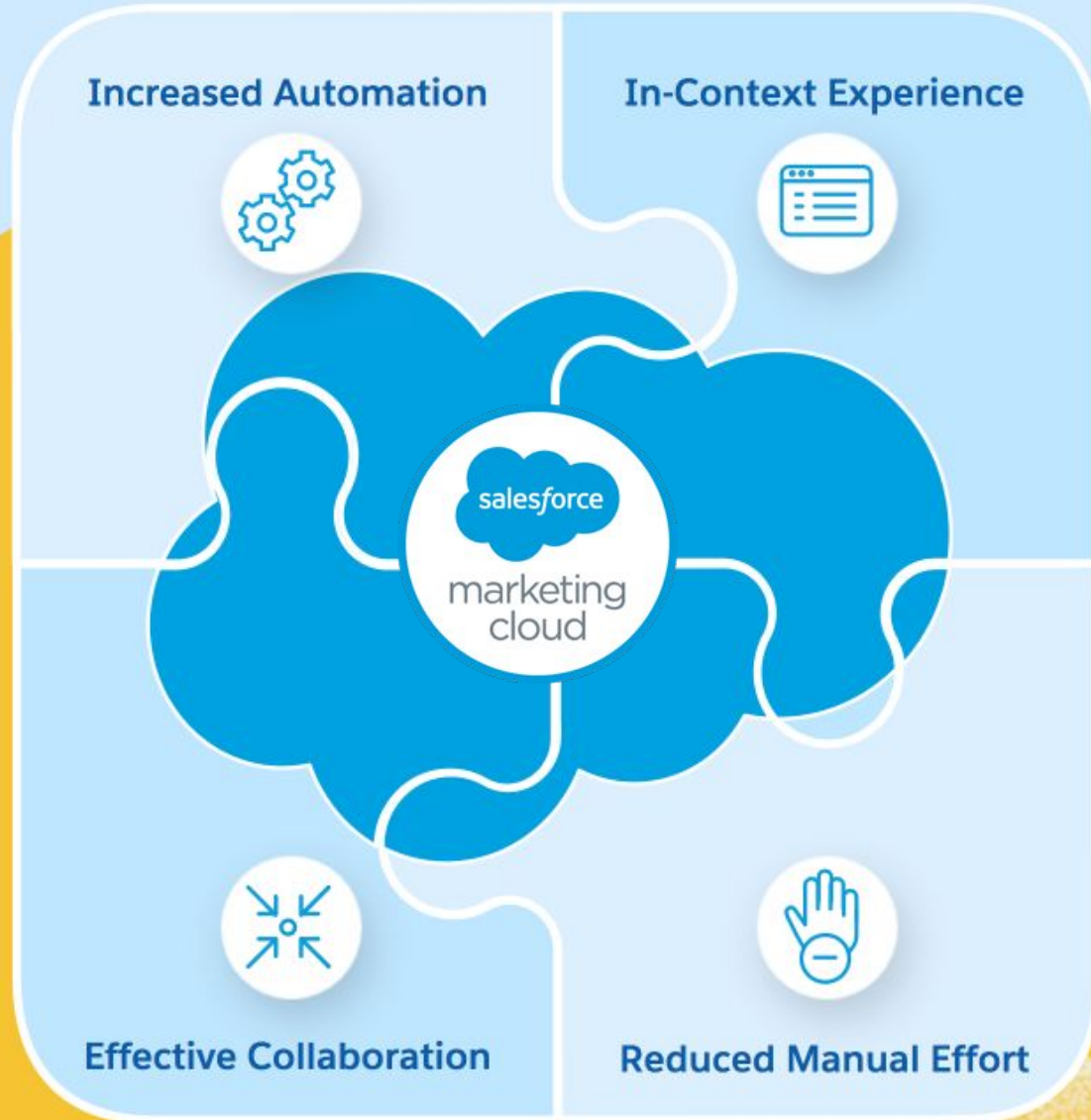
Growth + Advanced (Powered by Data Cloud)



from: NYC Marketer Trailblazer Community

A Harmonized System and brand NEW Application

salesforce



A Homegrown Solution



Data Cloud

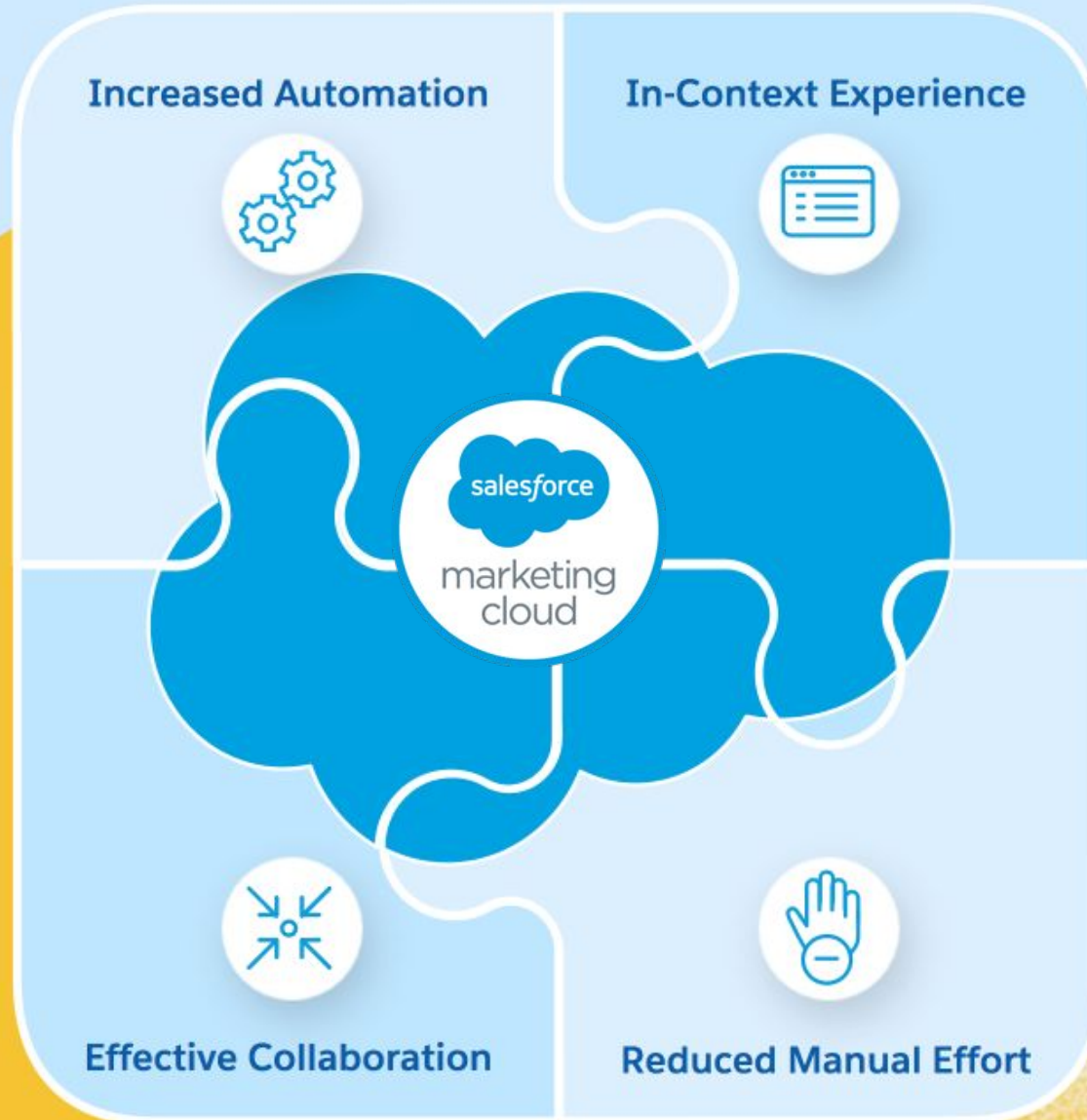
Segmentation +
Personalization

Experience Cloud /
Commerce Cloud
Lead Generation

Flow

Automation

Salesforce CMS
Content



Permission Sets +
Public Groups User
Management

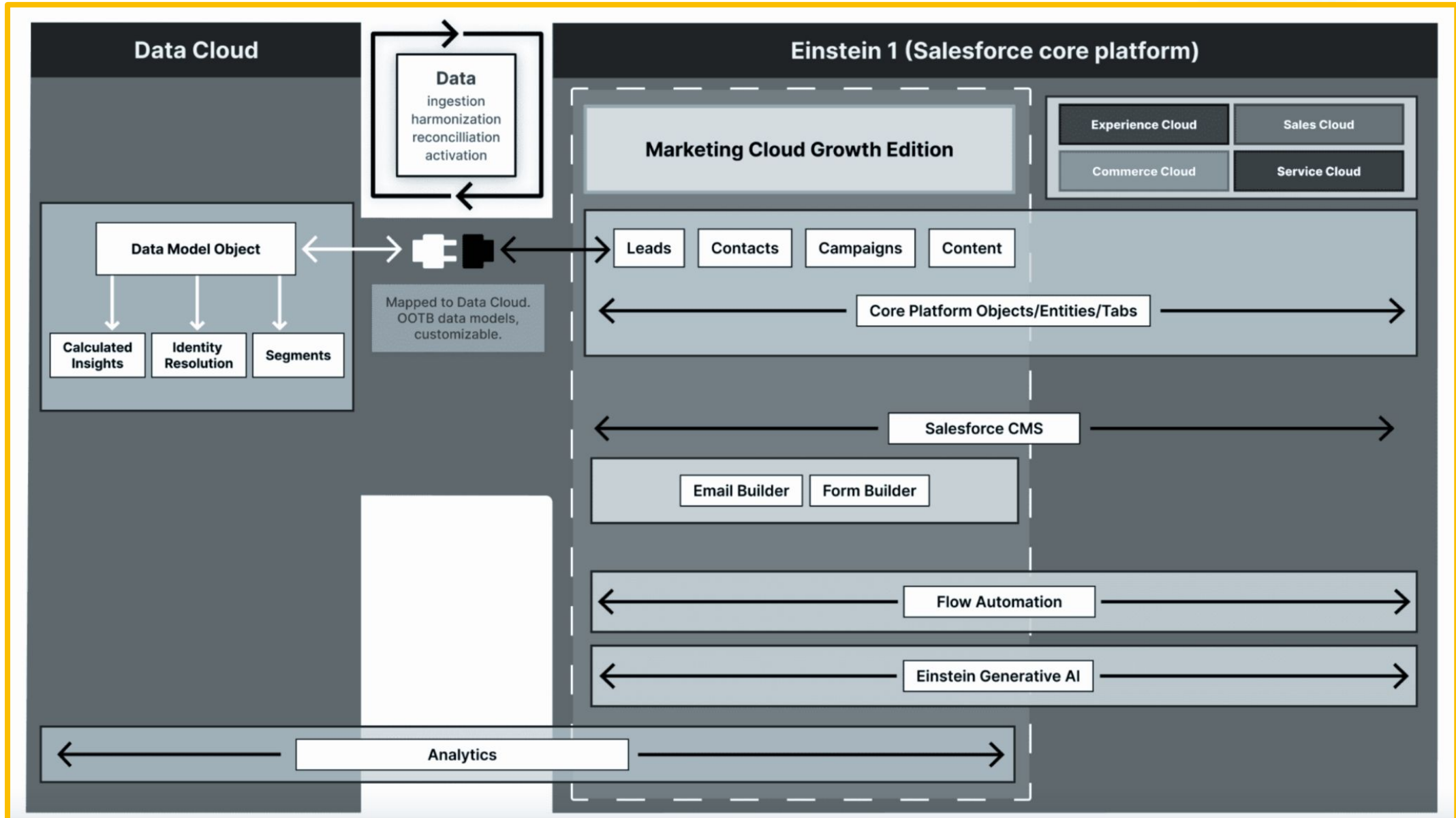
Lightning Builders
Assets (LP + Email)

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



APIs & SDKs

Structured • Semistructured • Unstructured

Harmonize



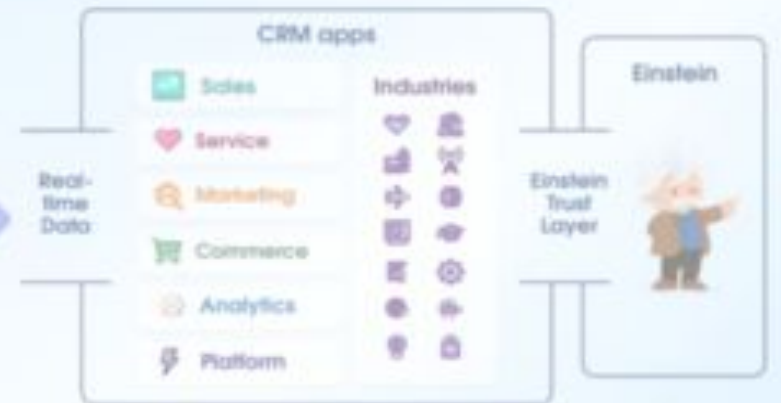
Prepare & transform



Map to a unified metadata model



Resolve customer identities



Metadata framework

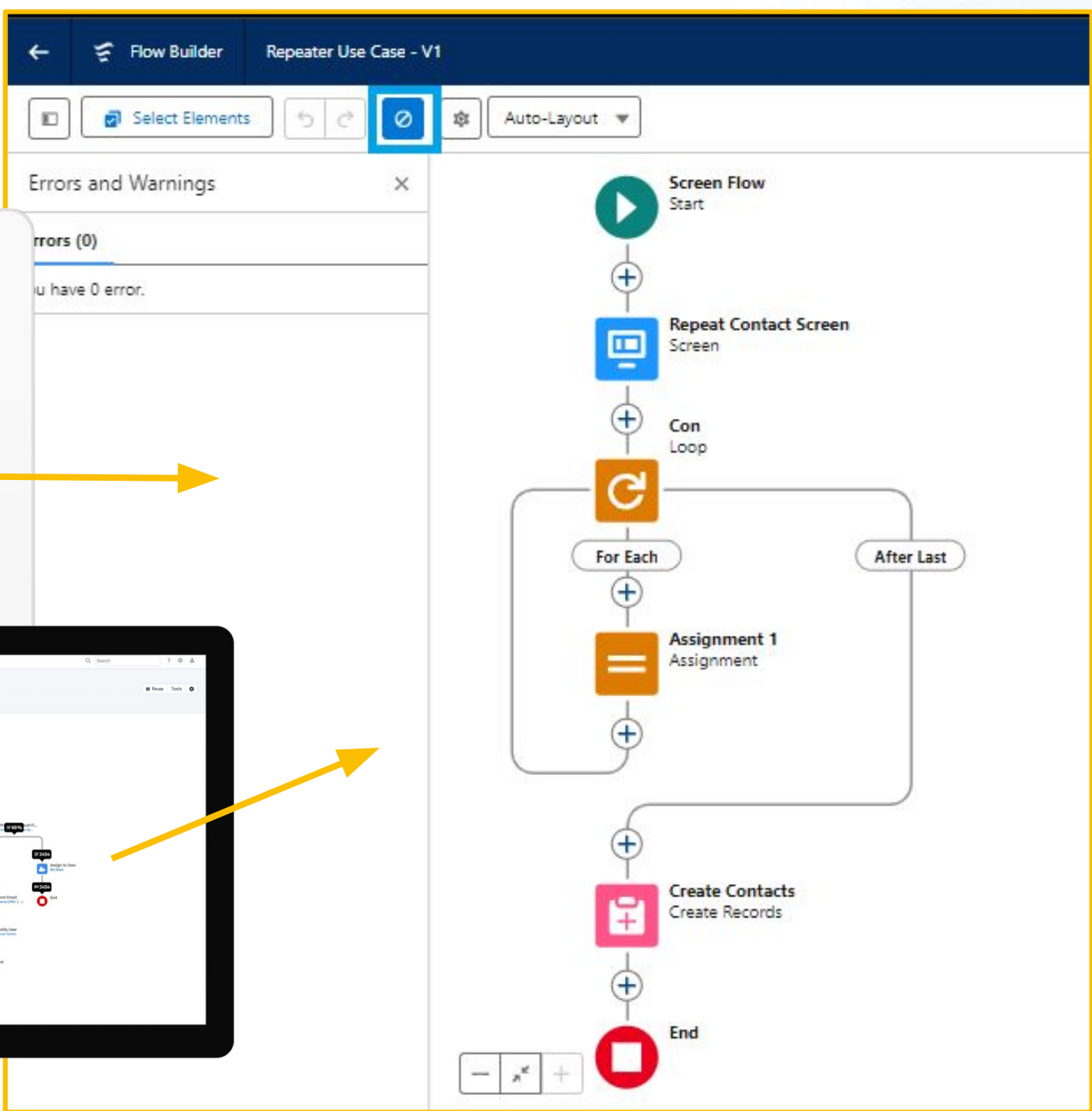
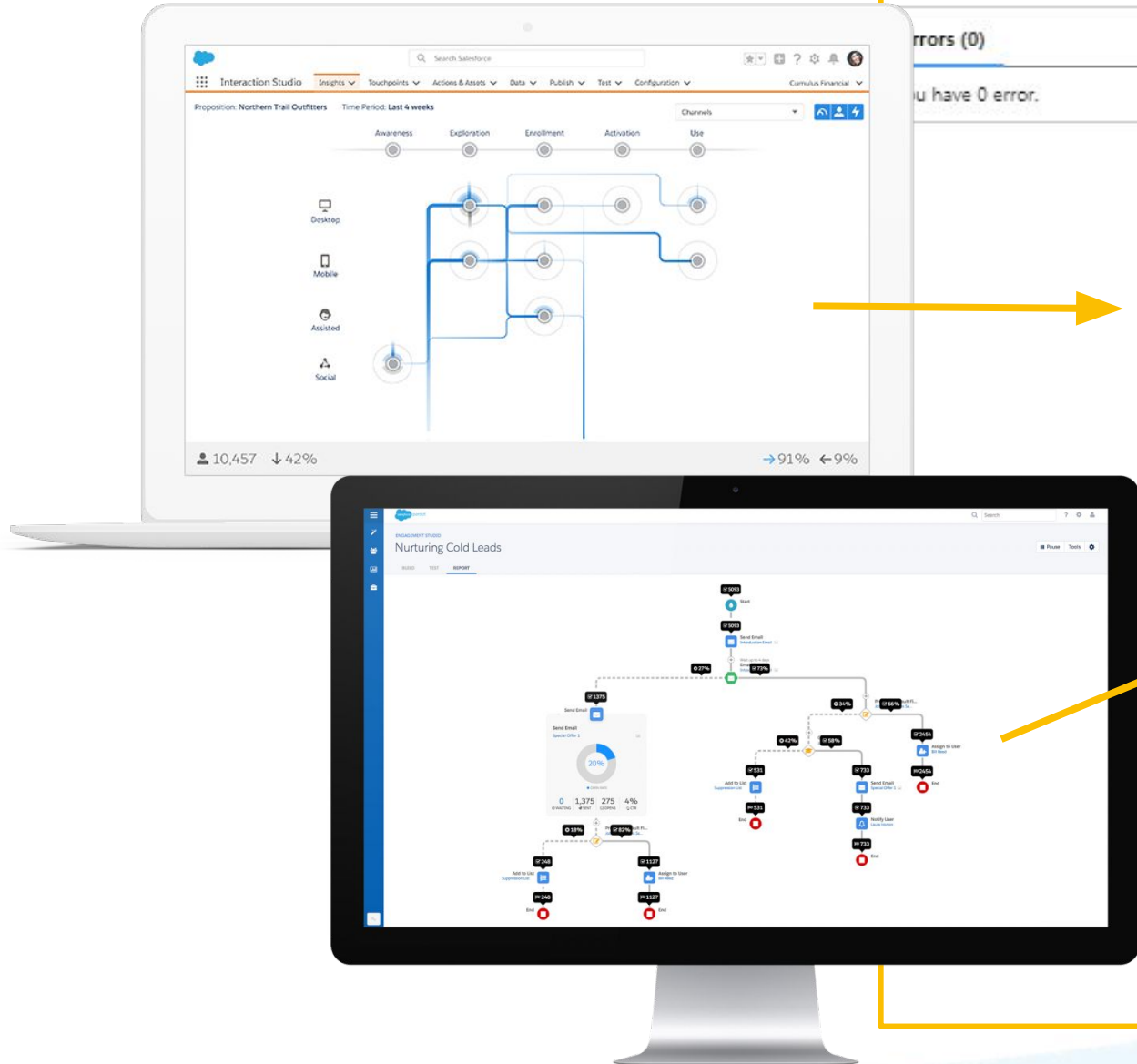
AppExchange

MuleSoft



Data Cloud for Marketing

Flow:



The NEW Marketing Cloud



features built for:

Marketing AI



AI Assisted Campaign Creation

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)

The screenshot displays the Salesforce Marketing Cloud interface for configuring a campaign flow. The top navigation bar includes 'Marketing', 'Campaigns', 'Contacts', 'Leads', 'Segments', 'Identity Resolutions', 'Profile Explorer', 'Flows', 'Content', 'Analytics', and 'Consent'. The main header shows the campaign name 'Lenoxsoft Live! Panel Invite' with 'Edit', 'Delete', and 'Change Owner' buttons. The left sidebar lists 'Flows' and 'Details'. The central workspace is titled 'Lenoxsoft Live! Panel Invite Flow' and shows a 'Draft' status. It includes sections for 'Audience' (with a 'Select Audience' button), 'Content' (with an 'Edit Email' button), and 'Schedule' (with a 'Schedule' button). The content area features an illustration of a bear in a red shirt standing on a grassy hill with mountains in the background. Below the illustration, the email body text reads: 'We are excited to invite you to the Lenoxsoft Live! panel event, where you can gain valuable insights from industry experts, network with like-minded professionals, and discover how Lenoxsoft can help transform your business. This exclusive event is designed for business professionals like you – executives, managers, and decision-makers – who are interested in staying up-to-date with the latest trends and innovations in the industry. Join us for an engaging and informative session where experts will share their knowledge,'. At the bottom, there are fields for '* From' (Ruth Bolster <rbolster+uma248@salesforce.com>) and '* Communication Subscription' (Select a communication subscription...). The Einstein logo is visible in the bottom right corner.

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

The screenshot displays the Salesforce Marketing Cloud interface for a content record. At the top, a navigation bar includes 'Marketing', 'Campaigns', 'Contacts', 'Leads', 'Segments', 'Identity Resolutions', 'Profile Explorer', 'Flows', 'Content', 'Analytics', and 'Consent'. The main content area is titled 'Reminder: Lenoxsoft Live!' and shows a table with the following details:

Content Key	Content Type	Primary Language	Location
MCWEJSFGS7GNDVNALYL6L6Q6MGJM	SMS Message	English	

Below the table, there are tabs for 'Content', 'Usage Info', and 'Publication Activity'. The 'Content' tab is active, showing the title 'Reminder: Lenoxsoft Live!' and buttons for 'Edit', 'Publish', and 'Delete'. A 'Workflows' section is also visible, indicating that no workflows are available and suggesting to go to 'Setup' to activate or create one in 'Flow Orchestrator'. At the bottom, a 'Details' section shows the status as 'Draft' and a description: 'Reminder for Lenoxsoft Live!'.

Engagement Scoring + Reporting

The screenshot displays the Salesforce CRM interface for a lead named Dwain Watts. The top navigation bar includes 'Marketing', 'Campaigns', 'Contacts', 'Leads', 'Segments', 'Identity Resolutions', 'Profile Explorer', 'Flows', 'Content', 'Analytics', and 'Consent'. The lead's profile shows contact information: Title, Company (MCU), Phone ((404) 662-6547), and Email (dwatts+prospect1@salesforce.com). A progress bar indicates the lead's status, currently 'New', with stages for 'Contacted', 'Nurturing', 'Unqualified', and 'Converted'. A 'Mark Status as Complete' button is visible. The 'Details' tab is active, showing fields for Lead Owner (Dwain Watts), Name (Dwain Watts), Company (MCU), Title, Address Information, and Additional Information (No. of Employees, Annual Revenue, Lead Source, Industry). The right sidebar features 'Calculated Insights' with a 'Marketing Engagement Score' of 91 and an 'Activity' section.

Marketing Campaigns Contacts Leads Segments Identity Resolutions Profile Explorer Flows Content Analytics Consent

Lead **Dwain Watts** + Follow Convert Edit New Case

Title Company Phone Email
MCU (404) 662-6547 dwatts+prospect1@salesforce.com

New Contacted Nurturing Unqualified Converted Mark Status as Complete

Activity Details Chatter

Lead Owner: Dwain Watts
Name: Dwain Watts
Company: MCU
Title: [edit]
Lead Status: New [edit]
Phone: (404) 662-6547 [edit]
Email: dwatts+prospect1@salesforce.com [edit]
Rating: [edit]
Address Information: [edit]
Additional Information: [edit]
No. of Employees: [edit]
Annual Revenue: [edit]
Lead Source: [edit]
Industry: [edit]

Contact Point	Subscription	Status
dwatts+prospect1@sa...	Marketing	Opt In

Calculated Insights
Marketing Engagement Score
91

Activity [dropdown]

Related



The NEW Marketing Cloud Advanced

from: NYC Marketer
Trailblazer Community

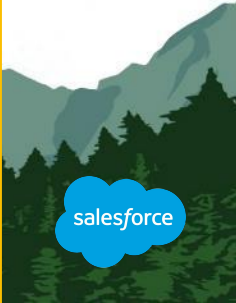
Path Experiment

The screenshot displays the Salesforce Flow Builder interface for a "Split Path Experiment". The main canvas shows a flow starting with a "Segment Triggered Flow Start" element, followed by a "My Split Path Split Path Experiment" element. This element branches into two paths: "90% Path 1" and "10% Path 2".

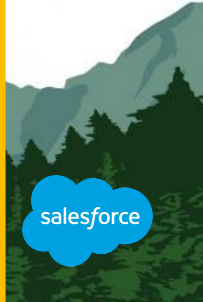
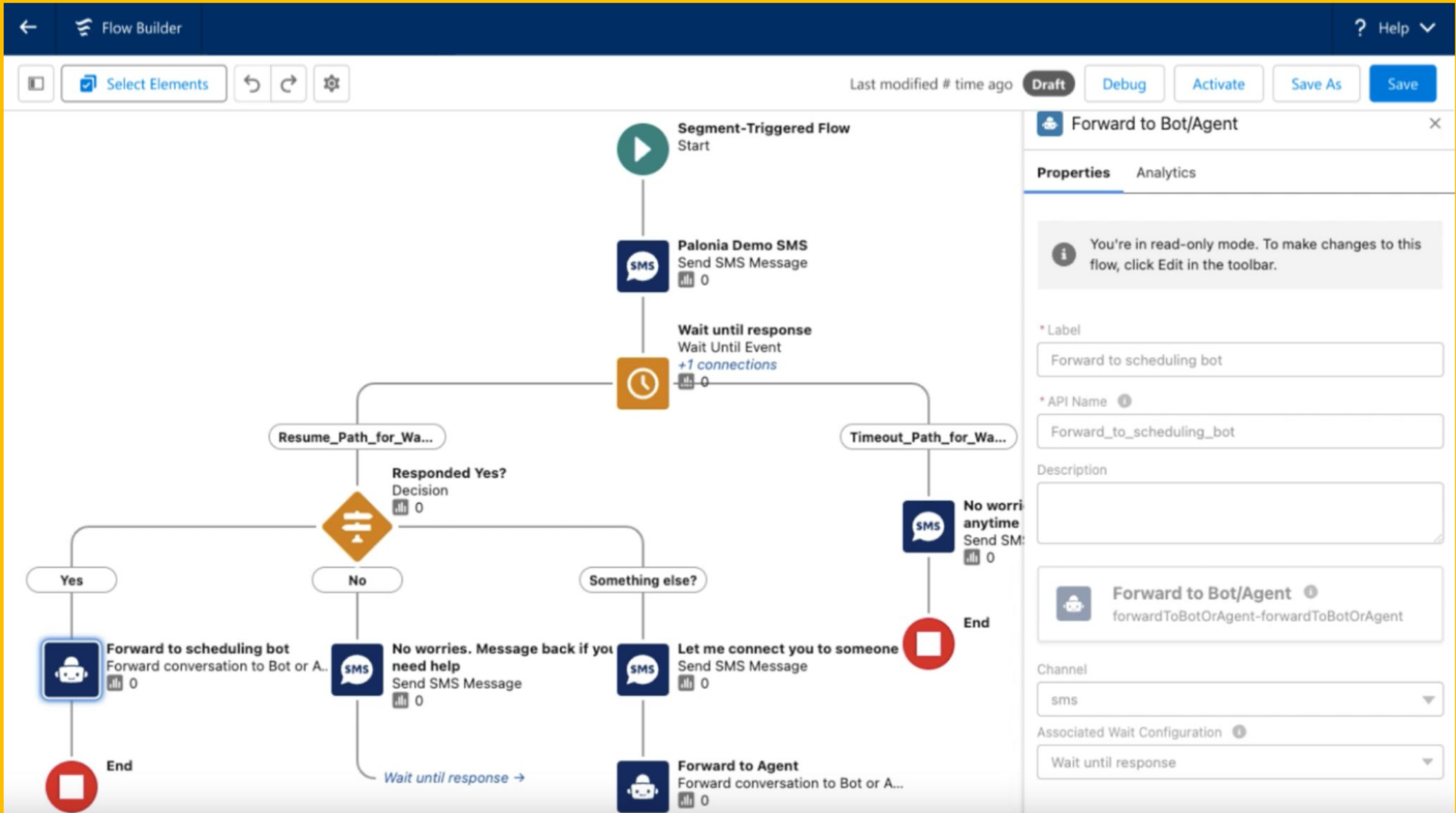
- Path 1 (90%):** Includes "Sale Email: Variant 1 Send Email Message", "Wait for 2 days Wait by duration", and "Sale Follow Up Send Email Message".
- Path 2 (10%):** Includes "Sale Email: Variant 2 Send Email Message", "Wait for 3 days Wait by duration", and "Sale Follow Up Send Email Message".

The right-hand panel provides configuration details for the "Split Path Experiment" element:

- Split Path Experiment** (Close button)
- > Split Path Experiment Custom Label Details**
- About Split Path Experiment**
A small blurb about what this element does. In future releases, more configuration options will be present in this section.
- Paths**
The audience is randomized and distributed according to each path's split percentage.
- Path Order** (Info icon, + button)
 - Path 1: 90%
 - Path 2: 10%
- Path Details**
 - * Path Label: Path 1
 - Show more
- Configure Path Split Percentage**
Choose the percent distribution of your selected audience for this path. All paths, together, must total to 100%.
Control: - 80% +



Unified Conversations for SMS



Einstein Engagement Frequency

The screenshot displays the Salesforce Journey Builder interface for a journey named "SignatureFlex Promotion". The interface includes a top navigation bar with "Flow Builder" and "SignatureFlex Promotion" labels, and a right-hand menu with "Help". Below the navigation bar is a toolbar with "Select Elements", undo, redo, and settings icons. The main workspace shows a flow diagram starting with an "Audience-Driven Journey Start" (green play button), followed by a "Decision" node (orange diamond). The decision node has two paths: "Most Engaged & On Target" and "Default". The "Most Engaged & On Target" path leads to an "Email Label" step (orange envelope icon) labeled "Send Email Message", which then leads to an "End" step (red square icon). The "Default" path also leads to the "End" step. The right-hand panel is titled "Decision Conversion Path (Conversion_Path)" and contains a description field, a "Paths" section with a "Path Order" list, and "Path Details" for "Path 1". The "Path Details" section includes fields for "Path Label" (Most Engaged & On Target) and "Path API Name" (Most_Engaged_&_On_Target). Under "Take Action When", the condition is set to "All Conditions Are Met (AND)". Two conditions are listed: "Resource: ... > Open Likelihood" with "Operator: Is Equal To" and "Value: Most Likely"; and "Resource: ... > ...gement Frequency..." with "Operator: Is Equal To" and "Value: On Target". The second condition is highlighted with a blue border. An "Add Condition" button is at the bottom of the panel.

Flow Builder | SignatureFlex Promotion | Version 1: Last modified a few seconds ago | Draft | Debug | Activate | Save As | Save

Decision
Conversion Path (Conversion_Path)

Description
Give your element a description...

Paths
The journey takes the first path—in the order listed—whose entry conditions are met. When no entry conditions are met, the journey takes the default path.

Path Order +

Path 1

Default Path

Path Details

- * Path Label: Most Engaged & On Target
- * Path API Name: Most_Engaged_&_On_Target

Take Action When
All Conditions Are Met (AND)

Resource	Operator	Value
... > Open Likelihood	Is Equal To	Most Likely
AND ... > ...gement Frequency...	Is Equal To	On Target

+ Add Condition



Einstein Engagement Scoring + Rules Based Dynamic Content

The screenshot displays the Salesforce Marketing Cloud email editor interface for an email titled "January 2023 Sale". The central canvas shows a preview of the email content, which includes the "northern trail outfitters" logo, a "Take a Hike" banner with a "Shop Hiking Gear" button, a "Fall Wilderness Sale! Everything 40% off." headline, a paragraph about outdoor gear, and three small images of hiking gear.

On the left, the "Components" sidebar lists various content types such as Paragraph, Heading, List, HTML, Button, Image, and Section.

On the right, the "Section" configuration panel is open, showing "Dynamic Content Variations" for the "Hiking" section. The "Rules" tab is active, displaying a "Targeting Rule" with the following conditions:

- Show component when "All conditions are met"
- City equals **New York**
- AND**
- Loyalty Status equals **Silver OR**
- Loyalty Status equals **Gold**

The "Dynamic Content Variations" dropdown menu is currently set to "Hiking".



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.

