Texas dreamin'

Keys to Successful Salesforce Partner Marketing

Chris Stegall
Director of Marketing
He/They

Forward Looking Statement

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Chris Stegall

Marketing Director

Legend of Low Code

Content Creator

Salesforce Fan

Know Your Audience

- Identify target audience segments
- Tailor messaging to address their specific needs and pain points
- Audience, then Automation

Building a Strong Brand Presence

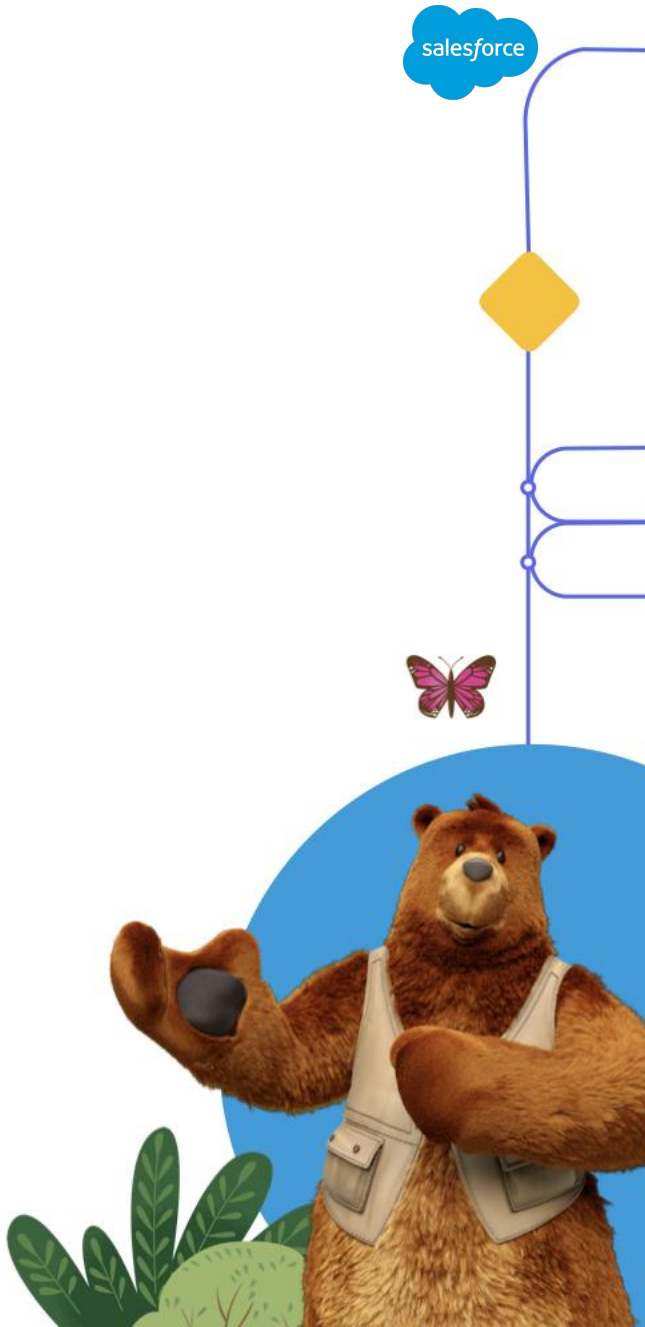
- Importance of a compelling brand narrative
- Consistent branding across all channels (website, social media, events)
- Leveraging Salesforce branding guidelines

Salesforce's Marketing Spend

- 2024: **$12.88 Billion**
  - **+$10B** since 2015
- Challenges of getting heard through the noise
- Strategies to differentiate your messaging

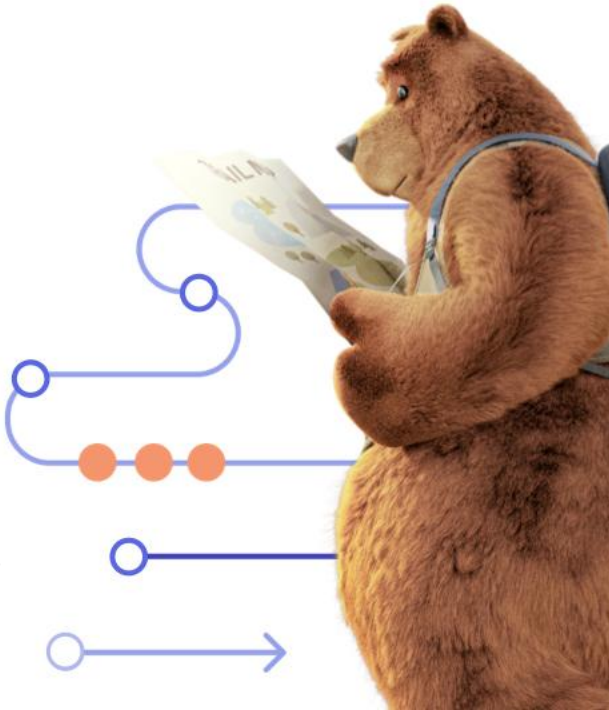
Riding the Waves of Salesforce's Spend

- Leveraging the awareness created by Salesforce's marketing
- Aligning your campaigns with Salesforce's themes and announcements
- Utilizing Salesforce's co-marketing opportunities



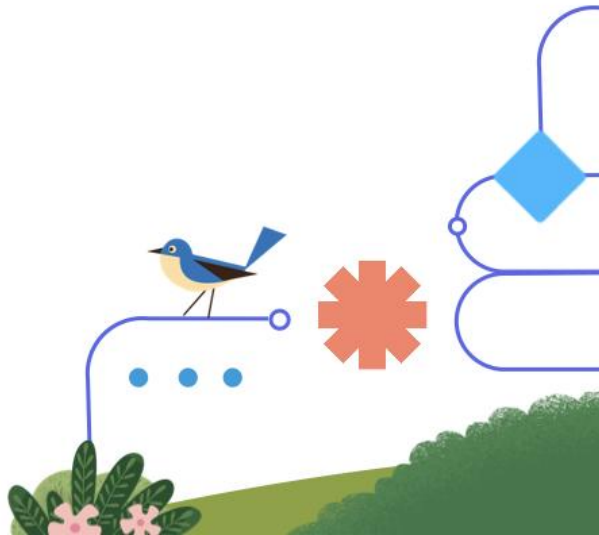
Spending with Salesforce

- Investment areas with Salesforce
  - AMP
  - AppExchange listings
  - Marketing Programs
  - Lunch and Learns / Local Offices
- Assessing ROI of various Salesforce marketing channels
- Budgeting for Salesforce-related marketing activities



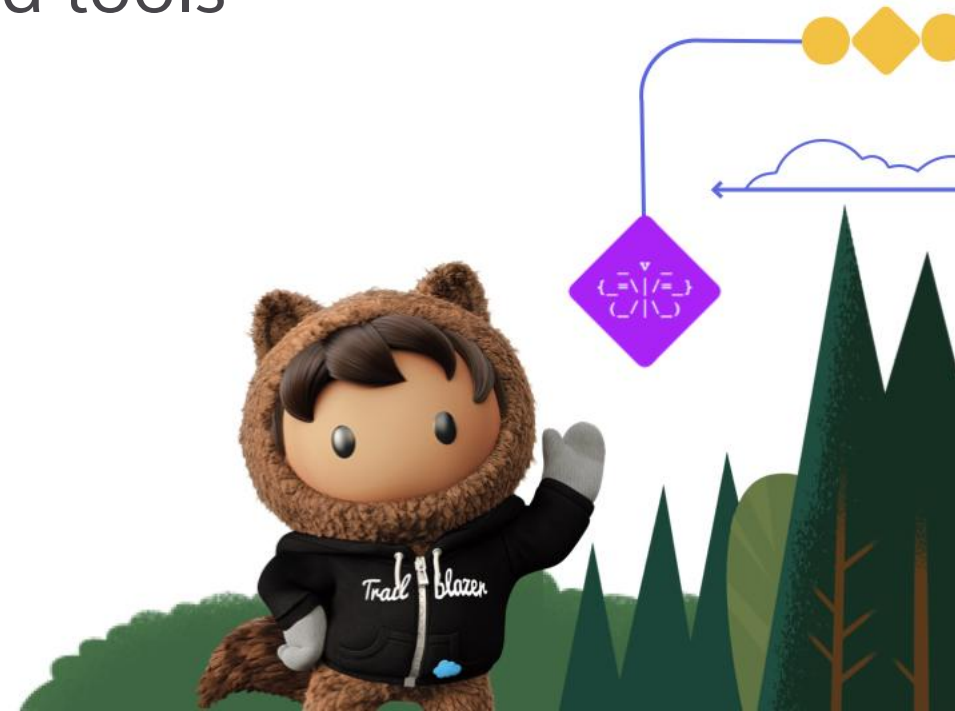
Community Events vs. Major Sponsorships

- Cost and impact comparison of sponsoring Dreamforce vs. Community events
- Benefits of participating in local and regional Salesforce events like Texas Dreamin’
- Strategies for maximizing ROI at community events



Partner Marketing Opportunities

- Salesforce Partner Program marketing benefits
- Joint marketing initiatives with Salesforce
- Accessing partner marketing resources and tools



Let Salesforce Help Build Your Content

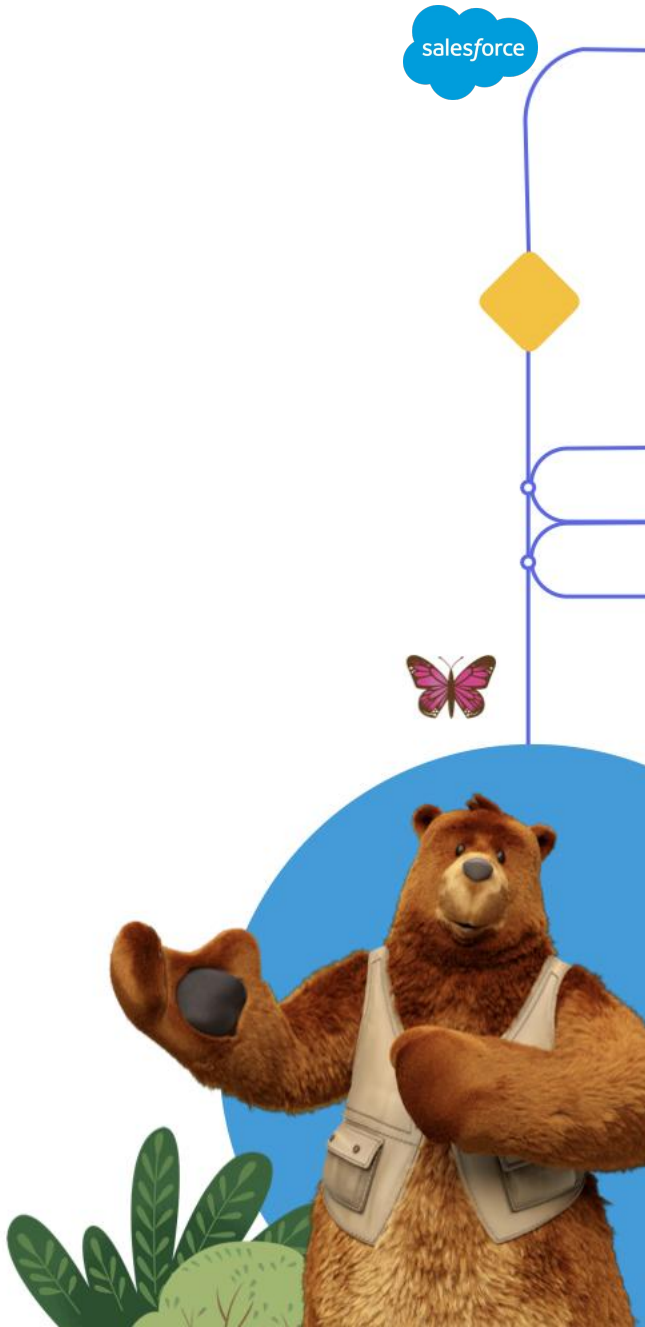
- Utilizing Salesforce's content creation resources (e.g., templates, content libraries)
- Co-branded content opportunities
- Best practices for leveraging Salesforce-created content in your marketing strategy

Effective Marketing for Small and Mid-Size Partners

- Tailored strategies for SMB partners
- Leveraging cost-effective marketing channels
- Success stories of SMB partners

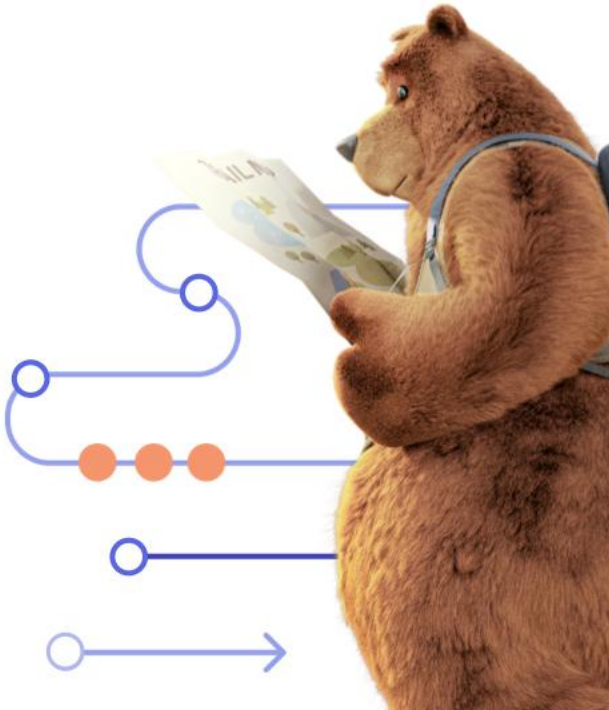
Still Need a Plan (and Capacity) to Execute Campaigns

- Importance of having a clear marketing plan
- Allocating resources and capacity for campaign execution
- Tools and techniques for efficient campaign management



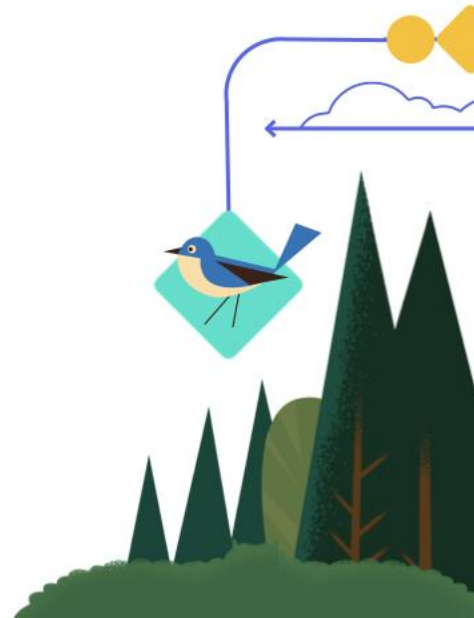
Content Marketing Strategies

- Creating valuable, relevant, and consistent content
- Blogs, whitepapers, case studies, eBooks
- Use of Salesforce Trailhead for content inspiration
- SEO best practices for Salesforce-related content



Leveraging Salesforce Ecosystem

- Partnering with other Salesforce partners for joint ventures
- Utilizing Salesforce AppExchange for visibility
- Engaging with Salesforce community events and groups (e.g., Dreamforce, local meetups)



Effective Use of Social Media

- Best practices for LinkedIn, Twitter, and Facebook
- Engaging with the Salesforce community on social platforms
- Case studies of successful social media campaigns

Email Marketing Campaigns

- Building and segmenting your email list
- Personalization and automation using Salesforce Marketing Cloud
- Metrics and KPIs to track for email campaigns

Customer Advocacy and Testimonials

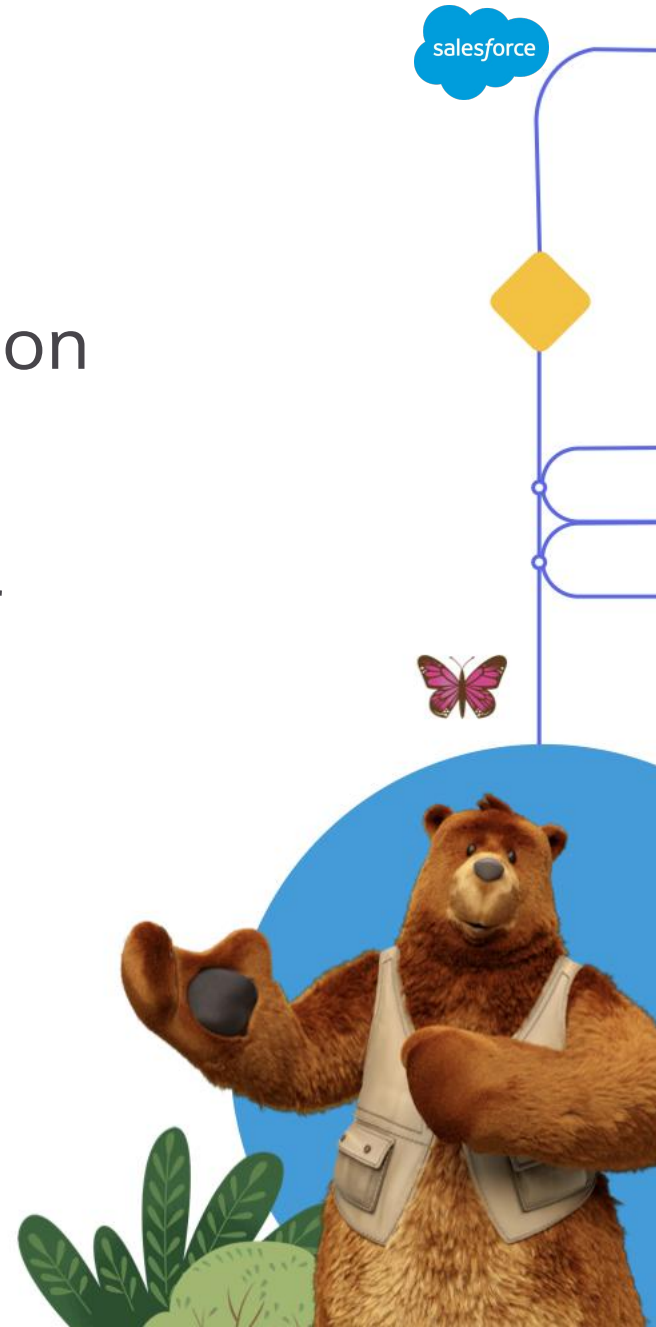
- Gathering and leveraging customer testimonials and case studies
- Creating video testimonials
- Encouraging customer reviews on Salesforce AppExchange

Webinars and Virtual Events

- Planning and promoting webinars focused on Salesforce solutions
- Best practices for engaging presentations and follow-up
- Examples of successful webinar topics

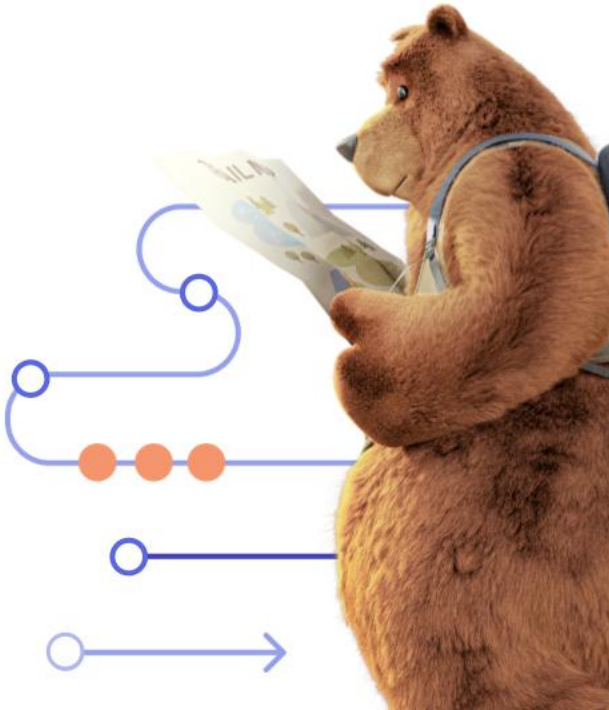
Measuring Success

- Key metrics to track (e.g., lead generation, conversion rates, customer retention)
- Tools and dashboards within Salesforce to monitor marketing performance
- Iterating and improving based on data insights



Future Trends in Salesforce Partner Marketing

- Emerging trends in the Salesforce ecosystem
- Innovations in marketing technology (e.g., AI-driven marketing, advanced analytics)
- Preparing for future changes and opportunities



Recap

- Understand Your Audience
- Build a Strong Brand Presence
- Leverage Salesforce's Marketing Momentum
- Maximize Community Event Participation
- Utilize Salesforce Partner Resources
- Measure and Iterate

Thank you

SCAN ME