



Cloud Solution Alliances
Technical Ecosystem Enablement

Marketing Cloud - Building your Practice w/ Full Stack

October 5, 2022



Today's Presenters

Decades of Martek Experience



John Defoe

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Kayle McBride

Vice President, MCRC Alliances



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Sr. Director,
Technical Ecosystem Enablement

Welcome Ben Heitlinger!



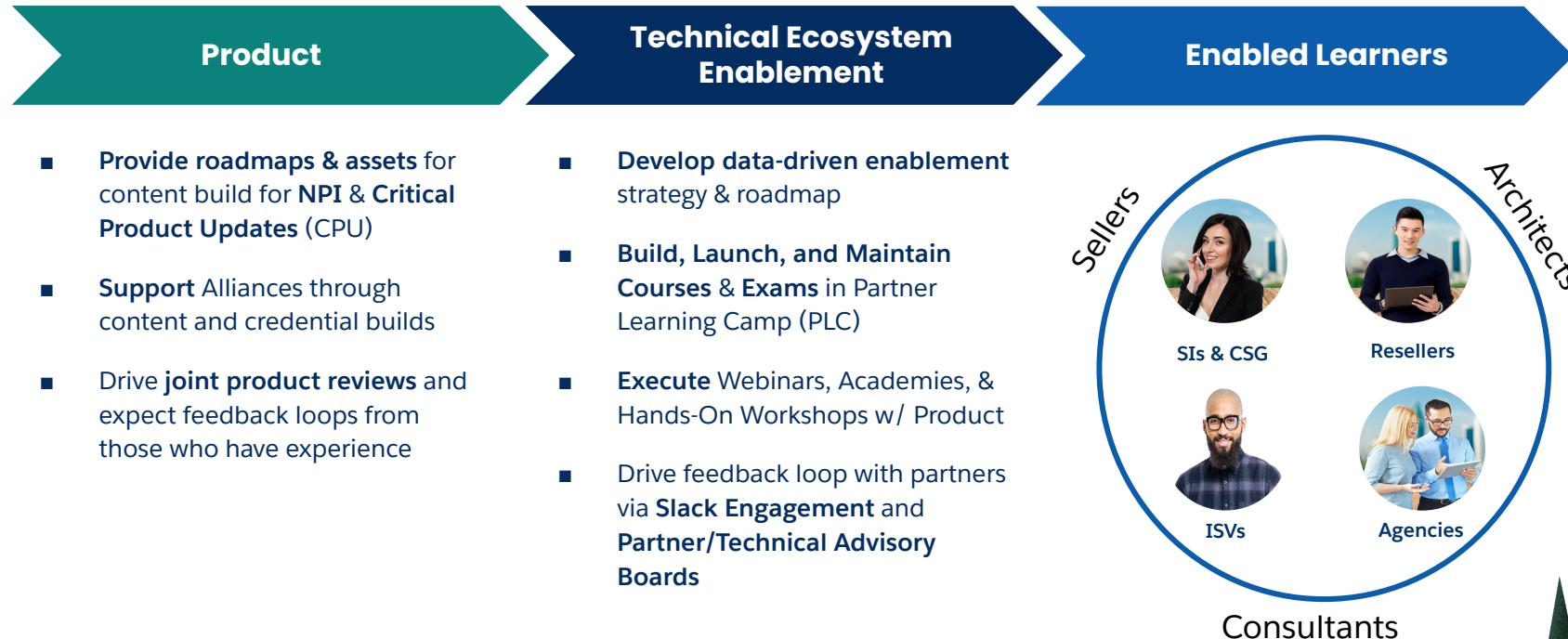
Ben Heitlinger

Director, Marketing Cloud Partner Sales



Partnership to Deliver to Product Learning

Driving deep technical enablement across the delivery ecosystem





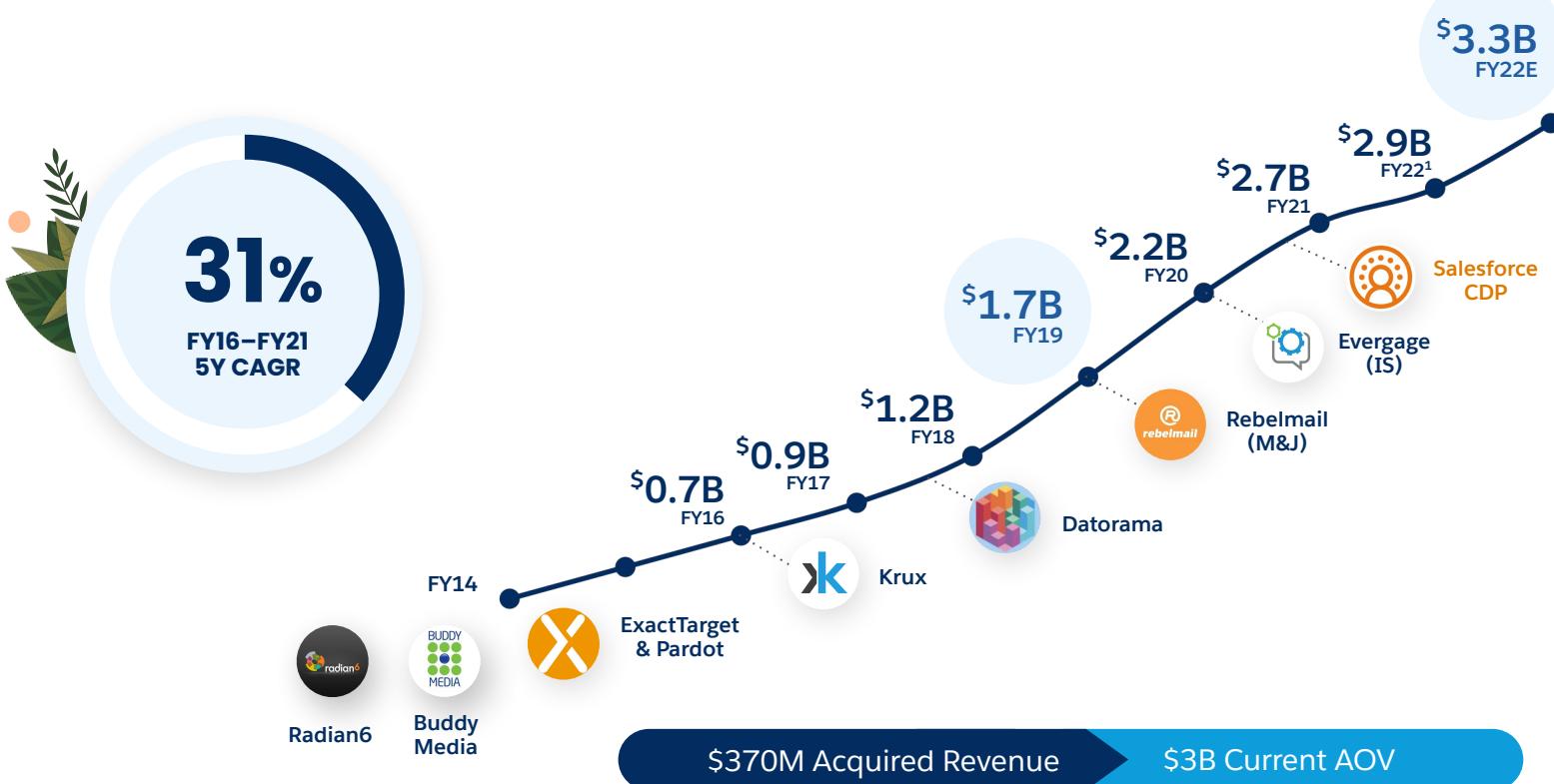
Salesforce Today

Unpacking the platform



MC Has Incredible Growth

Phase one of Marketing Cloud: acquisitions, optimization, and scale





Marketing Cloud 360

Unpacking the platform



Trailhead Certifications & Accredited Professional Credentials

You Need Both!



Salesforce Field Service Career Path Example:





FY23 Marketing Cloud **FULL STACK** Partner Growth Program

PROBLEM: We need more partners that can position, sell and implement the entire suite of Marketing Cloud solutions.

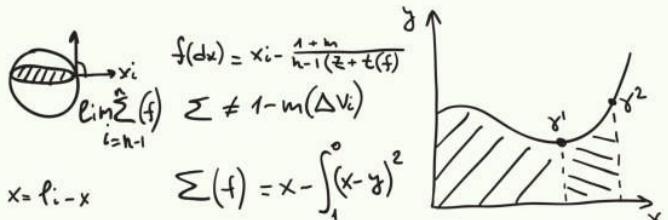
SOLUTION: Target existing Marketing Cloud partners globally and support them to fill in their capacity gaps in areas of Marketing Cloud where they do not have expertise.

Capacity Needs

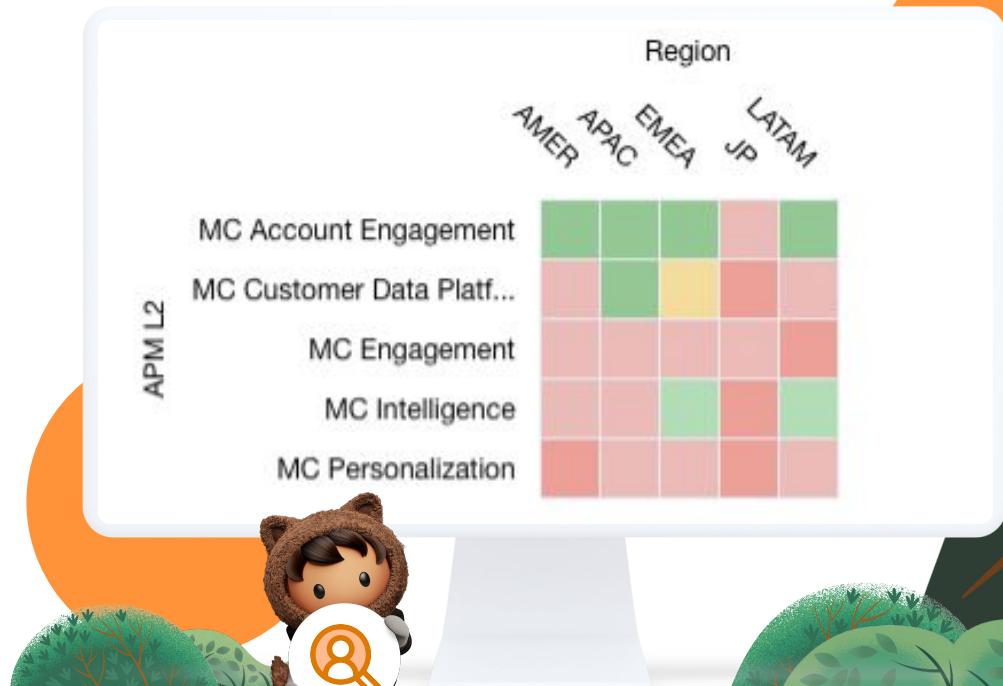
Keeping pace with innovation and sales



$$x = y \rightarrow \lim f(x) \quad y = n \rightarrow \lim f(x^n)$$
$$\iiint_G \frac{dx dy dz}{(x+y+z+1)^3} = \iint_D dx dy \int_0^{1-x-y} \frac{dz}{(x+y+z+1)^3}$$



$$\iiint_G \frac{dx dy dz}{(x+y+z+1)^3} = \iint_D dx dy \int_0^{1-x-y} \frac{dz}{(x+y+z+1)^3} =$$
$$= \frac{1}{2} \iint_D dx dy \left[\frac{1}{(x+y+z+1)^2} \right]_0^{1-x-y} = -\frac{1}{2} \iint_D \left(\frac{1}{(x+y+z+1)^2} - \frac{1}{2} \right) dx dy$$
$$= \frac{1}{2} \int_0^1 dx \int_0^{1-x} \left(\frac{1}{(x+y+1)^2} - \frac{1}{2} \right) dy = \frac{1}{2} (\ln 2 - 1)$$



Full Stack Partners: Marketing Cloud Capability & Capacity



Increase the number of partners that can position & implement the complete set of Marketing Cloud products



Engagement

Account Engagement

CDP

Personalization

Intelligence

Existing Marketing Cloud Partners

Target existing Marketing Cloud partners by region and country and collaborate with EDMs to develop plan to enable and credential individuals where they do not exist today.

Success Criteria

of additional partners by region and countries that can position & implement all of Salesforce's Marketing Cloud products.

\$ funding for vouchers (TH & AP)



Type	Credential Name
TH	Marketing Cloud Administrator
TH	Marketing Cloud Consultant
TH	Marketing Cloud Developer
TH	Marketing Cloud Email Specialist
TH	Pardot Consultant
TH	Pardot Specialist
AP	CDP (Customer Data Platform)
AP	Intelligence (Datorama)
AP	Personalization (Interaction Studio)
AP	Advanced Cross Channel
AP	Pardot Business Units
AP	Pardot Reporting & Analytics



Marketing Cloud Fullstack Requirements



All credential Requirements must be met



Marketing Cloud
Consultant Certification

Marketing Cloud
Developer Certification

CDP
Accredited Professional

Personalization (IS)
Accredited Professional

Intelligence (Datorama)
Accredited Professional

Advanced Cross Channel
Accredited Professional

Pardot
Consultant Certification

Minimum
Credentials

10

10

7

7

7

7

6

Full Stack Opportunities

Partner Benefits - why should our partners invest in filling in the gaps, adding to their capabilities and investing ahead of demand?

- Salesforce Growth Projections
- Alignment with Salesforce GTM strategy
- "Full Stack" merit (in progress)
- Internal promotion of our Full Stack partners
- Enablement/Program Support (office hours, slack, etc)
- Vouchers and Certifications
- Product Full Stack Summit Participation (2023) with key Sales, CSG and Product Leaders



Marketing Cloud

Technical Learning Journeys



Marketing Cloud

- [Marketing Cloud Administrator](#)
- [Marketing Cloud Developer](#)
- [Marketing Cloud Architect](#)

Implementation Practice Personas

Marketing Domains



ADMINISTRATOR

Responsible for platform configuration and maintenance, running and operating solution with no- to low-coding experience.



DEVELOPER

Product SMEs, implement technical aspects of the solution and extend platform capabilities via mid- to high-coding experience.

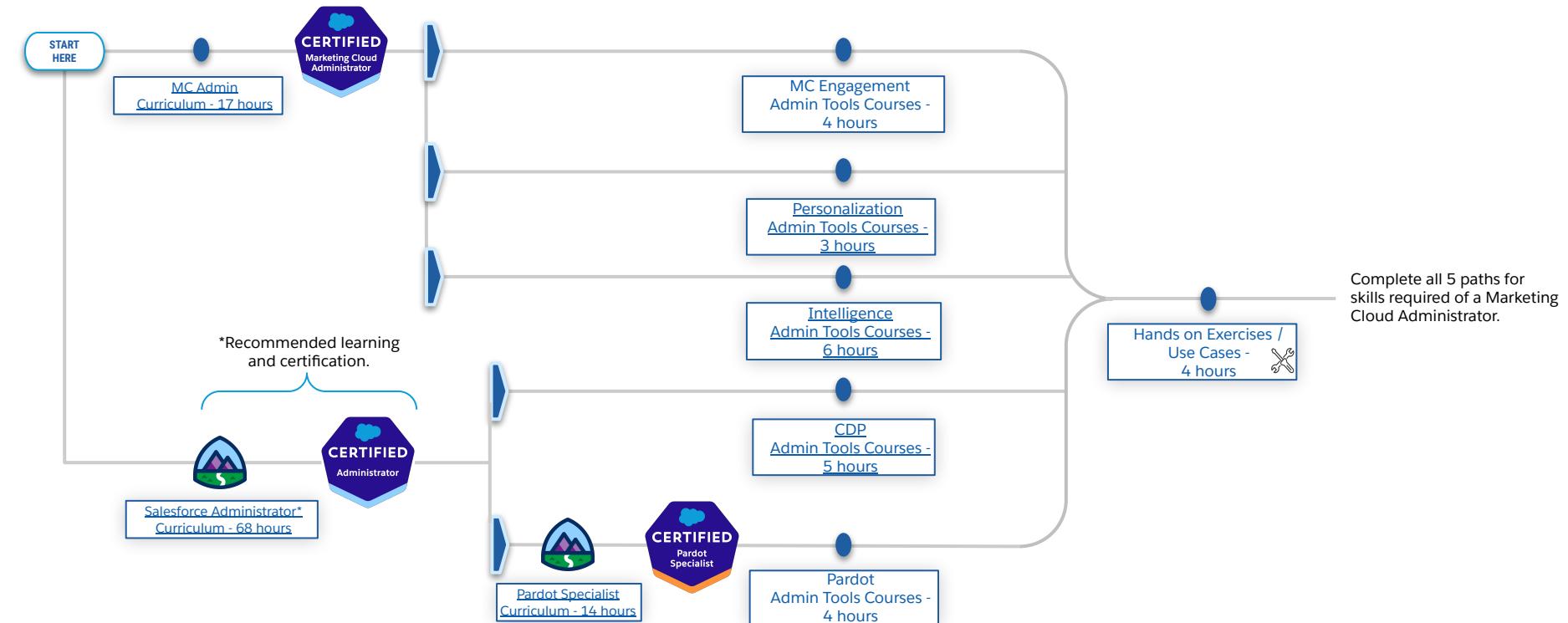


ARCHITECT

Use case centric experts, align business problems with functional platform capabilities. Responsible for the solution design.

Marketing Cloud Administrator - Technical Learning Journey

MC Administrator = 57 hrs
Salesforce Administrator = 68 hrs



Legend

Technical/Product ● Non-Technical/Business

Third Party Learning

Learning Tracks

Available
Planned

Blue Text

Grey Text

Credentials

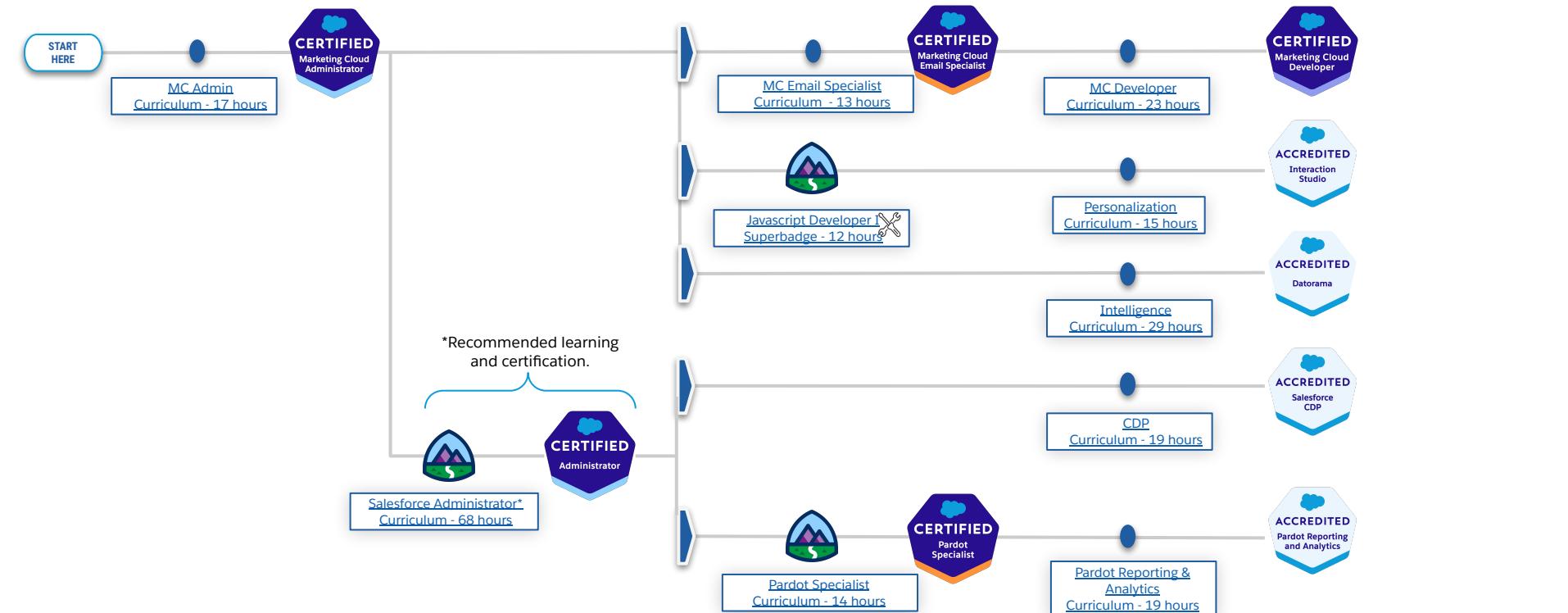


Hands-On



Marketing Cloud Developer - Technical Learning Journey

MC Developer = 161 hrs
Salesforce Administrator = 68 hrs



Legend

Technical/Product



Non-Technical/Business



Third Party Learning



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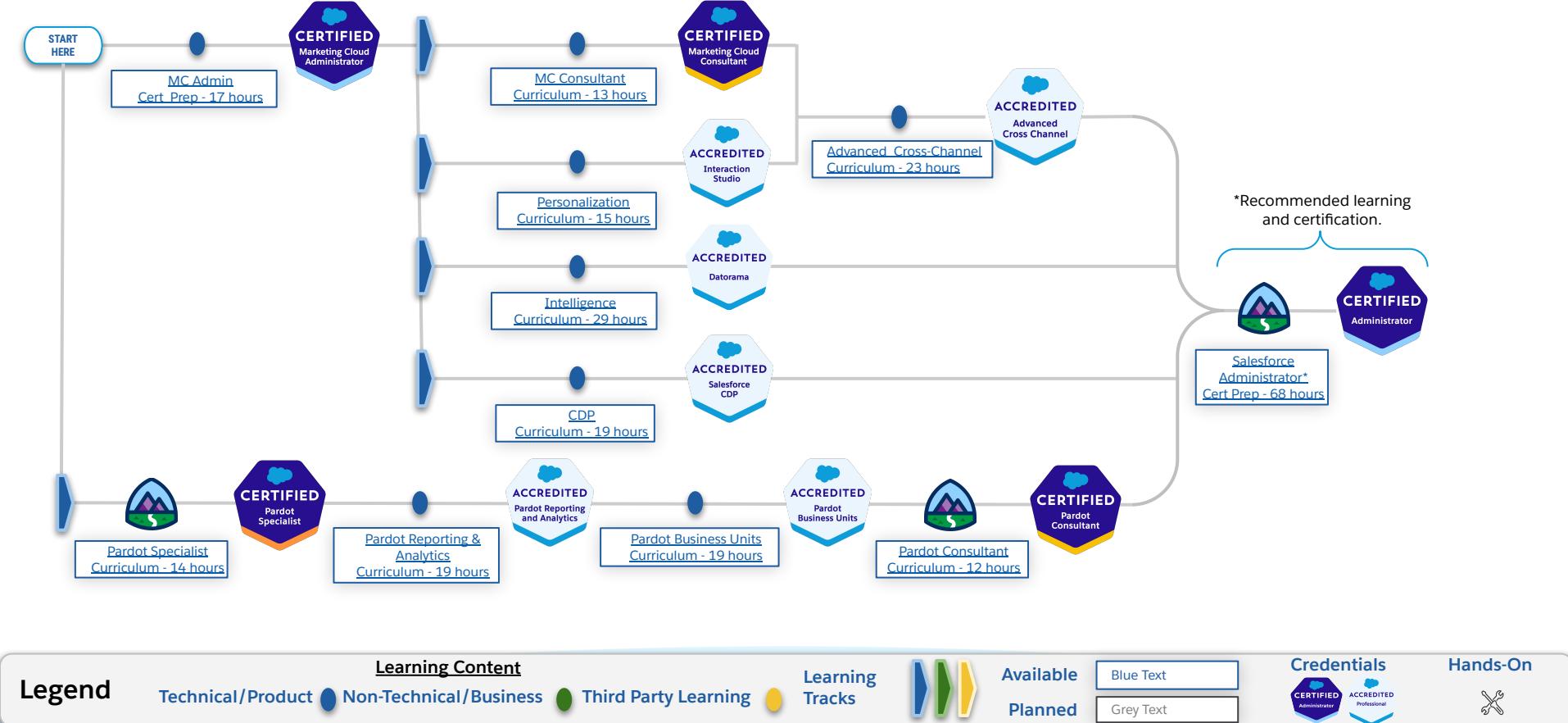


Hands-On



Marketing Cloud Architect - Technical Learning Journey

MC Architect = 180 hrs
Salesforce Administrator = 68 hrs



Next Steps

It starts with Slack...



- ❑ Make sure you're a part of the Partner Community w/ Learning Camp access
 - Bookmark the <https://sfdc.co/EnableMC> for resources
- ❑ Join the Marketing Cloud Slack channels
 - Are you part of External Slack? - join [here!](#)
 - Sign up for specific Slack channels - register [here](#) <https://sfdc.co/MC-Slack>
- ❑ Next Steps: consume the assets, start learning, ask questions, and request vouchers for your credentials (limited quantity). This will all be promoted and available - guess where...
- ❑ Engage with us to help drive your organization's participation of the Full Stack program

Thank You