SALESFORCE MARKETING CLOUD OVERVIEW

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TOPICS

- Introduction, Overview and Key Features

- Email Studio (Content Builder)

- Journey Builder (Main)

- Journey Builder (Others)

- Automation Studio

INTRODUCTION AND OVERVIEW

- Salesforce Marketing Cloud is a marketing automation platform developed by Salesforce that allows businesses and organizations to manage and optimize their marketing efforts across various channels.

- It provides tools for creating and managing personalized customer journeys, sending targeted email campaigns, analyzing customer data, and automating marketing tasks to engage with customers more effectively.

- It aims to enhance customer engagement, deliver relevant content, and improve overall marketing performance for businesses.

Key Features:

- Email Studio

- Content Builder

- Mobile Studio

- Social Studio

- Advertising

- Web Studio

- Analytics Builder

- Journey Builder

- Automation Studio

EMAIL STUDIO (CONTENT BUILDER)

Email Studio and Content Builder work together to streamline the email marketing process and enhance the overall customer experience through engaging and relevant content delivery.

EMAIL STUDIO (CONTENT BUILDER) COMPONENTS

1. Basic Content
   - Button
   - Code Snippet
   - Free Form
   - HTML
   - Image Block
   - Text

2. Advanced Content
   - A/B Test
   - Dynamic Content
   - Einstein Content Selection
   - Einstein Content Testing
   - Enhanced Dynamic Content
   - External Content
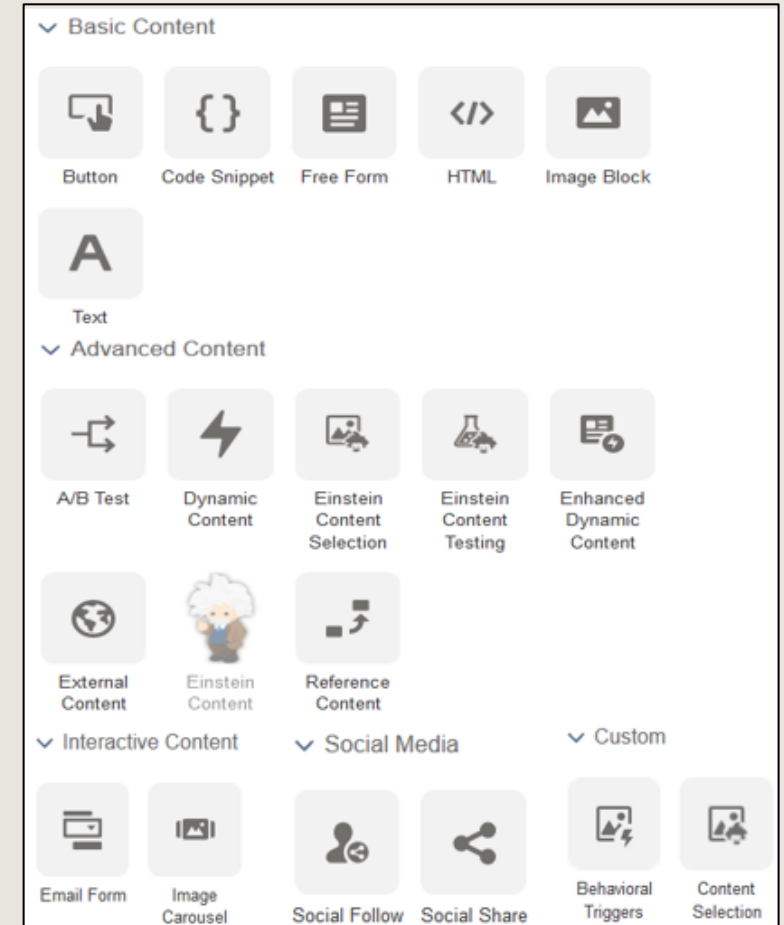   - Einstein Content
   - Reference Content

3. Interactive Content
   - Email Form
   - Image Carousel

4. Social Media
   - Social Follow
   - Social Share

5. Custom
   - Behavioral Triggers
   - Content Selection

JOURNEY BUILDER

Journey Builder enables businesses to deliver targeted and relevant messages to customers based on their behavior, interactions, and preferences, creating engaging experiences throughout the entire customer lifecycle.
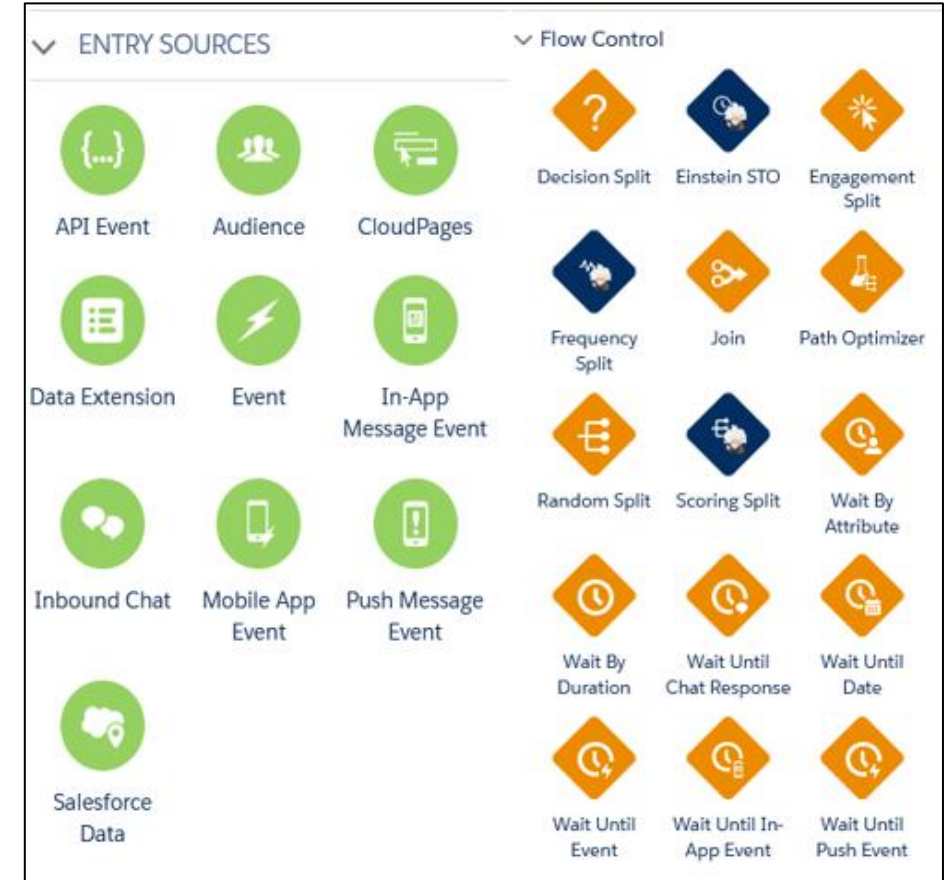
JOURNEY BUILDER MAIN COMPONENTS

1. **Entry Sources**
   - API Event
   - Audience
   - CloudPages
   - Data Extension
   - Event
   - In-App Message Event
   - Inbound Chat
   - Mobile App Event
   - Push Message Event
   - Salesforce Data

2. **Activities**
   - Flow Control
     - Decision Split
     - Einstein STO
     - Engagement Split
     - Frequency Split
     - Join
     - Path Optimizer
     - Random Split
     - Scoring Split
     - Wait By Attribute
     - Wait By Duration
     - Wait Until Chat Response
     - Wait Until Date
     - Wait Until Event
     - Wait Until In-App Event
     - Wait Until Push Event

JOURNEY BUILDER OTHER COMPONENTS

- Messages
  - Email
  - In-App Message
  - Inbox
  - LINE Message
  - Push Notification
  - SMS
  - WhatsApp

- Advertising
  - Ad Audience
  - Ad Campaign

- Customer Updates
  - Update Contact

- Sales & Service Cloud
  - Account
  - Campaign Member
  - Case
  - Contact
  - Convert Lead
  - Lead
  - Object Activity
  - Opportunity
  - Task
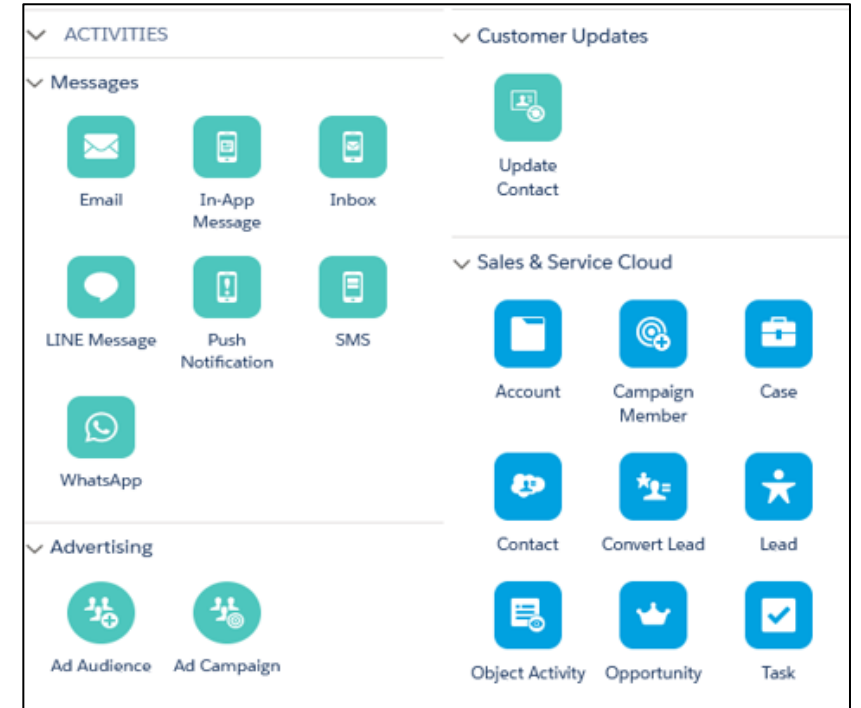
AUTOMATION STUDIO

Automation Studio allows users to create, schedule, and execute complex multi-step marketing workflows, making it easier to manage repetitive tasks and streamline marketing operations.
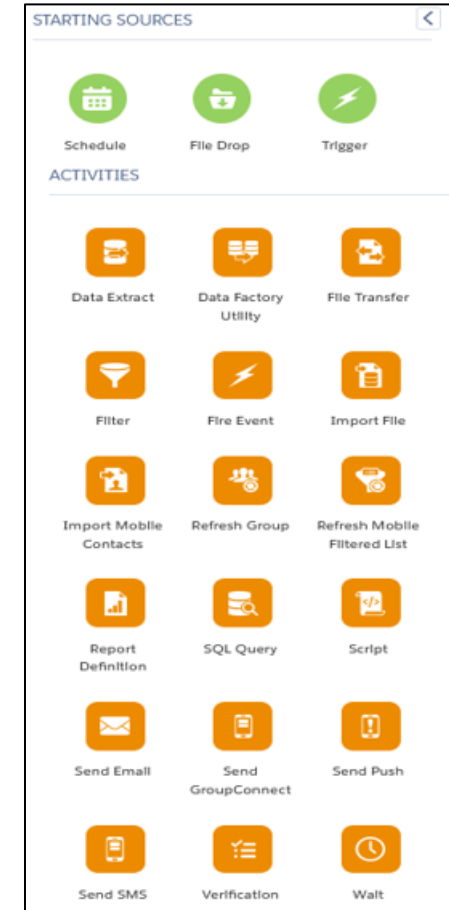
AUTOMATION STUDIO COMPONENTS

1. Starting Sources
   - Schedule
   - File Drop
   - Trigger

2. Activities
   - Data Extract
   - Data Factory Utility
   - File Transfer
   - Filter
   - Fire Event
   - Import File
   - Import Mobile Contacts
   - Refresh Group
   - Refresh Mobile Filtered List
   - Report Definition

- SQL Query
- Script
- Send Email
- Send GroupConnect
- Send Push
- Send SMS
- Verification
- Wait

THANK YOU