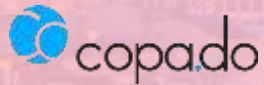


Welcome to

dreamOle®



omega



Cognizant



FORMTITAN

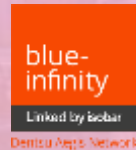
resco.net
technology on the move



MAKEMECLLOUD
consulting



aircall



FINANCIALFORCE



wefox

BLACKBIRD



Marketing Cloud: 8 Things I wish I had known

Kerry Townsend
Assoc. Manager, Accenture | Salesforce MVP
@KerryTownsend



#dreamOle18

Barcelona 2018

Who and Why?



 @kerrytownsend, 10 Certs



Working with Salesforce 10+ yrs

London Marketing Cloud UG Leader



Worked in Marketing for 7 yrs

"This interests me, I know a bit about this..."

Started with MC 18 months ago







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The 8 Things

The
Technology

The Skill Set

The Support
Network

Organising
for Scale



The 8 Things (cont.)

Environment
Management

Releases

The
Connector

And
Finally...

“The talk I wish I had seen when I started”



The Technology

Learnings

- Not built on Core



- Different Data Approach
- Fewer Guide Rails



Recommendations

- Don't make assumptions

"If in doubt test!"

- OK to De-normalise & Replicate Data

"Just because you can, doesn't mean you should"



The Skill Set

Learnings

- Declarative + AMPscript, SQL, HTML, CSS, Server Side JS
- Can't Ignore Regulation
- Marketing is Collaborative

"I wish I had learnt AMPscript from the start"

Jimson Lee

Recommendations

- Develop New Skills
- Web Course
- AMPscript website & book
- Email Specialist Class
- GDPR, CAN- SPAM + Regional Regulations
- Learning Marketing Processes






The Support Network

Learnings

- MC Specialists
- Community is developing
- More dependant on Support

Recommendations

- People
 - Eliot Harper** 
 - Adam Spriggs** 
 - Jimson Lee** 
- Places
 - Salesforce StackExchange
 - GitHub
 - New Trailhead
 - Join a User Group
 - MC Office Hours - Friday



Organise of Scale

Learnings

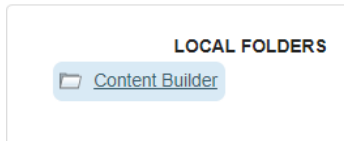
- No default Structure
- Not all functionality is appropriate at scale

Recommendations

- Define Terminology
 - Contact, Lead, Campaign, Lifecycle, Ad-hoc
- Naming/ Folder Structure
- Think of as...

“Set of Tools in a Toolkit”

Content Builder



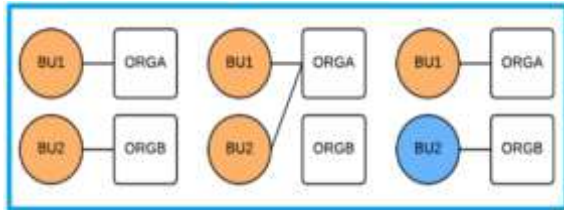
Content Builder



Environment Management

Learnings

- No Developer Orgs
- Use Business Units for Dev & Test
- No Commercial Deployment Tools



Recommendations

- Only Company/ Partner Org
- Consider Environments Upfront
- Plan in Deployment time
- Don't Refresh SF Sandbox
- Avoid repointing connection



Releases

Learnings

- 5 Releases a year
- Functionality Deprecated
- Whole Org Upgrades

Recommendations

- Calendar Release Dates
- Deploy and Activate before pending Release
- Regression Test
- Release Notes & Webinar
- Plan to refactor



The Connector

Learnings

- The Connector Recommended
- All Subs updates not

~~AUTOMATED~~

Recommendations

- Don't make assumptions
- Create Automations to update All Subs when:
 - Email address changes
 - Email Opt Out change
 - Lead converts



Last but not least...



Future's Bright!

Learnings

- Continuously improving
- Product Growth
- Salesforce Focus
- Growth in Digital Marketing

Recommendations

- **Get Involved!**
 - There is a skills shortage
 - Great time to learn
 - Community is Growing



Resources

Slides

bit.ly/8ThingsMC

Trailhead

- Personalise Customer Journeys with Marketing Cloud
https://trailhead.salesforce.com/trails/personalize_customer_journeys_marketing_cloud
- Learn Marketing Best Practices
<https://trailhead.salesforce.com/trails/learn-marketing-best-practices>
- European Union Privacy Laws Basics
<https://trailhead.salesforce.com/modules/european-union-privacy-law-basics>

Courses/ Guides

- The Complete Web Developer Course 2.0
<https://www.udemy.com/the-complete-web-developer-course-2/learn/v4/content>
- AMPscript
<https://ampscript.guide/>
- Podcast
<https://www.salesforce.com/products/marketing-cloud/resources/podcasts/>



Q & A

