Salesforce Digital Marketing Services Campaign Builder Partner Welcome Guide

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Digital Marketing Services (DMS) was created to help partners align with Salesforce to drive customer engagement and boost brand awareness. Each of the Digital Marketing Services offerings are designed for partners to help accelerate your digital marketing transformation. This Welcome Guide is intended to give you an understanding of what the DMS creative process entails, and some of the items you'll need to prepare before you head into the asset creation process with the agency, Wunderman Thompson. **Both Digital Marketing Services options - Custom Creative and Campaign-in-a-Box - include a dedicated Campaign Manager to support you** throughout the process of building your campaign.

Custom Creative Extend the Marketing of Your Product Expertise	Campaign-in-a-Box Strategically Align Your Marketing to Salesforce
What it is: a fixed set of digital marketing assets with customized messaging, branding, and CTAs for Service Cloud, Marketing Cloud, Sales Cloud, Marketing Cloud, or Analytics. **Assets include**: • 1 Landing Page • 3 Social Media Posts • 1 One Pager • 1 Digital Banner (5 sizes)	**What it is**: a multi-channel digital marketing campaign kit of assets on a key quarterly theme. **Assets include**: • 3 Landing Pages • 4 Digital Banners (5 sizes) • 4 Social Media Posts • 1 Blog Post • 4 BDR Scripts • 1 Salesforce-led anchor asset • 1 Partner-led Customer Success Paper • 4 Email Nurture Journeys

Getting Started

Once you receive the welcome email that gives you access to the Campaign Builder, you will want to click on the included links to get started. The first step will be to enter your email address. It's essential that you use the same email address that was used on the Digital Marketing Services original application form–this will ensure that you are routed to the Digital Marketing Services option you selected during the application process. You will need to select a single language for your final assets. Language options include English, Spanish-LATAM, Spanish-European, German, or French. While you may select a language other than English for your final assets, please note that the guiding text throughout the Campaign Builder will be in English.

Also, one of the two contact email addresses you provided on your original application will be required to access the Campaign Builder as permissions have been granted to these contacts only. Please ensure one of those email addresses is used in order to access Campaign Builder.

Campaign Builder for Custom Creative

With Custom Creative, you will be guided through steps to provide the following information needed to highlight your core competencies and expertise:

1. Select a design layout option for the look and feel of your campaign. For design options 3 and 4, you'll be able to replace the stock photo that's currently shown with an image that better represents your individual business.

2. Upload your company logo. Please note logos must be a single color, transparent image file less than 5 MB and in png or svg format. Depending on which design you have chosen, you may also have the opportunity to provide an additional image or select an icon for your assets. You'll also have the option to select a primary color for design options 1-4. Enter the primary color by either typing in the name of the color or the HEX number.

3. **Choose which Cloud you would like your campaign to focus on.** "Thought starter" copy will be provided based on which Cloud you choose. Available Clouds are Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, and Analytics.

4. Once you've chosen the Cloud you'd like to focus your campaign on, you can **customize the "thought starter" copy to highlight your specific competencies and**

strengths including things like your Navigator credentials. We encourage you partners to customize messaging to align with your company's value propositions. Once you have selected your text options, you may use the edit button to make minor changes to the copy directly in the selection box. Pressing "Cancel" will reset the text to your original choice. The "Next" button will store your edits and move you on to the next step in the process. Please keep in mind that font size and colors are not editable. After asset creation, you will have the opportunity to work through content with your assigned Campaign Manager, so don't worry about it being perfect on the first try! It's also important to note there are character limits in place to ensure the integrity of your asset design. Additionally, you may edit in either English or the language you selected on the starting page. You will repeat this step for Social Media, Landing Page, and your 1-Pager.

5. **"Additional Comments"** is a free form field which allows you to add any information that would be helpful to your Campaign Manager in targeting the best strategy for achieving your marketing goals.

   Comment examples may include:
   - Overall goals – for example, are you looking to create leads, or target upsell opportunities with existing customers?
   - What does your current marketing strategy look like and why do you want to change it?
   - Do you have any success stories you can share that might help your market better?

   We will also request your **targeted launch date** so your Campaign Manager can help you track progress and know when to check back with you post-launch.

It is highly recommended that you consider using a Partner badge, or a badge indicating your Navigator level as a part of your assets. Your Campaign Manager will have information on incorporating these, just bring it up with them during your initial asset review.

Once your assets are built, you will be prompted to submit the agency fee associated with your Digital Marketing Services option. Once your payment has been processed, you will be able to set up meeting times with your Campaign Manager. Select a date and time that works for you to get started with your Campaign Manager from the options provided.

Campaign Builder for Campaign-in-a-Box

With Campaign-in-a-Box, you will be taken through a series of steps that will help build the customer journey for your campaign.

The Customer Journey

The Campaign-in-a-Box customer journey includes four (4) touchpoints, each of which uses social media posts, landing pages, emails and digital banners to take customers and/or prospects on a journey from awareness to lead generation. Those touchpoints are listed below:

- **"Intro":** This informational touchpoint is an introduction to your quarterly theme. This will direct your customers and/or prospects to your blog post where they'll learn how companies like theirs can benefit from digital transformation.

- **"Why":** Customers and/or prospects will be guided to a landing page linking to a Salesforce-led anchor asset customized with your 'Ask the Expert' point of view on the topic on why digital matters,

- **"How":** Customers and/or prospects wanting to learn more about your expertise can be routed to your landing page featuring a customer success story within your organization. This story will be Partner-specific, allowing you to provide details on how you helped your customer achieve their goals.

- **"Consultation":** Conversion is key! In this final touchpoint, you will ask customers and prospects to request a more detailed consultation from your customized landing page.

Creating Your Assets

1. **Upload your company logo.** Please note logos must be a single color, transparent image file (png or svg) that's less than 5 MB in size. You'll want to choose the focus/tone of your copy. The journey structure will remain the same, but the copy/tone options will be based on your input. There are 3 different focus options to choose from:

   - **Inform:** drive awareness of your company and services to new and potential customers.
   - **Connect:** focus on ways your company can help customers connect with their clients.

- **Empower:** focus on ways your company can improve processes and data management to make your customers' employees more productive.

2. In this section, you will make a series of copy selections to craft your customized Campaign-in-a-Box. You'll repeat this process for each of the four touchpoints mentioned above. This copy will be the messaging throughout the customer journey for your personalized Banner, Social Media Ads, Emails and Landing Pages.
   a. Intro - Choose your subheading text and call-to-action options from the dropdowns. Once you have selected your text options, you may use the edit button to make minor changes to the copy directly in the selection box. Pressing "Cancel" will reset the text to your original choice. The "Next" button will save your edits and move you on to the next step in the process. Please keep in mind that font size and colors are not editable, and there are character limits in place. You will see the copy on the preview update as you make edits.

3. **"Additional Comments"** is a free form field which allows you to add any information that would be helpful to your Campaign Manager in targeting the best strategy for achieving your marketing goals.

   Comment examples may include:
   - Overall goals – for example, are you looking to create leads, or target upsell opportunities with existing customers?
   - What does your current marketing strategy look like and why do you want to change it? Do you have any success stories you can share that might help your market better?

   We will also request your **targeted launch date** so your Campaign Manager can help you track progress and know when to check back with you post-launch.

4. This section will be used to create your Customer Success Paper as well as the **"Ask the Expert"** section for the Salesforce-led anchor asset.

   Both of these sections require a minimum of 350 characters per question. Please refer to the Campaign-In-A-Box Preparation Guide to see a full list of questions on how you can get prepared prior to going into Campaign Builder to build your assets.

It is highly recommended that you consider using a Partner badge, or a badge indicating your Navigator level as a part of your assets. Your Campaign Manager will have information on incorporating these, just bring it up with them during your initial asset review.

Once your assets are built, you will be prompted to submit the agency fee associated with your Digital Marketing Services option. Once your payment has been processed, you will be able to set up meeting times with your Campaign Manager! Select a date and time that works for you to get started with your Campaign Manager from the options provided.

You're All Set!

Once you have submitted your information through the Campaign Builder, you can rest easy knowing you've taken the first step toward marketing and growing your business in a digital-first world. You'll be able to increase engagement with your customers, while using scalable data to effectively target your marketing strategy. Remember, your Campaign Manager will be there to help guide you along every step of the way. For any questions you may have, contact **help@dms.partners.**