

+ MORE THAN MARKETING

EXPLORING THE 5 ROLES OF THE NEW MARKETER

salesforce

Customers are in control now – and the greatest marketers in the world have taken notice.

It's the customer who steers the brand journey. The customer determines where and when he or she interacts with your message. Customers stay up to date on which brands offer the best value. They use technology at their desktop, in their pockets, and even on their wrists to seamlessly flow from one experience to the next – and they want their favorite companies to do the same.

Salesforce has called this era “The Age of the Customer,” and it's here to stay. At Salesforce, we want you to be equipped, informed, and charged up to conquer this brave new world.

You're more than a marketer now.

You're called upon to go beyond traditional marketing. You've got to take on a multitude of roles and master new skills: uniting departments, tying interactions together, and anticipating the future to get there first. For your customers and for your success, you're going to wear many hats – and you're going to knock it out of the park. **We want to help.**

Our team spent the past year gathering data, resources, customer insights, and handy tips and tricks for marketers to master each of these emerging roles and become leaders in their industries.

Your head start and competitive edge are in the pages ahead. Have a look at the content and get empowered to dive into your five new marketing identities.



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Meet Astro: Your Trail Guide for Salesforce

Astro and friends love showing customer trailblazers like you around Salesforce and its many business solutions. Follow along as they guide you through marketing tips and resources in the pages ahead.





CONDUCTOR

(n.) A marketer who arranges every beat of the customer experience; the guiding hand keeping every department of an organization in perfect sync.



Until recently, it's been enough for marketing, sales, and service teams to work efficiently but independently.

Consider this disconnected customer experience: You purchase a new coffee maker online. It arrives damaged, so you call customer service. The rep can't help you directly but suggests you return the coffee maker to a physical store location; he'll even make sure you get a rebate for your troubles. You wait in line at the store for 20 minutes, only to discover they don't have a record of your service call or your rebate. They recommend calling customer service back. You call right there, talk to a new rep, and she can't find any evidence of your previous call or even track who spoke to you in the first place. She gives you an email address to contact: You should hear back in five business days.

Later, there's an ad for that very coffee maker in your Facebook feed – the last thing you want to see right now. Frustrating, right?

That's why departments must work together, sharing data and creating a holistic view of every customer as a united team. What will it take? **Integration.**

Using one CRM platform across all departments can tear down the silos dividing teams within a business. It helps everyone, from salespeople to call-center reps, join every customer touchpoint into one beautiful experience – and marketers like you clear the way.

Only one marketing platform fits that bill.

Salesforce harnesses data to transform businesses of all sizes and industries with seamless, incomparable customer journeys.



Conducting Advocacy

So how do you keep even your most technologically connected customers satisfied? Deliver an orchestrated customer journey without missing a beat between interactions. Here's an example of what can happen when once-siloed departments work as one:

Our hero – The Customer – is overcome with a craving for Bru-Time Tea, an afternoon power source. But the break room has run out! The Customer finds a nearby spot to purchase Bru-Time.



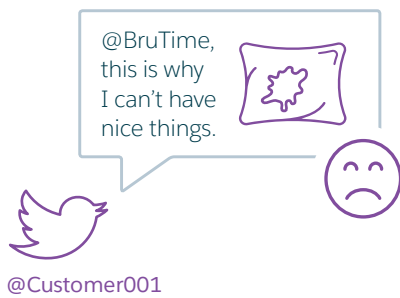
After a quick walk, The Customer's powers are replenished with Bru-Time Tea. To unlock further secrets of the brand, The Customer downloads its app – as advertised in the store.



But that weekend, the same hankering strikes again. Just when all hope seems lost, a notification from the app appears!



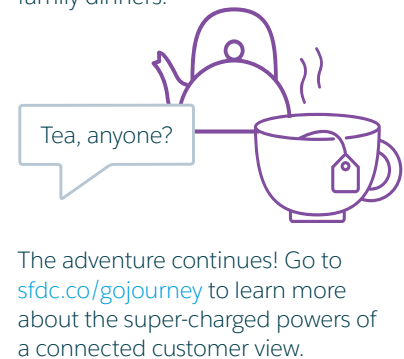
The Customer brings home some tea and brews it right away – and spills it on a couch cushion! Bad news – but our hero is not without a sense of humor, and tweets this small misfortune.



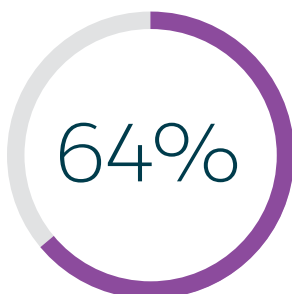
That one brand mention alerts Bru-Time's service team. They're on the case in a flash! They respond to The Customer in a real-time conversation.



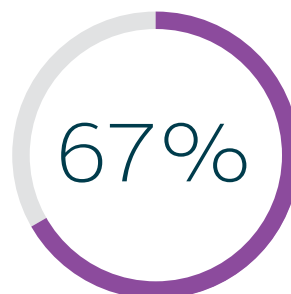
The Customer has become a super-advocate, sharing the experience online, at work, and even at family dinners.



+ Know the Facts*



of consumers expect brands to interact with them in real time.



of consumers say they're likely to switch brands if they're treated like a number instead of an individual.



CUSTOMER USE CASE:

YETI Keeps Things Warm and Personal

YETI Coolers has maintained close, 1-on-1 relationships with consumers and partners for over 10 years. With Salesforce, the brand offers personalized sales, service, and marketing. “What Salesforce has allowed us to do,” said Matt Reintjes, CEO, “is have a multipronged approach as we engage our consumers.” Traveling sales teams have constant access to data from sales and marketing interactions that may be relevant to face-to-face conversations with buyers. This allows sales reps to focus on their favorite part of the job: getting to know customers on a personal level.

➤ See the full YETI story here: bit.ly/2IRDjgD

“
Customer service, in many ways, is the new marketing.”

JAY BAER
Thought Leader/Author, *Hug Your Haters*

”



Break Out the Baton

Ready to start conducting right away? Here are some steps you can take right now to prepare for your new role as a marketing maestro:

Start collaborating.

Be the first in your office to bridge the divide between departments with “4 Talking Points to Squash the Beef Between Sales and Marketing.” sfdc.co/squash

Identify your marketing pain points so you can face them.

Learn more about the future of your industry and see how one solution addresses all five of the major challenges facing marketers today.

salesforce.com/marketingfieldguide

Take a guided tour of Salesforce Marketing Cloud.

Peek behind the curtain of the world’s smartest CRM solution for 1-to-1 customer journeys. salesforce.com/mcguidedtour

FOR THE FUTURE

(n.) The marketer who predicts future behaviors and anticipates the needs of the customer – often before the customer even realizes.



Don't you wish you could read your customers' minds sometimes? Artificial intelligence (AI) gets marketers pretty close to doing just that.

AI is the next great technology disrupter. It's already everywhere, transforming how we interact with our phones and informing our online shopping decisions. When your favorite streaming service recommends a new movie to you – and you love it – that's AI at work. When an online retailer knows the perfect hat to pair with your new sunglasses, or your phone obeys when you verbally ask it to set an alarm, that's AI, too.

As AI gets more sophisticated and refined, marketers and their brands should consider adopting it into their own strategies. Consumers expect companies to be smarter – but so far AI has been out of reach for most businesses. Tradition has it that companies need machine learning experts to even start *thinking* about using AI or building predictive models that anticipate customer needs.

Salesforce changed all that with its AI platform, Einstein. Now, AI is available –and easily manageable – for everyone. In Marketing Cloud, Einstein gives brands the power to create 1-to-1 predictive journeys. With Einstein on your team's side, your customers will be saying "You read my mind" in no time.



Top performing
marketing teams are

10.7x

more likely to use predictive
intelligence (AI).*

QUIZ:

Can You See the Future?



Your brand – and your career – may rely on your ability to foresee where customer relationships are headed. Reaching your customer’s destination before he or she does can make or break the success of a campaign.

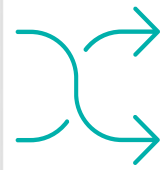
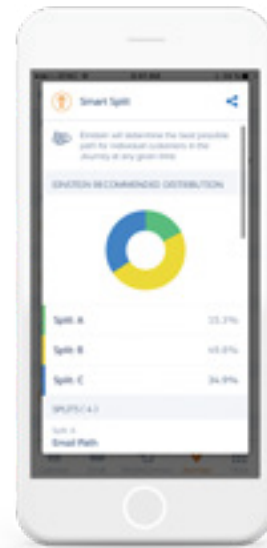
But can you see the future?

Take our short quiz to find out – and to see where the smartest marketers can get a little help in their predictions. Circle your answers as you go along.

- 1 Do you know how many customers will open your email before you hit send? **YES / NO**
- 2 Do you know who will be the president of the United States in 2050? **YES / NO**
- 3 Do you know how many units your product will sell before you bring it to market? **YES / NO**
- 4 Do you know next week’s lottery numbers? **YES / NO**
- 5 Do you know which customers will unsubscribe from your email list this month? **YES / NO**
- 6 Do you know who will win the award for Best Adapted Screenplay (Musical or Comedy) next year? **YES / NO**

+ How many times did you circle “YES”?
Go ahead – we’ll give you a moment to count.

> **Hint:** If you circled “YES” to any of these questions, we suggest packing your bags and going to Vegas right now. Then again, you probably knew we were going to say that. For everyone else, check out Salesforce’s AI solutions here: sfdc.co/brainy



AI Has Already Changed Marketing.

Here’s how customer journeys and marketing continue to be transformed in light of artificial intelligence:

Einstein and similar platforms democratize artificial intelligence – removing the more complicated layers so everyday users can focus their energy on connecting with customers. Put simply, marketers now have clairvoyant powers, including:

- Discovering new insights about customer behavior
- Predicting outcomes to make decisions with greater confidence
- Recommending next steps that will make the most out of every interaction
- Automating tasks to focus more on their customers’ success

> Watch the world’s introduction to Salesforce Einstein AI in the keynote address from Dreamforce 2016. sfdc.co/watcheinstein



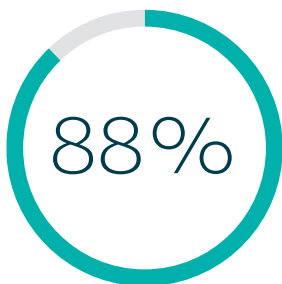
CUSTOMER USE CASE:

Fanatics scores big points among fans.

Fanatics, the world’s leading sports fan brand, sells merchandise from over 600 teams. To make its customer experience more dynamic, Fanatics united the preference centers of all its sites and brands. Now it uses predictive intelligence to identify cart and browser abandonment across thousands of brands and sites to later retarget the shopper. It all brings the company close to each customer – and boosts remarketing program performance five times.

➤ Watch the Fanatics customer story. sfdc.co/fanatics

+ Know the Facts



of high-performing marketing teams say a customer journey strategy is critical to the success of their overall marketing.*



of customers say a response on social media influences brand loyalty.**

* Salesforce 2016 “State of Marketing”
** “50 Social Media Best Practices”



Look Ahead

You don’t need a crystal ball or tea leaves to start predicting (though you’d look pretty cool). Check out these tips to reaching the future first.

Get familiar with AI.

Learn the basics of AI – and why it’s here to stay – in this online course from Trailhead: sfdc.co/ai_basics

Observe Fanatics play by play.

Get an inside look at the strategies Fanatics employs, including its highly successful use of predictive journeys. marketingcloud.com/fanaticsplaybook

Say hello to intelligent marketing and analytics.

Learn how artificial intelligence helps marketers understand customers like never before – and how it’s already affected marketing. sfdc.co/ai_blog

COOR RESP POND DENT

(n.) A marketer who tells his or her brand's story – elegantly and consistently – across every medium, channel, or device. A bard, a storyteller, and a brand champion.



Brand awareness is, on a good day, a Herculean task – yet many organizations make it harder on themselves than they should. Consistency, accountability, timeliness, and relevancy: All of these things take hard work to maintain across campaigns and promotions.

That's where the marketing correspondent comes in. This person presents a clean, unified platform on which to tell the brand's story. Communicating messaging goals and changes with your team results in content that keeps customers engaged in any channel.

Salesforce has native solutions for email, mobile, social, ads, and the web – all of which integrate with the entire CRM platform, including tools for building journeys and growing audiences. With Marketing Cloud, companies of any size can speak with one voice at every level of business, all while gathering crucial data about customers' behavior across the spectrum of digital channels.

Your story's worth telling, and your customers deserve to hear it. Tell it eloquently, without interruption, to a totally engaged audience.



of marketers say that email is the most important channel for distributing content.*



Heike Young
Co-host of
The Marketing
Cloudcast



Joel Book
Co-host of
The Marketing
Cloudcast



Vala Afshar
Salesforce
Chief Digital
Evangelist

New Data: The Connected Customer's Wants and Needs in 2017

The Marketing Cloudcast hosts Heike Young and Joel Book spoke with Salesforce Chief Digital Evangelist Vala Afshar to get to the bottom of connected customers' expectations moving forward. Below are Vala's thoughts on the importance of real-time, cross-channel experiences for your increasingly tech-savvy customers.

HY: [The "State of the Connected Customer"] is a survey of more than 7,000 consumers and business buyers on their expectations for a smarter customer experience. You can download it now at sforce.co/hyperconnected.

JB: One of the key findings of this study is that customers now want a much more intelligent relationship with brands.

VA: Customers expect every touchpoint with companies to be immediate, personalized, and proactive. In fact, 64% of consumers expect companies to

respond and interact with them in real time – and this real-time engagement should be intelligent and personalized.

JB: The brands that really seem to be on top of this seem to be almost prescriptive in the delivery of content, be it offer, information, invitation, or service – when that customer really needs it or is going to be most responsive to it. Has this capability now really become a big differentiator for brands?

VA: It has absolutely become a big differentiator. Seven out of 10 consumers in the report stated that technology has made it easier than ever for them to take their business elsewhere. Half of the respondents said they're likely to switch brands if a company doesn't anticipate their needs, or if it doesn't respond in real time or in an intelligent manner.

HY: There's a great quote from the report: "As customers become more connected, the

ability to share and discuss their perspectives and experiences with products, services, and brands becomes easier."

What are your thoughts on the movement toward an online ratings and reviews purchasing model, and the influence these websites would have?

VA: One out of every five minutes on the web is used for social networking – 20% of the time. That 20% could be as high as 90% of the time depending on the age demographic. The younger you are, the more likely you are on the web using social networks.

My view of your brand is what people say about you when you're not in the room. And the web is the room. The web is people, and people are more social than ever. Therefore the web is more social than ever.

“

My view of your brand is what people say about you when you're not in the room. And the web is the room.

”

So you have to expect as a business that your employees, your customers, partners, prospects, and even your competitors are talking about your brand – expressing their positive, negative, or neutral sentiment – all the time. When you realize that there's an opportunity for you to educate, inspire, and ignite action, you have to have access to that content so you can deliver across the right channel, at the right time, to the right audience, with the right value proposition.

HY: What were some of the big takeaways for you from marketers when it came to mobile?

VA: The connected customer feels there shouldn't be any lag time when it comes to communicating with a company. Eighty percent said a company responding immediately when they reach out for help influences their loyalty. Fifty-two percent said they wished they could do more with their mobile devices.

As digital marketers, we have to consider not a mobile-first, but a mobile-only ecosystem where your ability to educate, inspire, and ignite action has to be mobile.

JB: Consumers now armed with that smartphone are doing research with it. Many of them are then actually going to be transacting or buying – but then you transition into post purchase. Now they also have this high expectation for customer support, customer care, and customer service also delivered via that smartphone. What's your take about what this means for not just B2C brands, but also B2B brands in terms of how to deliver this experience at every stage of the customer lifecycle?


VA: Last year, for the first time, web self-service communities overtook phone as the preferred channel to engage with companies. So more and more of the expectations in terms of managing the customer journey, and being proactive and

personalized, and having that level of immediacy, is through your service organization. Customer service organizations today are proactively engaged with marketing and sales, and delivering the right content to the stakeholders in order to bolster the brand.

You have to be informed, you have to be available, you have to be trustworthy and proactive – and that's a team sport. This is a mandate for marketing, sales, service, IT, and community – to have a 360-degree view of the customer that's shared across the business so that in those moments of truth, you can engage the business as a whole and deliver to the customer's needs in a proactive, intelligent manner.

HY: This is our last question for you: What one word to you sums up the state of marketing today?

VA: “Evolving.” Today a modern digital marketer is part scientist, part artist. If you're not evolving, if what you're doing today in marketing is what you did six months ago or a year ago, you're in trouble. So always evolve.

 For more on social and mobile marketing, plus predictions for the state of marketing through 2020, listen to the full interview. sfdc.co/connected_cast

5

Stages for the Storyteller

Your Top Reasons to Start Marketing in Each Digital Channel Right Away

EMAIL

It's still the biggest generator of ROI. How big? **3,800%**¹



Learn about crossing over your email marketing with other channels. sfdc.co/getemails

ADS

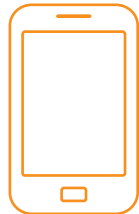
The top 20 advertisers send CRM data through **15** digital channels.⁴



Discover which advertising trends will continue through next year. sfdc.co/ad_trends

MOBILE

SMS has an open rate of **98%** and a conversion rate of **45%**.²



See six things to consider before adopting an SMS marketing campaign. sfdc.co/go_sms

WEB

Top marketers are **7.2x** more likely to use web personalization.⁵



See why consumers want their web experiences to be more personalized. sfdc.co/takedata

SOCIAL

75% of marketing leaders report that social generates big ROI.³



Learn how social is revolutionizing ecommerce and customer support. sfdc.co/social_blog

“
If you aren't having fun creating content – you're doing it wrong.

ANN HANDLEY

Digital Marketing & Content Expert/Author, *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*

”

¹ Direct Marketing Association

² Dynmark Report

³ Salesforce 2016 “State of Marketing”

⁴ LiveRamp Study

⁵ Salesforce 2016 “State of Marketing”

“

What started out as just a sticker campaign has now grown to become an active community. The ability to connect with everyone using multiple marketing channels helps to spread our mission.

JOSH DRIVER

Founder, Open for Service

Read Open for Service's success story. sfdc.co/nosilos

”

+ Know the Facts



of all time spent online is dedicated to social media.*

Which digital channel is #1 for accessing branded content like videos, podcasts, and research?



It's a tie between the company's website and its social media accounts.**

* "50 Social Media Best Practices"
** eMarketer



Get the Scoop

There's nothing stopping you from going out into the field and becoming a correspondent right away. Try out these tips and report back:

Smarten up on cross-channel strategies.

See how Salesforce customers make multichannel magic happen – and learn the benefits of a balanced mix of media – in this introductory Trailhead course: sfdc.co/crosstrail

Stand up to writer's block.

Hear Chief Content Officer at MarketingProfs Ann Handley give tips for marketing content creators in this episode of the Marketing Cloudcast: sfdc.co/writing

Mobilize.

Consider mobile marketing as a supplement to the channels you're already using. See how mobile integration works – and improves business. salesforce.com/mobile-journey



GYMNASIST

***(n.)** The nimble marketer whose ability to balance time, strategies, resources, and technology awes and inspires teams from every department.*



H

ow can your team focus more on the customer experiences so crucial to success? As the organization's agile gymnast, a marketer can make the whole team faster and more productive.

A marketing gymnast always lands on his or her feet, bounding between goals and projects seamlessly without ever losing sight of the customer. Gymnasts know all the best tricks to get more done, spend time more wisely, and wow the boardroom. Even better: They're great instructors of these amazing stunts, motivating everyone to produce great content and strategies efficiently and effectively. These experts know it's better for everyone if knowledge and skills are shared. It's sort of a safety net.

Technology helps the gymnast stick the landing every time. It's common for companies to employ tools for planning campaigns and events, collaborating among teams, and even organizing tasks across mobile apps for on-the-go resolution. Marketers also manage customer data and content creation with such solutions.

There's no doubt that marketing to the customer journey is a balancing act. Keeping all the necessary gear in one place, organized and accessible, helps these marketing experts soar. Salesforce knows this and offers native productivity tools to boost efficiency and agility.



High-performing marketing teams are over
17x more likely
than underperformers to be excellent at
collaborating with other business units.*

5

Productive Pointers for Marketers – and Everyone Else

Productivity Hacks Based on Real Science

Focus deeply on one task.

Narrow your focus to one thing at a time. Close your email and chats. Avoid social media. Embrace the solitude. This extreme focus is called **deep work**.

“Deep work is what allows you to improve your skills rapidly. Deep work is what allows you to produce things that are rare and valuable.”

– Cal Newport, author of *Deep Work*

Put away your phone!

More time spent on mobile devices correlates with a weaker tendency to delay gratification – and an inclination toward impulsive behavior.*

Take strategic breaks every 90 minutes.

Basic human biology has it that we run out of steam for a focused task after about 90 minutes. Give yourself strategic breaks: Go for a walk, enjoy a conversation, meditate. Your work will be better for it.

“We need to understand that ‘on’ is impossible without ‘off,’ and that the distance between the two needs to be made closer: like the beats of a heart or the steps of a runner.”

– Tom Gibson, digital strategist

Listen to music.

Not only can it drown out distracting noise, but music also releases dopamine. That’s just what the doctor ordered if you’re stressed or not in the best mood.

“When you’re stressed, you might make a decision more hastily; you have a very narrow focus of attention. When you’re in a positive mood, you’re able to take in more options.”

– Dr. Teresa Lesiuk

Replace bad habits.

- Identify the negative routine.
- Experiment with rewards.
- Isolate the cue.
- Make a plan and get going!

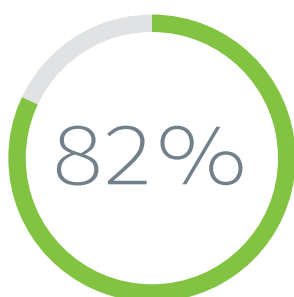
“Once you diagnose the cue, the routine, and the reward – you gain power over it.”

– Charles Duhigg, author, *The Power of Habit*

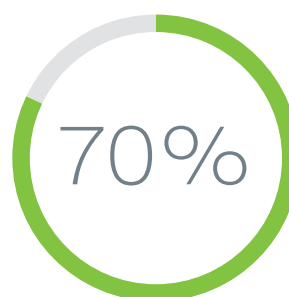


Check out five more productivity tips and learn more about your work habits in this stylish interactive feature on [salesforce.com: sfdc.co/getgoing](https://salesforce.com/sfdc.co/getgoing)

+ Know the Facts



of high-performing marketing teams consider advertising on social platforms to be part of their mobile marketing strategy.”



of customers say technology makes it easier to switch brands than ever.”

* Temple University study

** Salesforce 2016 “State of Marketing”

*** Salesforce 2016 “State of the Connected Customer”

Stunt Work

What are a marketing gymnast's greatest tricks? These five feats always get a standing ovation – and Marketing Cloud's got the right gear to keep you on your toes:



Balance Beam

Collaborate across all departments and communicate in real time on shared projects to get more done – more quickly.

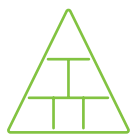
- Posture and poise are made easy with the productivity-boosting Quip. sfdc.co/quip_look



Trapeze Act

Work as a team to lift each other up and stay airborne with a shared set of apps that solve any business problem.

- You can keep your fellow gymnasts aloft in AppExchange. sfdc.co/appex



Human Pyramid

Build a mighty structure of productive, time-saving apps for any business function.

- Stack up with the app-building solution Force.com. sfdc.co/forcedotcom



Rhythmic Ribbon

Impress everyone with your elegance in multitasking. Manage marketing campaigns from anywhere and keep things moving along gracefully – without stumbling even a little.

- Get moving with the Marketing Cloud Mobile App. bit.ly/2lkqoXy



Leaps and Bounds

Reach beyond your native marketing department. Soar effortlessly from marketing to sales to service to unify your entire organization under one customer experience.

- Fly free with the free Marketing Cloud Connect app. sfdc.co/mconnect



Take the Leap

You can start practicing your marketing gymnastics now. Here are some ideas to help you lead by example with more productive practices:

Get to know your connected customers.


The “State of the Connected Customer” will help you anticipate the twists and turns of tech-savvy customers’ expectations. sforce.co/hyperconnected

Hear from a productivity master.

Learn eight efficiency habits from entrepreneur and author Tim Ferriss. Read the full list online. sfdc.co/ferriss

Track your time.

Observe how you spend your work day. The results may surprise you. Check out these apps that can track the hours and minutes spent on various tasks: bit.ly/2fGpILP



GUARDIAN

(n.) A marketing virtuoso who makes the security and protection of customer data a high priority.



Now we reach the fifth and final marketing role in the Age of the Customer. While it may not be as glamorous as the sweeps of the conductor's baton, and it doesn't have the mystical aura of the fortune teller's talent, the guardian's job must be top of mind for any marketer.

After all, your customer's trust is precious. It's the key to true brand advocacy: It's what keeps customers returning. It creates lifelong fans.

And while it's crucial to earn that trust and keep data under lock and key – in compliance with legal requirements – the task can be cumbersome. A savvy marketing guardian will find a way to automate data safekeeping, thus freeing the team up without worry to pursue other venues of marketing genius.

As one of Salesforce's core values, trust is built into the platform. Salesforce users – and their customers – can rest easy knowing that a vigilant guardian watches over their private data all day and night.



of customers say they choose a service or product because they trust the company behind it.*

* Edelman Trust Barometer



Trust In Three

Gain customer confidence and improve your brand's overall customer experience. Simply put, here's how.



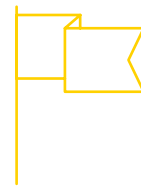
Share Your Values

Be an open book. Tell your customers what matters most to your business. Highlight these topics publicly – and demonstrate how you execute these values.



Be Transparent

Show your buyers and fans they can depend on you for direction and assistance. Create content that clearly demonstrates what you offer, how it works, why it's worth it, and how you'll solve any problems.



Define Your Brand

Show off your voice and brand identity. This will help you find your audience and set yourself apart. Be funny. Be elegant. Be artsy. Be *something*, and do it better than anyone else.

CUSTOMER USE CASE:

Amplify Credit Union Sounds Off

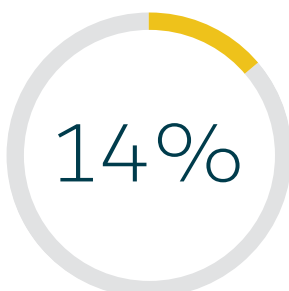
According to a third-party report produced by Nucleus Research, "Amplify Credit Union's sales team scored a \$1.4 million profit recognized over a full year and a 400% increase in production – with help from Salesforce Marketing Cloud." Additionally, it saw an 11x ROI and an annual benefit of \$2.7 million. Amplify would have needed to double its advertising spend with its prior marketing program to achieve the same number of leads per month as it does now.

With Marketing Cloud, the Amplify team gained real results: Cost per lead decreased by 50%, number of hours devoted to reporting decreased by 98%, and the number of leads generated for the same advertising spend increased – using its own CRM data to target advertising. Read the full story. sfdc.co/4steps

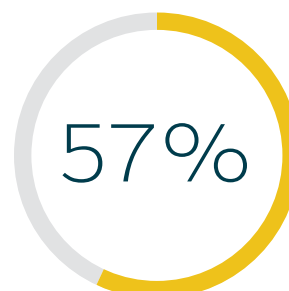


Treat yourself to a crash course in trust and security: Catch up with an on-demand webinar called "Salesforce Shield: How to Deliver Security and Trust in the Cloud." sfdc.co/trustcloud

+ Know the Facts



of internet users feel confident in the security of their online data.*



of consumers are willing to share data with companies in exchange for personalized offers.**

* eMarketer

** "State of the Connected Customer"

“

If people like you,
they'll listen to you. But
if they trust you, they'll
do business with you.

ZIG ZIGLAR

Author, salesman, motivational speaker

”

Security Solutions

With Salesforce, marketers find important features to maintain customer trust, including:

User-Based Permissions

Specify which tasks users can perform and what features they can access in the CRM platform.

ISO27001 Certification

Salesforce is certified in this information security management system, assessing and managing risks within a legal and technical framework.

Salesforce Shield

This is a trio of security tools that admins and developers can use to build trust and compliance right into apps. It includes Platform Encryption, Event Monitoring, and Field Audit Trail. Learn more about Salesforce Shield. sfdc.co/sfshield

Auditing

Provide information about your organization's use of data to help diagnose security issues.

Security Health Check

Admins use this tool to identify and fix potential vulnerabilities in security settings – all from a single page. A summary score shows how the company measures up against a recommended baseline.



Be Vigilant. Be Trustworthy.

In your new position as guardian of customer data, you can begin earning trust right away. Try these three tips out.

Beef up on security.

Learn more about the global laws that govern security of information. sfdc.co/trustlaw

Get smart about data safety.

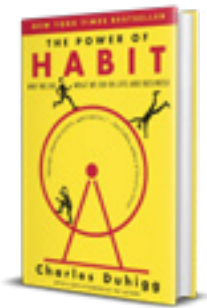
Take these Trailhead courses to become a data security expert: sfdc.co/trustapps

Accept your mission.

Review your company's public mission statement and core values. Look at those of your favorite brands and get inspired to discuss your own. See Salesforce's eight core values on our website. sfdc.co/message

5 Great Reads for Marketers

We hope you've been inspired to set new goals based on the marketing materials collected here – but we'd like to offer a suggestion for just one more: Read some great, inspiring books. To get you going, may we make a few book recommendations for you?



The Power of Habit: Why We Do What We Do in Life and Business

by Charles Duhigg

Discover the science behind habits – and how they can be changed. From the sidelines of the NFL to the front lines of the Civil Rights Movement, Duhigg explores human nature and its potential.



Switch: How to Change Things When Change Is Hard

by Chip Heath and Dan Heath

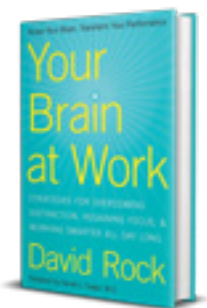
Enjoy a narrative built from decades of counterintuitive research in psychology and sociology to learn how we can effect transformative change.



Shoe Dog: A Memoir by the Creator of Nike

by Phil Knight

Candid and compelling, Knight's memoir shares the story of Nike's early days and its evolution into one of the most iconic brands in the world.



Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long

by David Rock

Join two working parents as they sift through vast amounts of information and prioritize it. Examine how our brains function when we have a lot going on – and how to calm down to get more done.



Between You & Me: Confessions of a Comma Queen

by Mary Norris

From the copy department of *The New Yorker*, Norris channels her obsession with grammatical perfection in a book full of life advice both linguistic and practical.



Check out the full list of 20 Perfect Books for Marketers here:

sfdc.co/bestbooks

“

Seize the opportunity in front of you. **Imagine. Invent. Disrupt. Do good.** I know that you must be passionate, unreasonable, and a little bit crazy to follow your own ideas and do things differently. **But it's worth it.**

MARC BENIOFF

Chairman & CEO, Salesforce

”

Conductor.
Fortune Teller.
Correspondent.
Gymnast.
Guardian.

Marketer.
You do it all.

We know you wear many hats – but they all look great on you. **You've got this.** We're here for you, just as committed to your success as you are to your customers. With Salesforce Marketing Cloud, marketers manage each of these roles from one incredibly efficient hub.

There's more useful content – from webinars to podcasts, blog posts to reports, and much more – awaiting you at salesforce.com/marketingcloud. Take a look, and while you're there, request a demo to see our comprehensive tool set in action.

This is your year. Make it great.





CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY

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