

# Sessions at the Digital Marketing Event of the Year

## Email Marketing

### 2016 State of Email Marketing

Email has long been a staple for marketers looking to build relevance with their audiences. But how can you ensure that email continues to evolve while juggling new marketing channels? In this session, we'll

discuss email-related findings from the “2016 State of Marketing” report, a survey of more than 3,000 marketers from around the world. See how your email strategy stacks up.

### Hack Your Email to Drive Performance

Take your email program to new heights. Bring your designs, your data, and your questions to this session. Let experts use your examples to answer questions and provide insights. How can you leverage effective CTAs? What can you learn from open time on

your emails? Learn best practices from experts and current users, and be ready to share your tips and tricks for a great email program. This highly interactive session will have you hacking your way to success.

### Outfox the Inbox: Tactics for Driving Email Engagement

Each day, over 100 billion emails are sent – and the vast majority comes from marketers just like you. What does it take to stand out with an overwhelmed (yet savvy) audience? In this session, Forrester Researcher Shar VanBoskirk will share insights for delivering truly engaging email experiences. She'll provide tactics that businesses

of any size can use to reach prospects and customers with personalized content. She'll also explain how leading brands use behavior, location, and anticipated needs to deliver emails that stand out in the crowd.

### Deliverability Unplugged: How to Stay Out of Email Jail and Other Best Practices

Deliverability is still a moving target, and managing an email program while flying blind puts marketers at risk for potential failure. In this session, our panel of experts will share tips, tricks, and best practices related to email deliverability. You will help set the agenda by bringing

(non-account specific) questions that have you cursing the good name of email deliverability. You'll leave feeling like a deliverability expert, and we challenge you to put our panelists to work.

### Email Design 101: Foundations for Effective Email

New to email design or looking for a refresher on how to build beautiful emails? Join us in this email design 101 session that will tackle all things related to branding basics. Get the lowdown on

designing legible and usable emails for mobile devices, and learn how easy it is to create sound visual design with examples of emails that have been built using Marketing Cloud.

## Email Marketing (continued)

### Email Design 201: Implementing Complex Email

Learn how to choose a mobile design workflow that best fits your team, sets your email system up to scale, and increases productivity. We'll share experiences in finding the right surprise and delight

opportunities to improve your customer experience, and we'll explore some unique inbox challenges like accommodating the Gmail app.

### What's Next in Email: Email Roadmap

Want to know more about Connections product announcements? During the Email Roadmap session, senior leaders from the email product team will walk through the product roadmap for the rest of 2016 and how it will leverage Marketing Cloud. In addition, they

will provide a deep dive on features and enhancements that have recently been released, as well as what customers can expect in the near and long-term future.

## Hands-on Training

### Build 1-to-1 Customer Journeys with Journey Builder

Today, there are billions of connected products, enabling trillions of customer interactions. Companies of all kinds can now connect with their customers in ways that were never possible before, at a scale we have never seen. A customer's journey is the sum of all the brand experiences that a customer will engage in over time. This introductory session will teach you how to send

the right message, to the right person, at the right time using Journey Builder. Specifically, you will learn how to create an entry event, set a goal, and define an interaction using the various activities available within Journey Builder. (All hands-on training sessions are bring-your-own-device. We will not have computers or iPads available on-site for you to use during this session.)

### Diving Deeper into Content Builder

Marketing Cloud's new content management tool allows you to build, manage, and publish content for 1-to-1 customer journeys. Content Builder is a cross-channel content editor that is used to build content blocks, templates, and emails. In this intermediate session,

we will take a closer look at how to create templates and build emails using Content Builder. (All hands-on training sessions are bring-your-own-device. We will not have computers or iPads available on-site for you to use during this session.)



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## Hands-on Training (continued)

### Automating Drip Campaigns Using Automation Studio

Marketers need to maximize all of the data sources possible within their organization to send relevant and timely digital messages to their consumers. Data often lives in multiple sources, is managed by different people, and requires preparation to ready it for import into Marketing Cloud. Automation lets marketers do more with less and ensures they aren't spending their precious time importing and

preparing files on a weekly, daily, or even hourly basis for campaign success. In this introductory session, you will learn how to automate a drip campaign using import activity filter activity and user-initiated email. (All hands-on training sessions are bring-your-own-device. We will not have computers or iPads available on-site for you to use during this session.)

## B2B Marketing

### 2016 State of B2B Marketing

Marketers constantly strive to manage new technologies, shifting market trends, and industry obstacles in order to reach their audiences. Salesforce surveyed B2B marketers worldwide about their most pressing marketing priorities, obstacles, and shifts – findings

which are included in the “2016 State of Marketing” report. Do the results match up with your marketing strategy for the year? Join Salesforce Principal of Marketing Insights Mathew Sweezey to discuss B2B takeaways from the definitive marketing report of the year.

### My Best B2B Campaign Ever

Looking to generate more engagement and move leads through the pipeline? Hear what's working from a panel of real-life B2B marketing

superstars. Marketing leaders will share tales from the trenches and let you in on the secrets of their best lead generation campaigns.



### No One Cares about Your Content ... Yet

Content plays a huge role in today's B2B marketing playbook. Content is just words and pictures, until someone cares about your message. How can you better engage your audience? This eye-opening session will share the secrets of creating truly magical content, including how to create content people want, how to use native language to better communicate your message, and how to be fearless with content delivery.

### From Frenemies to BFF: How to Rehab Your Marketing and Sales Relationship

When marketing and sales are in sync, revenue soars. Unfortunately, at many companies they aren't the best of friends. Conflicting goals, a history of failed strategy, and lack of technology all too often keep these departments at each other's throats.

But what if you could finally call a truce? Join us to hear tales from the sales and marketing battlefields, and get tips for better lead management.

## Advertising

### Fireside Chat with Marty Kihn, Who Demystifies All Things Advertising

Yahoo reports that 90% of our time is spent in apps, Facebook now has over one billion mobile users, and 2016 marks the 10-year anniversary of Google's acquisition of YouTube; however, many advertisers and technologies have not fully embraced these

market shifts. We sit down with one of the leading authorities on digital advertising, marketing trends, and the technology that powers them to talk about his views on how brands can succeed and what to pay attention to in 2016 and beyond.

### The Future of 1-to-1 Journeys with Advertising: Product Roadmap 2016

Hear from the leader of advertising products at Salesforce on the launch and roadmap ahead for Advertising Studio. Discover

the key insights driving customer advertising today, including the convergence of technology across CRM, marketing, and ad tech.

## Creativity & Inspiration

### 2016 State of Marketing and the Customer Journey

"The Customer Journey" isn't just a buzzword. Eighty-six percent of senior-level marketers agree that creating a cohesive customer journey is absolutely critical or very important. The "2016 State of Marketing" report confirms the rising importance of this common

thread through customer-brand interactions. Join us as we discuss findings from the report, and learn how to improve your own approach to the customer journey.

### How Brands Use Email to Engage Customers at Every Stage of the Lifecycle

In the age of the connected consumer, marketing has become more competitive and challenging than ever. Today's consumers are better-informed, more empowered, and expect a personalized experience at every stage of the customer lifecycle. This is why email has become the #1 channel for delivering communications tailored to the needs, interests, and behaviors of the customers. In this briefing, Joel Book of Salesforce and Chad White of Litmus will share case

studies from innovative brands that use email to engage consumers and deliver personalized content at each stage of the customer lifecycles, how to use customer data and predictive analytics to trigger email execution and personalize email content based on the customer's needs and intent, creative tips to optimize email click-through and conversion, and how to use email in combination with other channels to engage consumers.



## Creativity & Inspiration (continued)

### Customer Success Journey: How Marketing Connects Sales, Service, IT, and Community

Customer engagement is more than marketing. The rise of the connected customer is redefining customer engagement. To achieve a 360-degree view of a customer, businesses must build 1-to-1 journeys across sales, service, marketing, and their communities. According to Gartner, marketers must develop a digital marketing hub: a gravitational center to the constellation of digital marketing tools, applications, and business processes. In order to do so, CMOs must align their organizational vision and capabilities

by partnering with line-of-business leadership, including the chief information officer, chief customer officer, chief digital officer, and chief revenue officer. Our CXO panel will focus on highlighting proven successful methods of orchestrating marketing across other key lines of business, including sales, service, and the community, in order to deliver the best customer experience. Get ready for a new kind of customer success – one that requires precision and intelligent marketing.



### Infinite Noise: Breaking Through the Aftermath of the Empowered Buyer

The empowered buyer is only the first ripple in the waves of change marketing now faces. Follow Mathew Sweezey as he explains why many marketing tactics will fail in a world of infinite noise, and the key foundations to creating a scalable, repeatable, and valuable marketing foundation for the future.

## Customer Experience & Engagement

### Digital Marketing Platform Differentiators: Seven Keys to Consider

As a marketer, you are on the front lines of a massive transformation. Today, every business must be a digital business, and that means mastering the solutions that drive 1-to-1 customer engagements at scale. In this session, you'll hear from a panel of marketing experts about how they prioritized their

technology needs, and how their choices enable them to achieve specific business goals. You'll gain insights into what is important to their brands, and how you too can drive your business by leveraging the latest advancements in digital marketing.

### Making Social Customer Care Great Marketing

Your community and customers live online, and it has fundamentally changed how and where they look for support and how they engage with you. For organizations of any size, listening to customers online doesn't only present the opportunity to address complaints and issues. It also offers the opportunity to

learn from and engage your audience in new ways to strengthen or build new relationships over time. Join us to learn how leading companies of various sizes not only provide exceptional service to their customers through social channels, but how they capitalize on these interactions as a marketing opportunity.

## Customer Experience & Engagement (continued)

### Meet Pardot: Drive Sales with Intelligent B2B Marketing by Salesforce

According to IDC, 65% of B2B buyers have already made a purchase decision by the time they engage with a vendor sales rep professional. Join us to get an inside look at Pardot, the sales and marketing secret weapon that allows you to intelligently engage with your buyers from click to close. Learn how adding

marketing automation to your CRM solution can help you fill your pipeline, personalize the buying process at scale, and empower your sales and marketing teams to better market, sell, and engage in today's buyer-driven world.

## 1-to-1 Customer Journeys

### Inside View: How Salesforce Uses Marketing Cloud to Power Our Business

Do you ever wonder how we use Marketing Cloud at Salesforce? Our technology powers great results across our business. We're creating 1-to-1 journeys with email, mobile, Journey Builder,

Predictive Intelligence, and more. In this session, join us to learn how we leverage our best-in-class technology to onboard employees and customers seamlessly – and the phenomenal results we're seeing.

### When One Channel Leads to Another, Everybody Wins

With the right channel combination, everybody wins. Discover how you can drive customers to the next level of engagement by pairing channels like SMS, in-app messaging, email, digital ads, and social. We'll provide real-world examples of marketers that blend channels

to deliver unified experiences, and how one channel can open the door to entirely new ways of reaching your customers. You'll leave with fresh insights and proven tactics to join your customers on their fluid journey with your brand.

### Shake It Off: How Taylor Swift Revolutionized Marketing

America's favorite songstress is changing modern marketing. Using cross-platform messages and data-driven techniques, Taylor Swift and her team have reinvented the celebrity engine across a range of marketing disciplines. This session tells you how she does it. Learn how to use product development, placement,

smart partnerships, and an always-on content engine. Discover the secrets of authentic engagement with customer feedback and social platforms. These are the lessons you need to know to turn your "Blank Space" into your "Wildest Dreams."



## 1-to-1 Customer Journeys *(continued)*

### How Room & Board Adds Creativity to Its Customer Journey

How does email design impact content across the customer journey? Hear firsthand how Room & Board built a powerful customer journey using targeted design and Predictive Intelligence,

and how it impacted customer conversations and conversions. You'll also walk away with tangible tips for how to build your own customer journeys using Marketing Cloud.

### Salesforce for Nonprofits: Communicate More Effectively with Customer Journeys

Whether you're engaging a new prospect or spreading the word about your cause, delivering the message to the right person at the right time can amplify your impact. Learn how

nonprofit organizations are taking advantage of 1-to-1 customer journeys in Marketing Cloud to get the word out and drive more impact.



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Whatever you're into, we've got a session for it.

## Industry Spotlight

### Reimagining Retail in the Age of the Shopper

Digital disruption is driving shopper demand for personalization. Stores are being reimagined as showrooms, distribution centers, and experience centers – and are increasingly only a touchpoint along a shopper's journey. Join Salesforce SVP of Retail Shelley Bransten and leading retailers as they discuss how they leverage

the Salesforce's shopper success solutions to personalize the shopper journey everywhere. See how to empower employees with mobile, collaboration, and analytics tools to transform an innovative and agile retailer.

## Mobile Marketing

### The Future of Mobile: How to Stay Ahead of Your Competition

Things are changing fast in the mobile world, and customers have high expectations. Notifications are growing rapidly and can be used in many different ways. Chat applications are huge in Asia and coming to the U.S., and now intelligent bots are coming into

the picture. What does this all mean for your brand? Come learn what the next several years hold for mobile engagement with Marketing Cloud mobile thought leaders and our mobile partner, Swrve.

### Five Ways to Start a Mobile Program Today

Each of your customers has a mobile phone capable of receiving text messages to produce positive disruption and brand interaction. Adding mobile to your marketing mix isn't as technical as you may think. Whether you have a small mobile team, or just

a marketer that covers all channels, we will help guide you in the right direction. In this session, we will walk through five steps that will help you launch a mobile program.

### How WeddingWire Maximizes Email Conversions with Mobile

It's safe to say email isn't going anywhere, so how can you improve it and keep innovating? Without mobile optimization, you could be missing 50% of your email conversions. But why stop there? To consider the full customer experience, you have to go beyond

responsive code. Hear how WeddingWire considers data, design, and subscriber behavior to take advantage of the world's most unified platform – the mobile device – through email, SMS, and multiple mobile apps.

## Social Marketing

### 2016 State of Social Marketing

How are high-performing marketers finding social success in 2016? In this session, we'll discuss how social plays a role in the overall customer journey for top marketing teams.

Join us for findings from the "2016 State of Marketing" report, a survey of over 3,000 global marketers, and tap into these insights to maximize your social strategy.



## Social Marketing (continued)

### Our Social Vision: Social Studio Roadmap

Join the Social Studio product team to learn about key trends in social media and how Social Studio will evolve to help you build deeper relationships with customers and prospects.

Get key insights into the Social Studio roadmap, and share feedback with the product team during this interactive session.

### Architecting Social Community into New Roles with Aetna

As the digital ecosystem forges a connected and continuous customer journey, business silos are broken down and reimaged with integrated data. Aetna's Chief Marketing Technologist Lauren Vargas shares how she is architecting her social community

experience into this new role and ecosystem. Vargas will share how she assessed the current digital blueprint to begin integrating systems of engagement and insight through the lens of adaptive customer journeys.

### Getting Liftoff: How to Make Social Work for B2B Brands with Bombardier

Having trouble lifting off on social with your B2B brand? Have you been told social doesn't work in B2B? This session will show you how to ramp up quickly by achieving small wins that build support for social in your organization. Using lessons learned

from Bombardier's social strategy, this session will challenge you to think creatively about your content strategy and how to grow your talent base.



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