



Learn. Network. Grow.

**MParDreamin' 2022**

# Leveraging Marketing Cloud Engagement to Produce Positive Customer-Driven Outcomes

## Goal of Panel

Learn tips and tricks from our panel of trailblazers on how to maximize your investment in Marketing Cloud Engagement (MCE). In this session, we will also explore ways to improve your use of MCE, discuss use-cases for becoming more efficient, and hear from first-hand experiences what skills are needed to thrive in your role managing MCE.

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# Host



**Ashley Anger**

Marketing Operations Manager,  
Marketing Transformation & Innovation

Salesforce



# Panelists



**Genna Matson**

Founder

HowToSFMC



**Zachary Norman**

Developer, Marketing  
Cloud

Sercante



**Victor Alberto  
Jimenez Pantoja**

Solution Architect

Indra



**Kirsten Schlau**

Head of Marketing Cloud  
Practice

Sercante





# Introductions

*Name*

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*Company and Role*

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*How were you  
introduced to SFMC?*

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# Question 1



What features have improved  
since you first started using  
Marketing Cloud?

## Question 2



What specific skills would you say are critical/useful to have when administering Marketing Cloud?



## Question 3



What are (3) recommendations you would give most organizations in terms of their usage of Marketing Cloud today?

## Question 4



What is one thing you wish people knew about Marketing Cloud?

## Question 5



What tips would you share with those in our audience interested in learning Marketing Cloud or just starting out?

# Resources



## HowToSFMC

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HowToSFMC is a Salesforce Marketing Cloud resource by a group of practitioners with a range of SFMC experience. The aim of the site is to take common “How do I?” questions and instead of make a single how-to document, crowd-source many options. Including from the wider community.

Come here for:

- Blogs
- Video Tutorials
- Community on Slack

## The Spot

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The Spot is a community resource for marketers whose tech stacks include Salesforce clouds and tools. It's where you can go to get everything you need to build next-level martech solutions that feed into the Salesforce platform while equipping others to do the same.

Come here for:

- Blogs on MarTech (CRM Analytics, Marketing Cloud, Salesforce, Pardot, Strategy, etc.)
- Community on Slack
- Career Opportunities

## Trailhead

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Learn in-demand skills, earn resume-worthy credentials, and connect with a community of Trailblazers for mentorship and employment opportunities. The platform breaks down barriers to learning and creates an equal and accessible pathway into the Salesforce ecosystem for anyone with an internet connection.

Come here for:

- Training Modules
- Certification Prep
- Community Forums



# Live Q&A



# Coming Up Next...



Demo Jam 2022

**9:30 AM EST**

Embrace A  
First-Party Data  
Strategy For Sales  
And Marketing

**10:40 AM EST**

Why Salesforce  
Admins Should Get  
To Know Marketing  
Cloud

**10:40 AM EST**

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9





# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!