



Belonging: How to Build a Support Network & Find Your People



Andrea Tarrell
Founder & CEO, Sercante

#MarDreamin2022

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Silver Sponsors



Housekeeping



Genius Bars Are Open
11:00am – 1:00pm EST



Session Tracks
organized by product



Session Recordings
available 24 hours
after the event end

Today's Must Attend Sessions



11:05 am EST:
Ask Me Anything:
Marketing Operations
Edition



1:40 pm EST:
Does It Integrate
With ___? Tips To
Getting The Most Out
Of Your Integrations
(In Pardot)



2:50 pm ET:
Supercharge
Data-Driven
Experiences with
Customer Data
Platform



Belonging: How to Build a Support Network & Find Your People



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Founder & CEO, Sercante

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**Why are we talking about
belonging?**

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Why Belonging is Relevant



**Martech is
underappreciated
in many orgs**



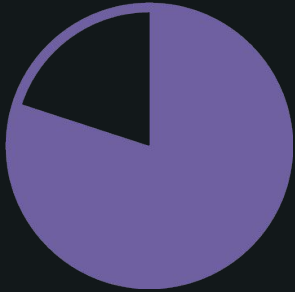
**External feedback
& recognition are
sparse**



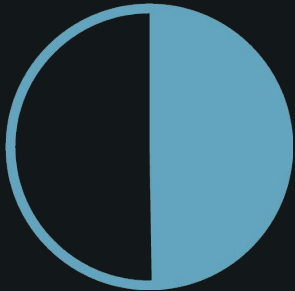
**The pandemic
didn't do us any
favors**



40% of people say they feel isolated at work



80% of employees have felt or feel lonely at work



49% employees feel lonelier today than they did before the pandemic

“

Loneliness is “one of the most toxic environmental risk factors that we’re aware of in terms of all-cause mortality.”

**-Cigna Study, LA
Rico-Uribe**

”

Ideas to Unpack Today

Chapter 1:

What might a supportive community look like?

Insights from:

Gilda Hilaire,
Salesforce



Chapter 2:

What tools & groups exist today to build community?

Insights from:

- Tyler McCord
- Najee Bartley
- Kirsten Schlau



Chapter 3:

How can we all contribute to building belonging?

Insights from:

Toni Martin,
Systems to Success



CHAPTER 1

IMAGINING WHAT COULD BE

What might a supportive community look like?

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In the chat:

What kind of social, psychological, and practical help would make YOU feel supported?

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SWAG, SWAG & more SWAG!

Who will be our 3 lucky winners?



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What “supported” might look like

I have someone who gets me.

I have someone to go to with questions.

I see a friendly face at a conference.



I have peers to use as a sounding board.

I know people like me.

I have someone cheering for my success.

Psychological Safety IS Being Able to



Give and receive feedback



Raise issues and concerns



Disagree



Ask for clarification



Ask difficult questions



Ask for help



Offer solutions to problems



Admit errors



“

**Everyone has something to teach you
if you are humble enough to learn.**

- Mark Driscoll

”



Interview with a Thought Leader

Guilda Hilaire

Salesforce | @justguilda

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CHAPTER 2

NAVIGATING “WHAT IS”

What tools & groups exist today to build community?

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Marketer Career Path on Trailhead

Find the Perfect Marketing Role For You

Learn key skills for the following marketing roles on Trailhead.



Content Marketing

Build brand awareness with engaging stories. Grow an online presence with shareable content and learn how to use metrics to track success.

[Take the Trail](#)



Product Marketing

Analyze market trends to position your company's product(s), and craft compelling messages across channels that highlight benefits for the customer.

[Take the Trail](#)



Demand Generation

Understand your buyers and target audiences to reach them with personalized offers. See how real-time data and account-based marketing drive demand.

[Take the Trail](#)



Email Marketing

Drive greater campaign click-through rates, reengage inactive subscribers, and grow your subscriber base with an enterprise email solution.

[Take the Trail](#)



Marketing Analytics

Explore the data that drives revenue and inspires customers' behaviors. Learn how to use marketing metrics to personalize the customer experience.

[Take the Trail](#)



Data Analytics

Build a unified customer view across marketing, commerce, IT, sales, and service. Boost efficiency with a customer data platform strategy.

[Take the Trail](#)

[Trailhead.salesforce.com/en/career-path/marketer/](https://trailhead.salesforce.com/en/career-path/marketer/)

Content Creators to Follow

THE SPOT
by SERCANTE

The Spot

Optional description

THE DRIP

The Drip

Optional description

HowToSFMC

HowToSFMC

Optional description

The Trailblazer Community

Featured group
*** Marketing Cloud *** Join

Welcome to the Customer Success Ohana! The Marketing Cloud Trailblazers group is dedicated to your success with the Salesforce Marketing Cloud (Email, Social Media, Mobile and Web Marketing). Join...
[Show More](#)

[Discussion](#) [Members](#) [Files & Photos \(2,326\)](#)

Sort: Answer Status:

Vijay Jaganathan ☆
IP wise(Delivery profile) email sent report
My understanding, In standard email report (Recent email send summary report), we can see date wise email send analytics. It will show reports of all delivery profile. My query, If I have multiple IPs and I want to see the IP wise email send report Instead of just selecting date wise report, where and how can I solve this? Note: Through SQL we can achieve this based on Job ID but in that involves some manual process. I am looking for report wise like simple steps.
0 likes 2 answers Share Today, 1:02 AM

[Load more comments...](#)

Donna Redmond (Unleashed Brands)
You can create a report that will produce sends by Email Sender IP from within Intelligence Reports Inside Marketing Cloud (formerly Datorama Reports). 1. Click "Reports" and then "Create Report" and give your report a name and time period 2. Select "Email Sends" as the Measurement and "Email Sender IP" as a Dimension 3. Schedule the report (by scrolling down) or run on demand
[Intelligence Reports](#) [Dashboards](#) [Pivot Tables](#) [Reports](#) [Setup](#)
[Show More](#)
0 likes Today, 6:36 AM

Group Information
Welcome!

Subscribe to Marketing Cloud adoption recommendations
Marketing Cloud product overview

Key Resources
Release notes
Documentation: MC, Audience Studio
Audience Studio Support
Success Center
MC Event Calendar...

[Show More](#)

Group Leaders
 Customer Success Trailblazer Community Team
Owner

Featured group
*** Marketing Cloud *** +
Welcome to the Customer Success Ohana! The Marketing Cloud Trailblazers group is dedicated to your success with the Salesforce Marketing Cloud (Email, Social Media, Mobile...
47,780 members Last active on October 26, 2022

Featured group
*** Pardot B2B Marketing Automation *** +
Welcome to the Customer Success Ohana! This group is dedicated to your success with Pardot Marketing Automation and its integration with Salesforce CRM....
17,954 members Last active on October 26, 2022

Featured group
Marketing Cloud Connect +
Welcome to the Community Group for Marketing Cloud Connect!
...
8,009 members Last active on September 29, 2022

Featured group
Marketing Trailblazers +
Learn, get inspired, and network with fellow #MomentMarketers worldwide. Jump in and talk strategy, trends, customer expectations, skills, and more.
1,759 members Last active on October 11, 2022

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slack Communities to Know

#Pardashian

Pardashians

HowTo**SFMC**

How to SFMC



Ohana Slack

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User Groups



<https://trailblazercommunitygroups.com/>



<https://usergroups.tableau.com/>

#MarDreamin2022

Community Events

CALENDAR

November, 2022

02 - 04	Virtual	MarDreamin' 2022
05	XK, Prishtina, Kosovo	Kosovo Dreamin' 2022
12	Rajasthan, Jaipur, India	WIT Dreamin' 2022

December, 2022

01	Paris, France	French Touch Dreamin' 2022
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January, 2023

19 - 20	AZ, Phoenix, US	Cactusforce 2023
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May, 2023

18 - 19	TX, Austin, USA	Texas Dreamin' 2023
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July, 2023

12 - 13	OR, Portland, USA	Forcelandia 2023
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August, 2023

16 - 18	MN, Minneapolis, USA	Midwest Dreamin' 2023
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Join us as we bring the Ohana spirit to Central Florida. If you can't make it to #DF22 never fear, we are going to bring a little of it right to you. Florida Dreamin' is a community-led conference designed to bring you relevant Salesforce content.

Visit the event site [here](#)

Salesforce Events

 dreamforce



Sept 14-16, 2023

 connections



Date TBD

 world tour



First Up: NYC Dec 8

“Official” Recognition Programs



Marketing Champions

Marketing Cloud specific &
renewed annually

MVP

All platform, renewed
annually with 5 year max

Community Sourced Recognition



The Brandies



The MarDreamies



Mini Panel: Careers Built Navigating the Ecosystem



Najee Bartley
@mrs_najee



Tyler McCord
@TylerLee83



Kirsten Schlau
@krschlau

CHAPTER 3

BRIDGING THE GAP:

How can we all contribute to building belonging?

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Real Talk:

Community is not something we consume, it's something we co-create.

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Think on:

How can you extend a hand to others and create an environment of inclusion?

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Bring your questions!



**Slack & the Trailblazer
Community**



Social Media



**User Groups &
Conferences**

Share your knowledge!



**Slack & the Trailblazer
Community**



**Thought Leadership &
Blog Content**



**User Groups &
Conferences**

Contribute to the Roadmap



appexchange

Product Feedback



Ideas Prioritization



**Tweet & Write about
what you want to see**

**Network &
get to know
people**



Connect on LinkedIn



Show up at events

Spot good
and shine a
light on it



The Brandies



MarDreamies

Give
Back



TECH
FORWARD



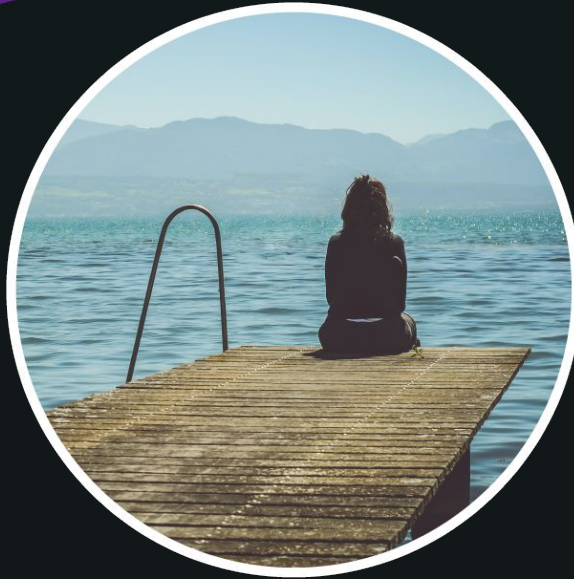
When it doesn't go as planned...

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Things that might take the wind out of your sail...

Not getting picked to speak at an event

Not finding a local group in your area



Posing a tough question and... crickets

Being passed over on the nod for MVP or Champion

Real talk:

Keep at it! Community doesn't
happen in a single interaction.

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Real talk:

**No permission needed! Don't
invent gatekeepers or barriers.**

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Interview with a Thought Leader

Toni V. Martin

Systems to Success & Virtual BA Summit

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A final call to action...



Set a goal of reaching out to 3 people you meet at MarDreamin'



Think about how and where you can share your knowledge



Think about who you can build up and offer support to

ATLANTA, GA

salesforce

Pardot & SFMC ATL User Groups present

AFTER HOURS

A Social Event - Happy Hour

Wed November 2, 2022

5:30-7:30 pm ET

@Mezcalito's Cocina & Tequila Bar



MAP DREAMIN

SWAG, SWAG & more SWAG!

Who will be our 3 lucky winners?



#MarDreamin2022



THANK YOU!

#MarDreamin2022