

Getting started with the Salesforce Partner Marketing Center



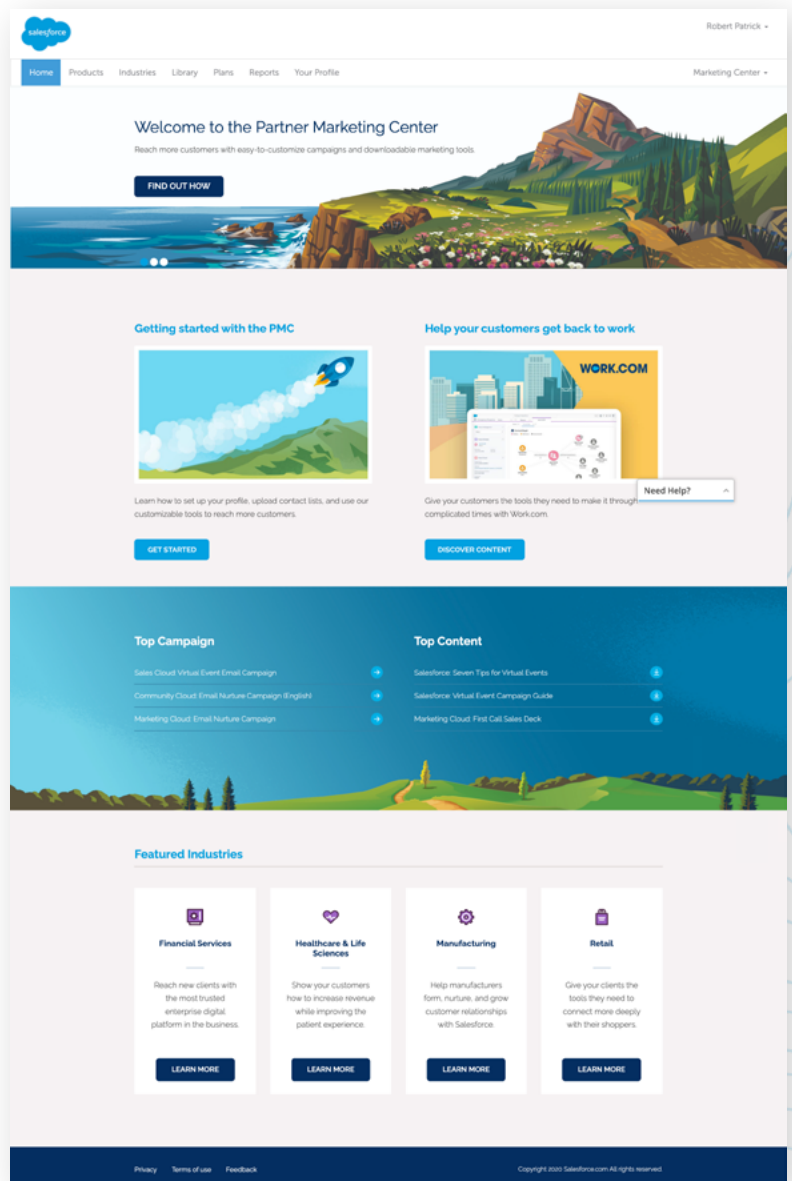
We are excited to welcome you to the Partner Marketing Center (PMC)! This guide will help you to get started in just five simple steps.

STEP 1

Familiarize yourself with the homepage

The PMC homepage features new and trending campaigns and marketing activities; it's a great place to start. You can find additional campaigns, marketing assets and tools in the library tab. These resources were developed to help accelerate demand for your Salesforce business.

If you're looking for something specific, you can search or filter by asset type, creation date, language or Salesforce product on the library tab.

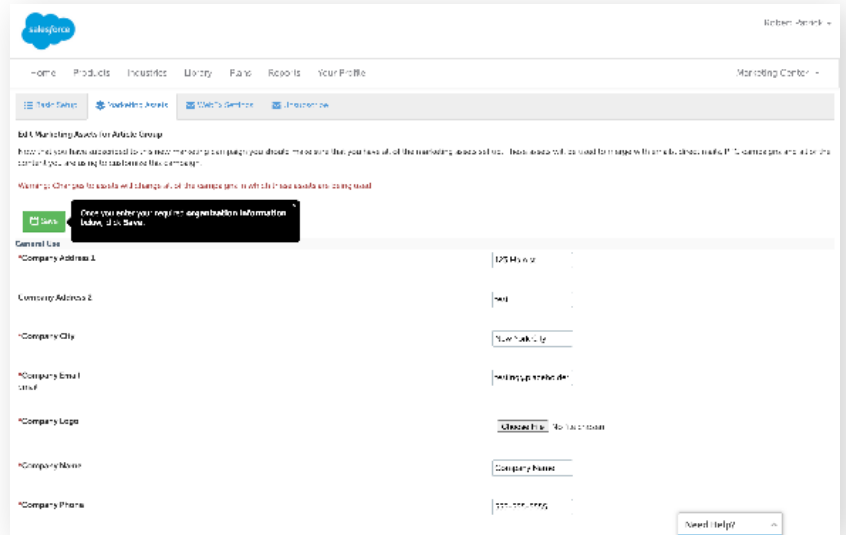


STEP 2

Set up your profile

Assets in the PMC are designed to be co-branded. In order to use this function, you'll need to update your company information in your profile.

From the homepage, click "Set up your profile" to add or update your company details and upload your logo in PNG or JPG format.

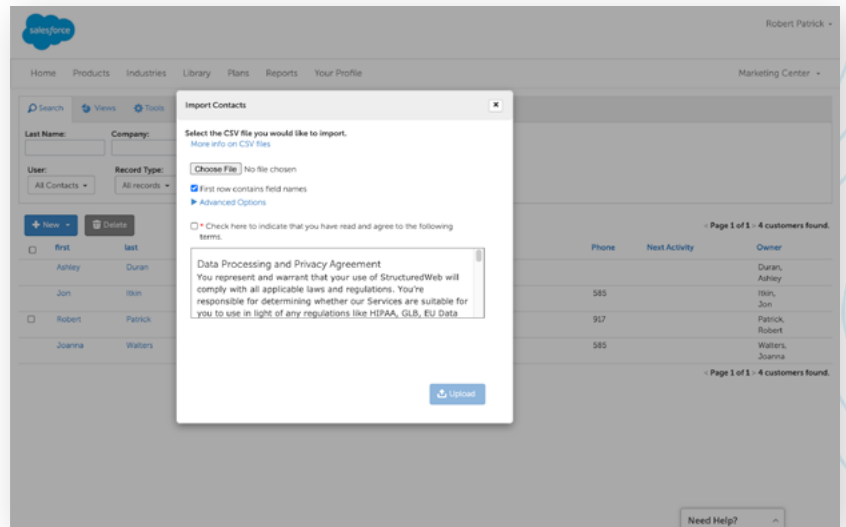


STEP 3

Upload your mailing list

If you plan on executing marketing assets directly from the platform, you'll need to upload your customer and prospect list (as an Excel XLX, XLSX or CSV file). The import process doesn't take long, and there is a step-by-step tutorial.

As a reminder, all of your data is secured and not shared with anyone - including Salesforce. Be sure to read our privacy policy for more information.

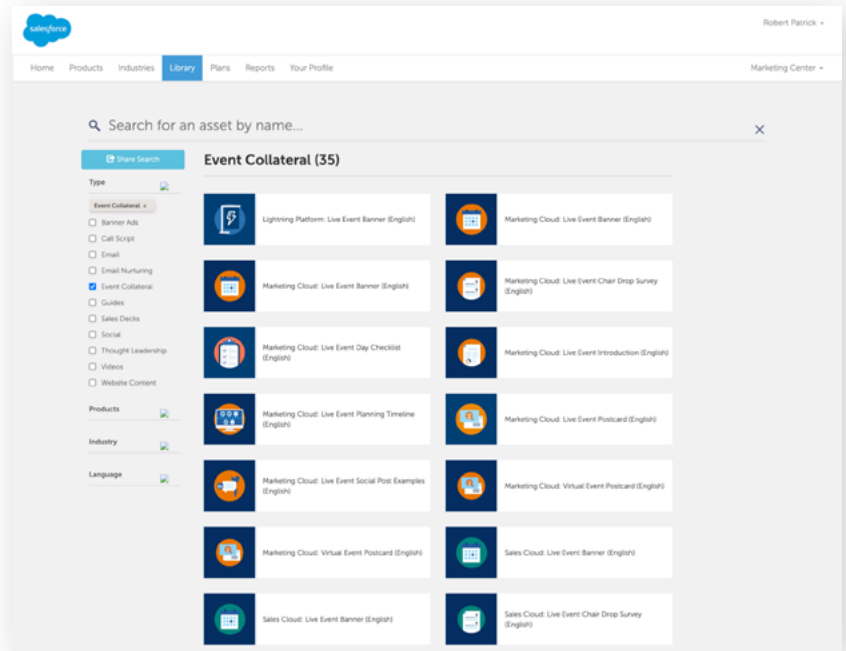


STEP 4

Choose and customize pre-made campaigns

Once you've set up your account and uploaded your mailing list, you can begin marketing to your customers and prospects.

Choose a relevant campaign from the PMC library, customize it with your logo and information and send it to your customers.



STEP 5

Measure the success of your campaigns

There are measurement tools within the PMC to help you develop reports.

Within the "Reports" tab choose from eight report templates and set the date range.

