



Salesforce Marketing Cloud

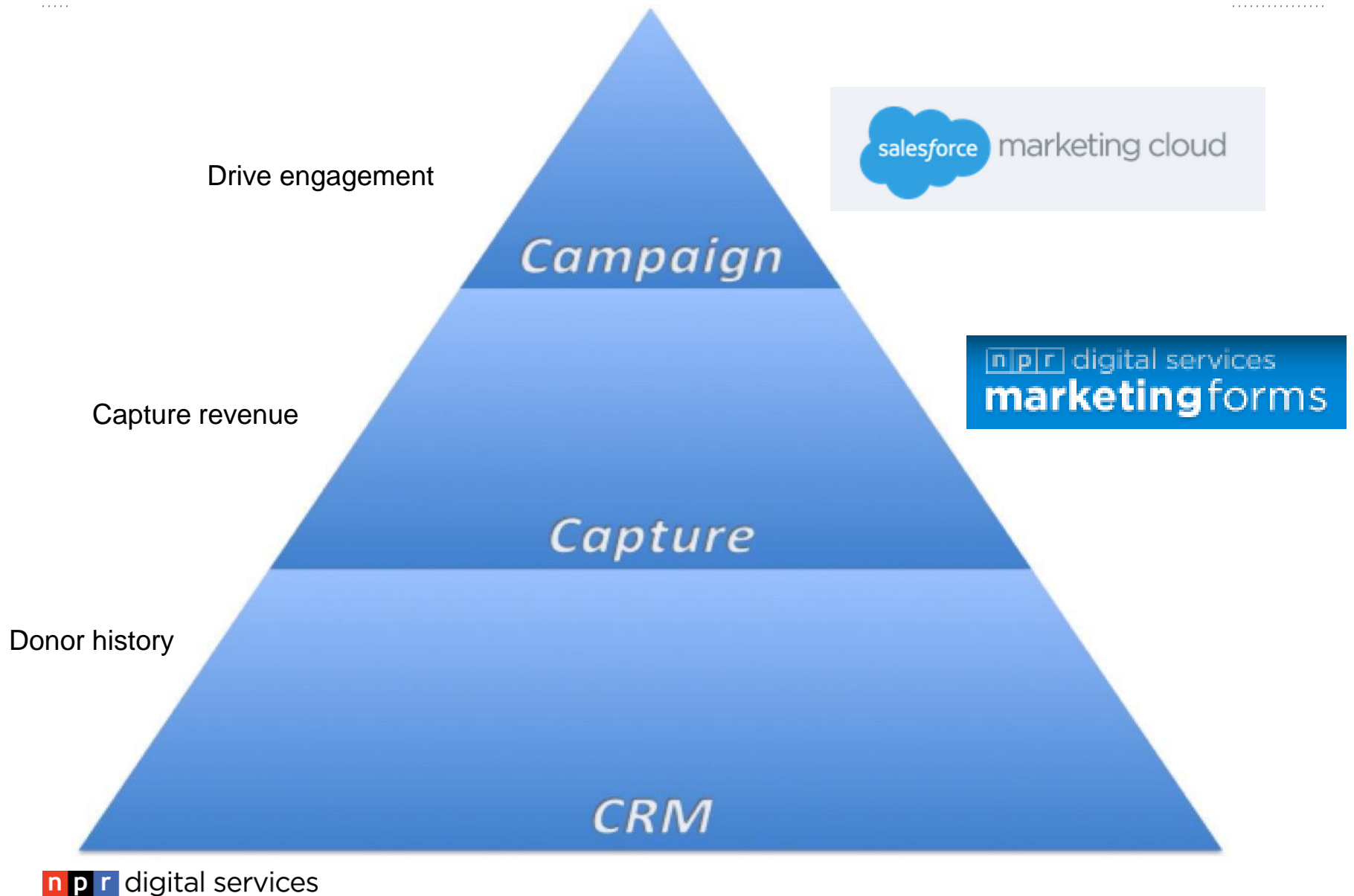
October 1, 2015

Jenny Golden, Senior Product Manager & Sara Terpeny, Station Support Manager

Agenda

1. Introducing Salesforce Marketing Cloud (SMC)
 1. SMC NPRDS Edition Features
 2. Responsive Design & Email Campaigns
 3. SMC Demo
2. Lyris Migration Timeline & Process
3. Next Steps
4. Questions & Answers

Digital Marketing Suite Components



About Salesforce Marketing Cloud (SMC)

- Former name: ExactTarget
 - Founded in 2000 --bought by Salesforce in 2014
 - Marketing campaign software (more than just email)
 - Competes with enterprise-level email service providers such as Lyris HQ, Eloqua, Responsys, etc.
 - Salesforce is not a requirement to use Salesforce Marketing Cloud (SMC)

Why Are We Offering SMC?

SMC offers robust marketing campaign software that goes beyond just sending email to a newsletter list

Budget email service providers didn't offer an enterprise or support model that supports the needs of our network

SMC has powered NPR's newsletters for the past few years

Salesforce continues to invest heavily into their Marketing platform with a high level of knowledge and support for marketing professionals

Budget vs Enterprise Email Service Providers

Budget ESP

- Deliverability: Shared IP may require limits on your sends ; delays in delivery
- List management: If you only send to one newsletter with a small list, a budget ESP works well
- Self-serve support: Typically a budget ESP will rely heavily on knowledgebase articles to support user questions
- Few barriers to setting up and paying for initial sends. Lower cost for small list sizes due to volume of shared client delivery

Enterprise ESP

- Deliverability: A dedicated IP (NPR) is less likely to have delayed email delivery
- List management: Allows you to send personalized emails to different audience segments and lists
- Options for professional solution support services – not just searchable articles
- Typically requires a multi-year subscription and implementation sales contract through Salesforce.

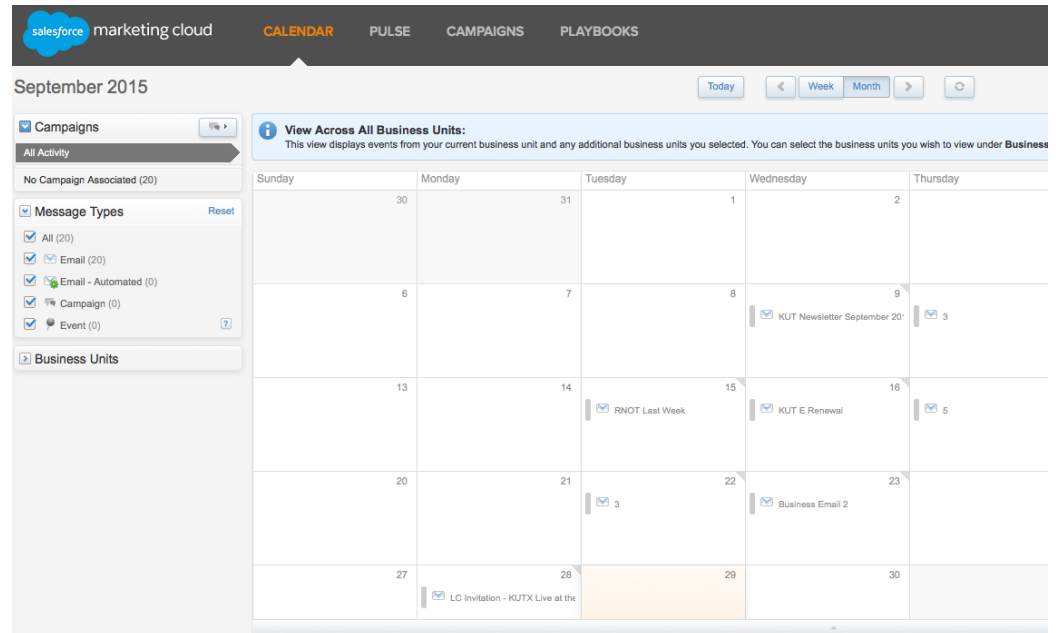
As a NPRDS member station, we can offer SMC to you through our existing contract, at our negotiated rate

Advantage of SMC through NPRDS

- Enterprise level email service/campaign software without the bother of contract negotiations with Salesforce
- Human support from NPRDS, in addition to Salesforce extensive support knowledgebase
- Negotiated pricing on volume from NPRDS
 - No set-up/implementation fees
 - Additional add-on service solutions as well
- Potential integration with NPR products and services, as well as NPR email benchmarks

What to Expect in SMC NPRDS Edition

- NPRDS responsive designed email templates
- WYSIWYG email editor
- Hosted images
- Dynamic 'Content Blocks' to manipulate content
- A/B testing (subject lines and email)
- Hosted profile page to manage newsletter subscriptions
- Welcome email template for new subscribers
- Shared content/images with NPR
- Standard email send reporting
- Triggered sends
- List management with data extensions
- Robust deliverability through NPR domain
- Integration with NPRDS Marketing Forms (TBD)



RESPONSIVE EMAIL DESIGN

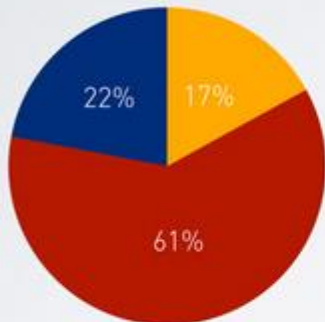
Listeners Read Emails on Their Mobile Phones

It's time to update your email templates to a responsive design

Responsive designed email templates display correctly on any device – from a listener's mobile phone to their laptop



51%
MOBILE OPENS



● Desktop
● Mobile
● Webmail

61%
OF WEBMAIL USERS
OPEN EMAIL ON MOBILE

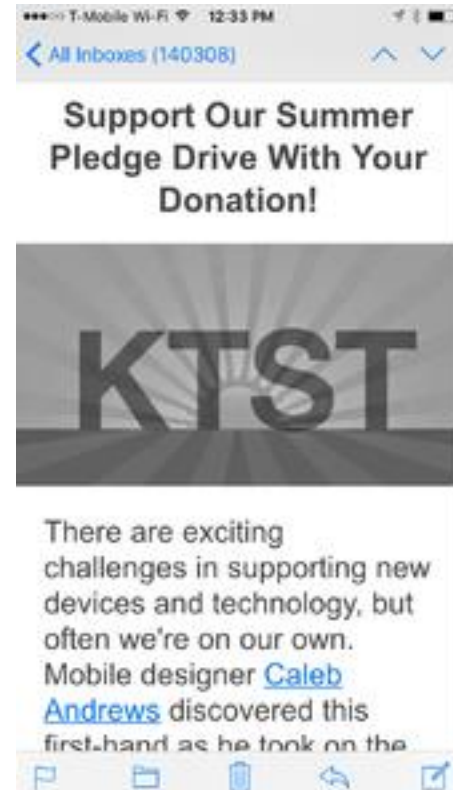
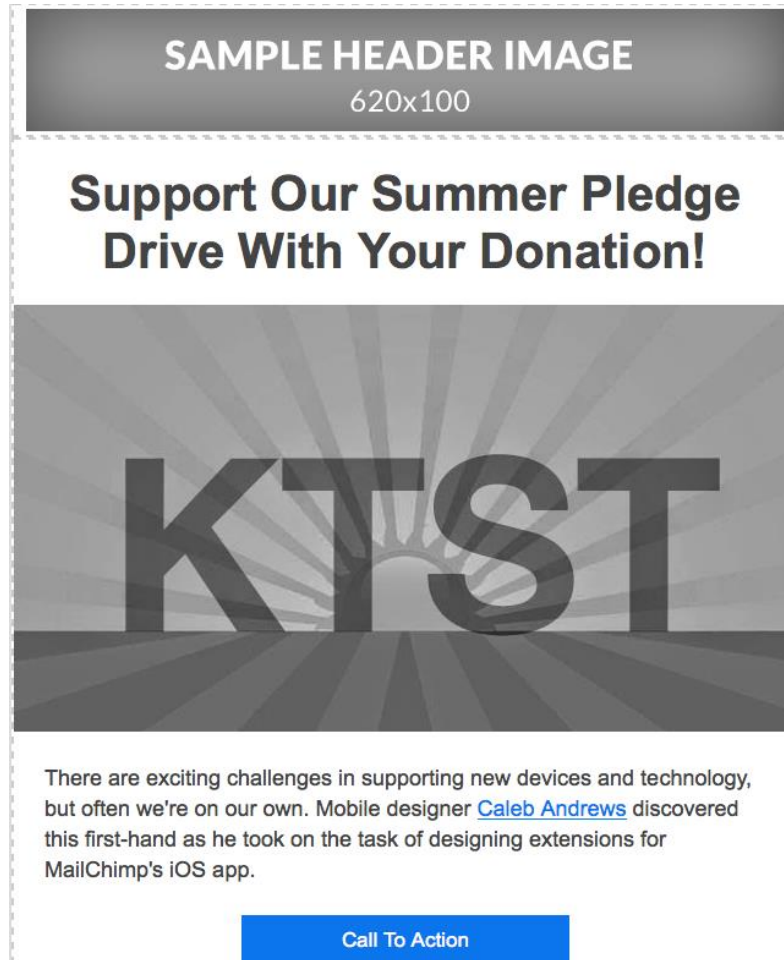
Get started with five NPRDS responsive design layouts in SMC

SMC offers more responsive template layouts as well

Mobile-friendly design



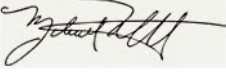
NPR Responsive Email: Hero Newsletter



NPR Email Templates & Content Blocks

SAMPLE HEADER IMAGE
620x100

This is a heading block that can
pro

Dear Doris,
It's exciting to think all of all the opp
fundraiser.
We got off to a great start last week
our goal of \$1.2 million and be able
KSTS has never received a challen
call 800-909-9287.
This \$600,000 will go a long way in

Walter P. White
Director of Membership
P.S. Today is also your last chance
Watch.*

SAMPLE HEADE
620x100

Hero

Teaser1

Teaser2

Teaser3

KTST | VERY WIDE LOGO

My Contents > NPRDS Content Blocks

Create Delete Move Properties

	Name	Type
<input type="checkbox"/>	Hero	Content
<input type="checkbox"/>	Subheader	Content
<input type="checkbox"/>	100x84Logo_Banner	Content
<input type="checkbox"/>	200x70Logo_banner	Content
<input type="checkbox"/>	300x250_Promo	Content
<input type="checkbox"/>	70x70Logo_Banner	Content
<input type="checkbox"/>	Hero_No Hed	Content
<input type="checkbox"/>	Letter	Content
<input type="checkbox"/>	Story	Content
<input type="checkbox"/>	Story_2Col	Content
<input type="checkbox"/>	Story_No Button	Content
<input type="checkbox"/>	Story_No Image	Content
<input type="checkbox"/>	300x70logo_Banner	Content
<input type="checkbox"/>	Headline	Content
<input type="checkbox"/>	620x100_banner	Content

300x250
Ad Unit

Build Your Email with WYSIWYG Content Blocks

Edit Content

https://members.s6.exacttarget.com/Content/Email/ContentEditor.aspx?mode=Edit&templateshellid=0&contentid=101515&isUtility=1&EntityContentIsFor=C

Edit Format Insert Personalization Orientation

Edit html

Arial 10 B I U

Public Movement: Now In The Common Square!

There are exciting challenges in supporting new devices and technology, but often we're on our

Read More

Public Movement: Now In The Common Square!

There are exciting challenges in supporting new devices and technology, but often we're on our

Read More

Orientation: Free Form Save Cancel

New Responsive Newsletter Sign Up Page



Sign up for newsletters here

First Name

Last Name

Email Address *

Email Subscriptions

- ☐ KUT News
- ☐ KUTX Music
- ☐ Cactus Cafe
- ☐ Membership
- ☐ Volunteer

- Allow listeners to manage newsletter preferences from desktop or phone
- Embed this page as an iframe on your Web site
- Include additional fields when users return to manage sign-ups
- “Welcome” email automatically sent on every sign-up – edit and/or make it a series to introduce what you offer new members/listeners

SMC DEMO

Lyris Migration

Lyris Migration Timeline

October - Migration Begins

- Migration Cycles begin 10/12.
- Prep-Work: List clean-up
- Prep-Work: Confirm your Cycle

November – February – Migration Cycles Continue

- All stations must be migrated by 2/26/16

February – Lyris Sunset

- Lists, Images & Archived emails no longer available after 2/26/16 (Contract with Lyris ends)

Migration Process

■ 4 Week Migration Cycles**:

- Weekly Group Training Session & Group Check-In Calls
- Upload logo/email header banner
- Recreate Newsletter(s) – Using New Templates
- Upload List(s)
- Create Segments
- Test Sending
- Go Live – Begin Sending from Salesforce Marketing Cloud & update subscribe links to point to new subscription page

**Stations with more newsletters & large number of segments may need longer to migrate.

SMC Training

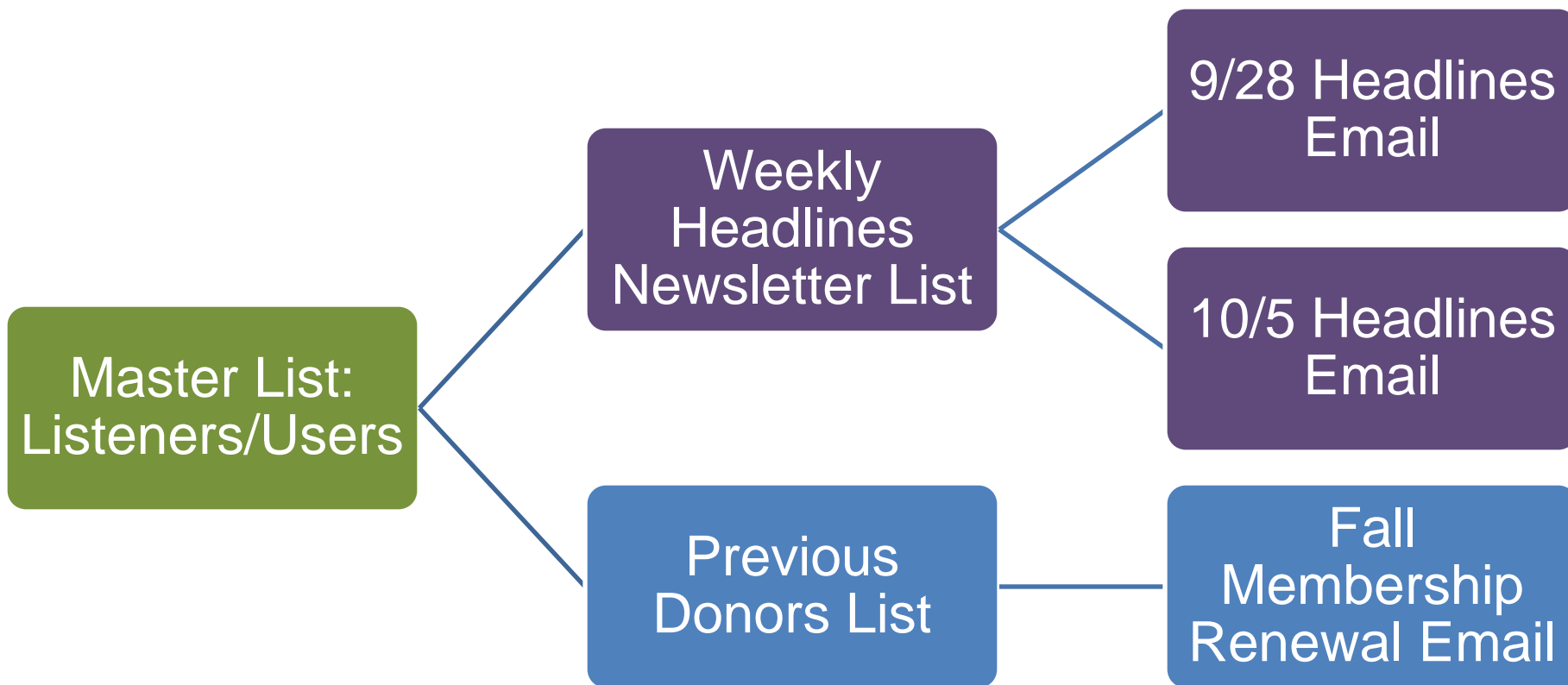
- During your migration you will attend 3 group training sessions:
 - Week 1: System Overview, Email Creation & Templates
 - Week 2: List Management – uploading/downloading lists & segmentation
 - Week 3: Understanding your subscription center, reporting options & Welcome email
- Open group Q&A Calls each week
- Access to 3sixty: help documentation & training from SMC
- Expect to spend 7-15 hours per week on your migration

SMC is a new environment that uses different language & workflows from Lyris. Be prepared to spend some time on the learning curve.

Your SMC Account

- Every station will receive 1 login to SMC (additional logins available at an added cost)
- Account pre-loaded with:
 - NPR DS Templates:
 - Newsletter templates with flexible layout options
 - Letter/Membership appeal template
 - Your Master List & Newsletter segments (additional lists can be uploaded as part of your migration cycle)
 - Reply-To email address from Lyris
 - Standard Welcome email template (auto-sent to users when they subscribe)

Email Segmentation



Prep-Work: List Clean Up

- How Many Lists do you have?
 - What are they for?
 - Should they be combined?
 - Should any be retired?

- How Many Segments do you have?
 - What are the for?
 - Which are needed for future sends/current newsletters?
 - For the ones that are needed, what list fields do they use?

You should start you migration armed with a list of lists & segments needed to start sending from SMC.

Next Steps

- Completed migration form:
 - Confirm cycle preferences – First cycles (Oct & Nov – Preference given to stations with larger lists/more segments/most newsletters)
 - Main Point of Contact for Migration
 - Email address for first shared Admin Account
- Jackie McBride will confirm your migration cycle & provide login details for your SMC account prior to your start date.
- If you want to download archived content or images from Lyris, begin any time. ***No content will be available after Lyris contract ends.***

Q&A

Let's take some audience questions

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<http://info.ds.npr.org/support.html>