

SALESFORCE MARKETING 2017 ROUND-UP the year in review.

I've said it more than once before, but I'll say it again: this is an exciting, if not THE most exciting time to be a marketer in the Salesforce ecosystem. Whether you're an end user, Pardot/Marketing Cloud admin, or certified consultant, we all have a shared interest in the MarTech innovation Salesforce is serving up.

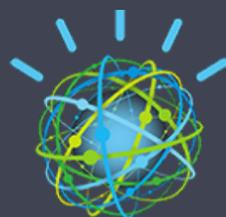
This infographic combines the highlights for both B2B and B2C marketers. If you wish to skim this: B2B, keep to the left, and B2C, steer to the right.

SPRING

WATSON GETS ONBOARD

- March 2017

Watson, IBM's AI technology, joined forces with Einstein to add real-world data to your existing customer data, enabling marketers to execute optimally relevant campaigns to ultimately drive customer behaviour.



EINSTEIN GOES LIVE

- March 2017



Einstein became available for purchase. Marketing Cloud was boosted with Einstein Journey Insights & Einstein Segmentation, and Pardot could leverage Einstein Predictive Lead Scoring.

1 YEAR COUNT-DOWN TO GDPR

- May 2017

Many marketers got a wake-up call in May about the new EU data regulation. The conversation continued to blow up as the year progressed. Read more...

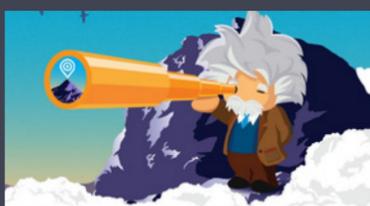


SUMMER

EINSTEIN ABM

- June 2017

A powerful package that's set to redefine how ABM is done – by injecting intelligence and taking it to scale. Read more...



SALESFORCE DMP: MARKET LEADER

- June 2017

Forrester Research released a report that assessed the key DMP players. Read more...

salesforce DMP

STATE OF MARKETING

- June 2017

Salesforce's annual report compiled insights from 3500 'blind-surveyed' marketing leaders. Read more...



PARDOT CRM CONNECTORS

- June 2017

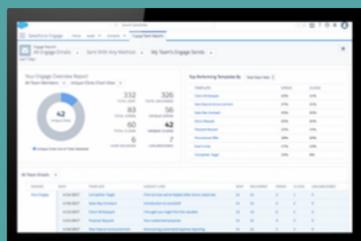
All Pardot CRM connectors were retired, apart from one: Salesforce. Read more...



ENGAGE TEAM REPORTS

- August 2017

Salesforce Engage gained significant reporting improvements. Read more...



EINSTEIN VISION

- August 2017

Social Studio was given the AI-treatment with this new image recognition technology for social media marketing. Read more...

DATA STUDIO

- September 2017

This new Marketing Cloud product "connects data owners with marketers looking to reach new customers or better AI-powered ways to reach existing customers." Read more...

WINTER

PARDOT NEW ON TRAILHEAD

- October 2017

DREAMFORCE 2017

- November 2017

The industry's main annual conference was it's biggest and best yet, with San Francisco over-run with Trailblazers!



CAMPAIGN INFLUENCE ATTRIBUTION MODELS

- October 2017

The B2B Marketing Analytics platform introduced an update to Campaign Influence reporting in the Winter '18 release. Read more...

DISTRIBUTED MARKETING

- December 2017

This will open up Marketing Cloud Journeys to Partner Community users for localisation.

EINSTEIN PREDICTION BUIDLER

- December 2017

SPRING '18 PREVIEW

- December 2017

Salesforce had one last surprise up their sleeve this year. Read more...



INFOGRAPHIC CREATED BY:

THE DRIP

