

Marketing Cloud + StoryPorts

Easy Content From Anywhere. Simplified for Marketing Cloud Journeys.

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The Salesforce logo, which consists of the word "salesforce" in a white, lowercase, sans-serif font, centered within a blue cloud-like shape.

Who Are We Talking To?



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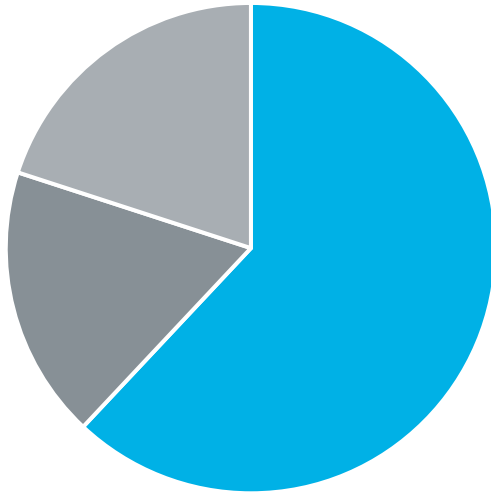


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Content is the Marketer's Biggest Pain

90% of marketers say content is their biggest dilemma.



18% of email marketers spend more than 8 hours on a single email campaign. 62% spend more than 2 hours.

Customers report that the most painful part of 1:1 marketing is building content for emails, mobile, ads and sites.

The Pains:

- Getting & Building Content
- Design & Function Consistency
- Technical Delivery and Display
- Content Workflow & Approvals

So Much Content... So Little Time

Content is Everywhere, But Hard to Wrangle

Increasingly:

- ✓ Content Marketing is The Name of the Game
- ✓ Brand Content “Lives” in Many Places
- ✓ ROI is Measured in Engagement+Dollars-Time
- ✓ Customer Conversations Happen in Real-Time... Out There
- ✓ Marketers Are Expected to Be Cross Channel Experts
- ✓ Content Across the Web is Not Normalized for Easy Use
- ✓ Marketers Have Less Time and Are Expected to Do More



Why Should You Care About StoryPorts?

Easy Content That Converts

Faster Implementation

Templates, message design and content creation take minutes instead of days

Automation takes hours instead of weeks

Onboarding new users takes days instead of weeks

Less waiting.

High Conversions, Less Time

Users don't struggle with content creating 7x efficiency

Journeys and automation is simplified so relevancy is maximized

Content Lifespan and Distribution is Maximized

Less friction.

Higher Satisfaction

When users aren't struggling with content, happiness ensues

When systems hum, executives go nuts (in the good way)

When IT doesn't need to get involved, everybody wins

More rejoicing.



Every 1:1 Journey Needs Real-Time Content



StoryPorts Makes Content Really Easy



Over 30 Content Connectors

Social and UGC
eCommerce and CRM
Video & Media
Blogs, News & Events
Internet of Things



Syndicate & Control

Find
Curate
Stream
Listen
Trigger



Easily Power

Journeys
Predictive Intelligence
Emails
CloudPages & Ads
Mobile





Content IN. Content OUT.

Over 30 Content Connectors

Find, Curate, Listen, Syndicate, Trigger and Automate Content in SFMC

Wordpress

Drupal

Magento

RSS

Pinterest

YouTube

Instagram

Facebook

Twitter

Compedium

Vimeo

Vine

Flickr

Google+

Google News

Bands In Town

Google Calendar

Storify

Livefyre

Echo

Spotify

Topspin

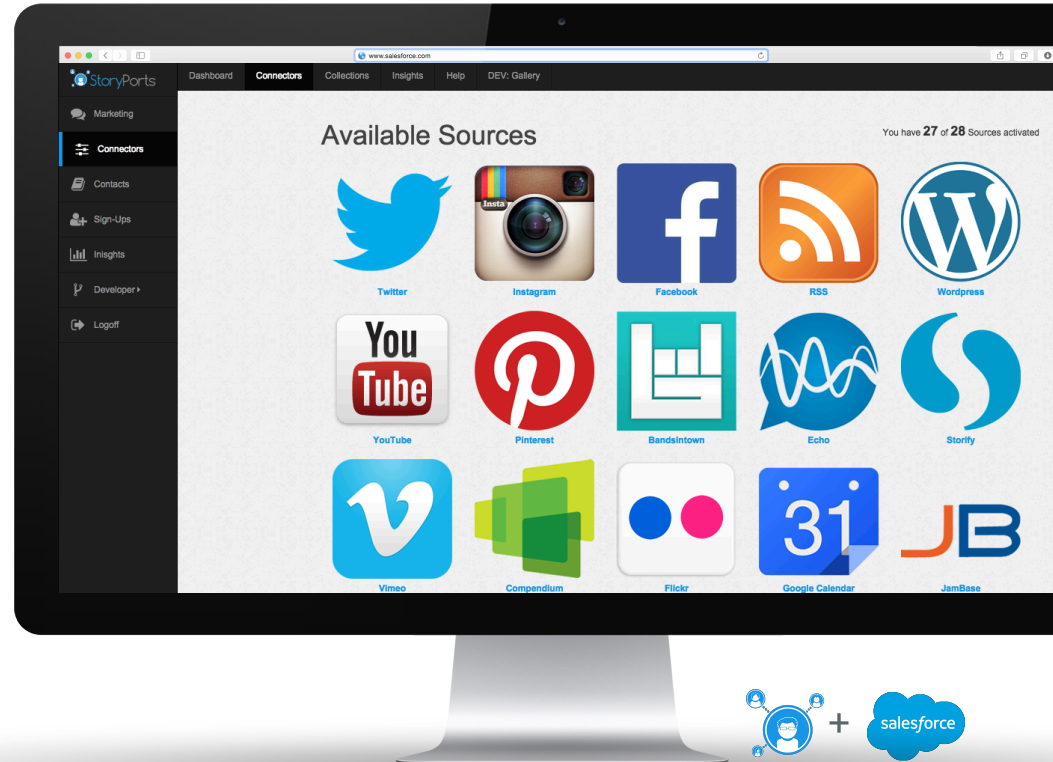
Tumblr

Splash

&

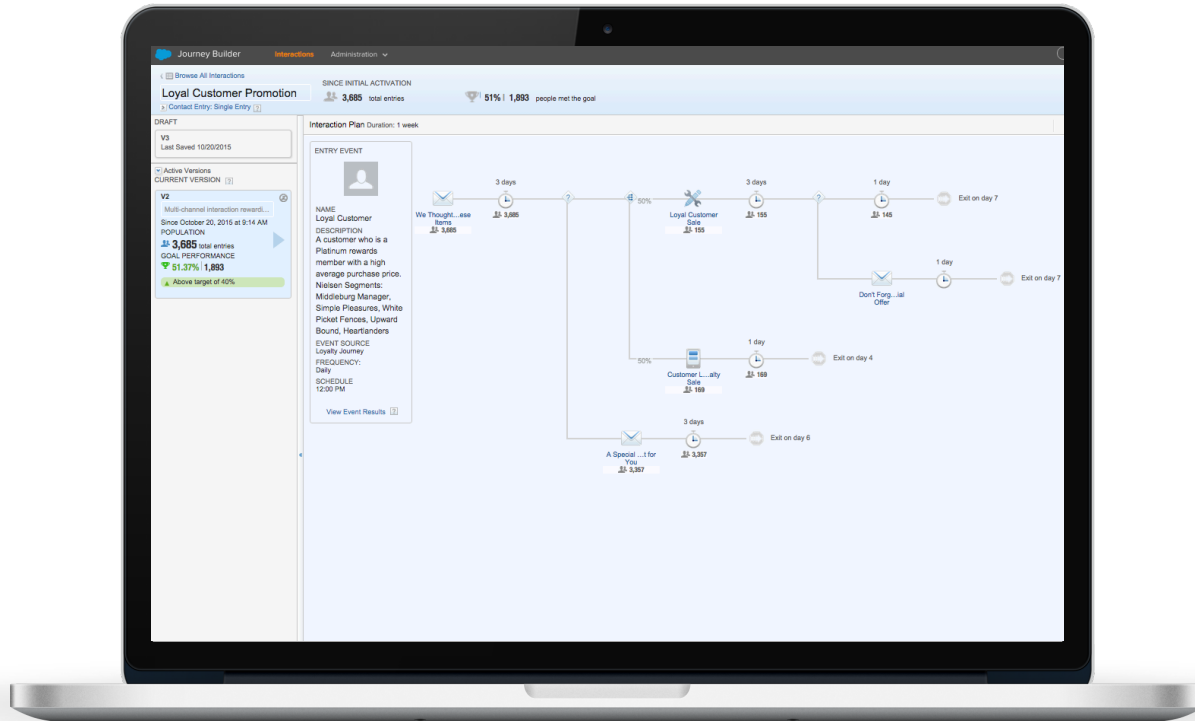
Clip From Any Site

Integrate Any Source



Syndicated Content for Every Step of The Customer Journey

Social, Videos, Calendars, News and Deals. Up-To-Date In Every Message



Intelligent Content Across Any Channel

Find & Curate

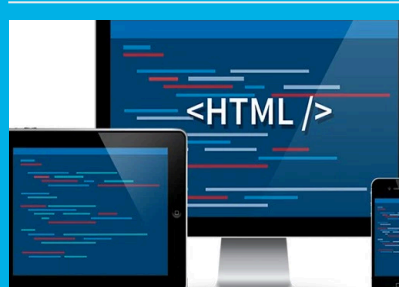


Find any Brand-Made & Fan-Made Content Online

eComm, CMS, Social, Video, Events, News

Internet of Things Signals

Design & Transform



Build Flexible Themes to Match Any Brand

Transformed for Email, Sites, Mobile and Ads

Normalized Restful API, HTML, RSS, XML, JSON

Stream & Automate

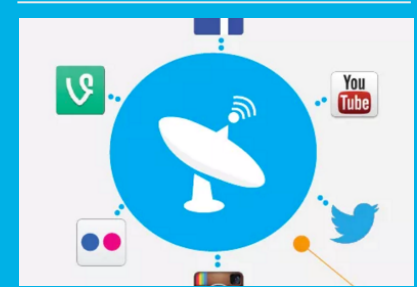


Deliver in Real-Time Across Any Channel

Deep Integration with The Salesforce Marketing Cloud

SFMC Emails, Journeys, PI, Cloud Pages & Ads

Listen & Trigger



Create Smart Filters and Trigger Journeys

Easily Automate Blog, News, Event and Video Alerts

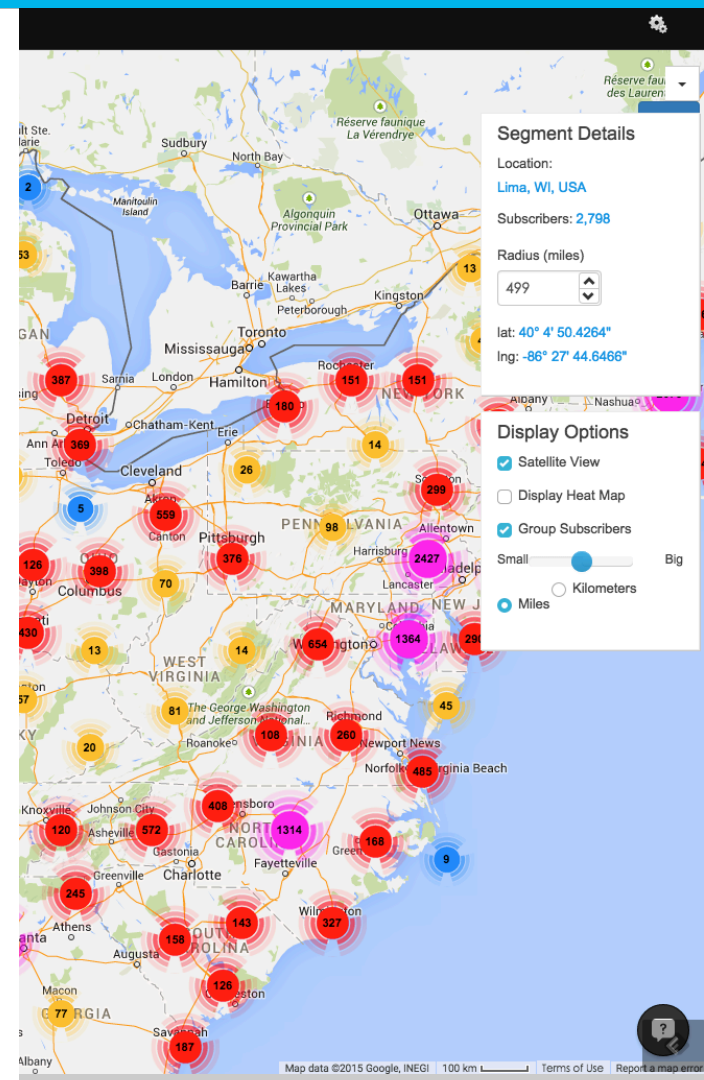
Activate Journeys



GeoFreak for Simple Location

A simple tool to build geographical audiences

- ✓ View your contacts on a map to understand density
- ✓ Drag-n-drop to create location+radius audiences
- ✓ Load places-of-interest data for retail stores, schools and more
- ✓ Supports list and data extension models in SFMC
- ✓ Automate updates so that segments are always current
- ✓ Filter against additional dimensions like gender, age, purchase



Let's Take a Look

Relevant, Current and Always Accurate

Content that Follows the Customer Every Step Along the Way

Get ready for your trip! | View email online

CANYONS

ACTIVITIES & GOLF | EVENTS | BLOG | SEASON PASSES

We are thrilled about your upcoming trip to Canyons Resort and Park City, Utah and we want to make sure you get the most out of your stay. With our Canyons Golf (in its inaugural season), Zip Tour Adventures, miles of trails for hiking and biking and a full events calendar, you might just need to extend your stay in Park City to fit it all in! Learn more about [summer activities](#) before your trip.

Read on to find out what events are going on during your stay.

Events Here At Canyons

Park City Weekly Farmers' Market
June 03, 2015 - October 28, 2015

Each Wednesday, Canyons will once again host Park City's Farmers' Market from 12:00pm - 6:00pm in the Cabriolet parking lot. Stop by for fresh produce, fresh baked bread and ...

Vacation Arrival Current Events

Your trip is finally here! | View this email online

VAIL Like nothing on earth:

WEATHER | WEBCAMS | EVENTS

ADVENTURE AWAITS YOU IN VAIL!

Thanks for booking your trip, we can't wait to see you in Vail so soon! With tons of great activities to enjoy while you're here, we know you'll have a great time. There's no place like Vail for year-round recreation, outdoor pursuits and cultural activities in the heart of the Rockies. Adventure Ridge, located at over 10,000 ft on top of Vail Mountain, offers ziplining, ropes courses, guided hiking and mountain biking and disc golf. This summer, experience events like the new Vail Summer Bluegrass Series, GoPro Mountain Games, Vail Jazz Festival, the Vail International Dance Festival, Bravo! Vail, Gourmet on Gore culinary festival and much more.

VAIL'S FACEBOOK

Post-Vacation Getting Social

Heavenly LAKE TAHOE

WEATHER | BLOG | VIDEOS | PHOTOS | WEB CAM

Can't wait to see you!

Thanks for booking your trip with us. We're excited for you to experience summer in Lake Tahoe. Check out everything going on around town and on the mountain while you're here and get even more excited. See you tomorrow!

Zip Lines
Soar above the trees on one of our two zip lines at speeds up to 50 mph. [Learn More](#)

Ropes Courses
Climb above the tree-tops on our three adventure ropes courses. [Learn More](#)

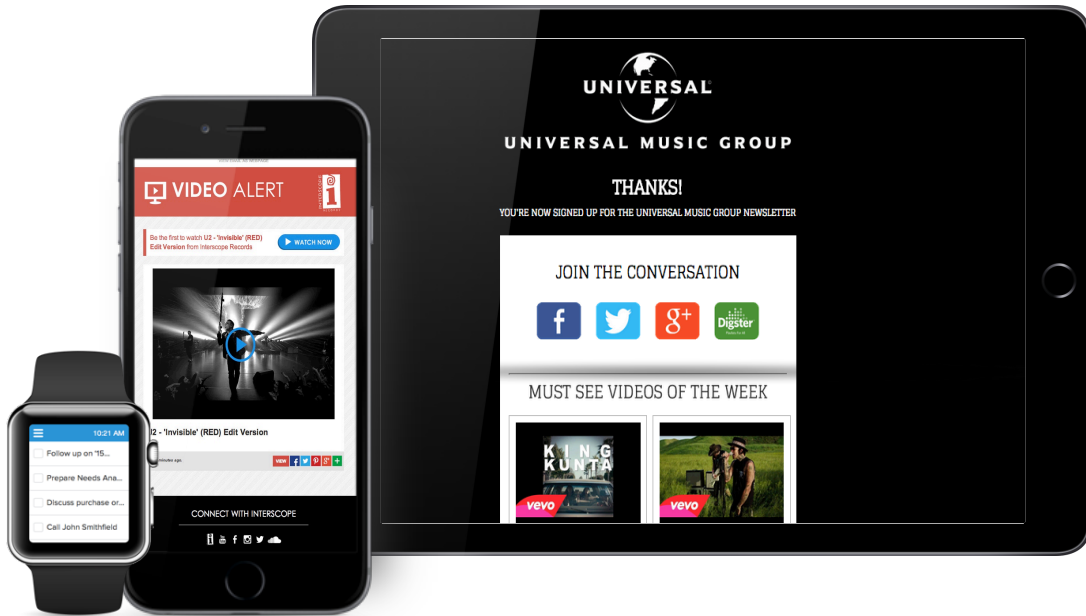
Upcoming Events at Heavenly

Vacation Planning Tips and Tricks



Content Radar to Trigger Journeys Across any Device

“Listen” to content and signals. Trigger real-time alerts, journeys and automations



Digital Magazines, Landing Pages and Content Hubs

Trigger Omni-Channel Alerts, News and Blog notifications

Automate Social Digests and Internal Feeds

Listen for The Internet of Things



Real-Time Social Onboarding Campaigns

Social, Videos, Calendars and News. Always Up-To-Date In Every Message

Watch the Latest James Bay on YouTube

James Bay - Headline Show at KOKO, London (Vevo LIFT)
JamesBayVEVO

Join Vevo UK LIFT artist James Bay as the 'Hold Back The River' star headlines a show at KOKO in London. Get the Vevo App! <http://smartisturL...Read More>

Views 47,157

PLAY SHARE

Welcome Drip 1 – Check out YouTube

Follow @JamesBayMusic on Instagram

A grid of four Instagram photos: top-left shows a woman playing guitar; top-right shows James Bay playing guitar on stage; bottom-left shows a hand holding a CD/DVD; bottom-right shows James Bay playing guitar on stage in silhouette.

Welcome Drip 2 – Follow on Instagram

James Bay on Facebook

Get social, like, comment and share...

A screenshot of a Facebook feed for James Bay. It includes a post from Spain 17 about #BilbaoBBKLive, a post from #chaosandthecalm about #makingof Singing Craving in the hallway, and a post from James Bay about #EVOLVR.

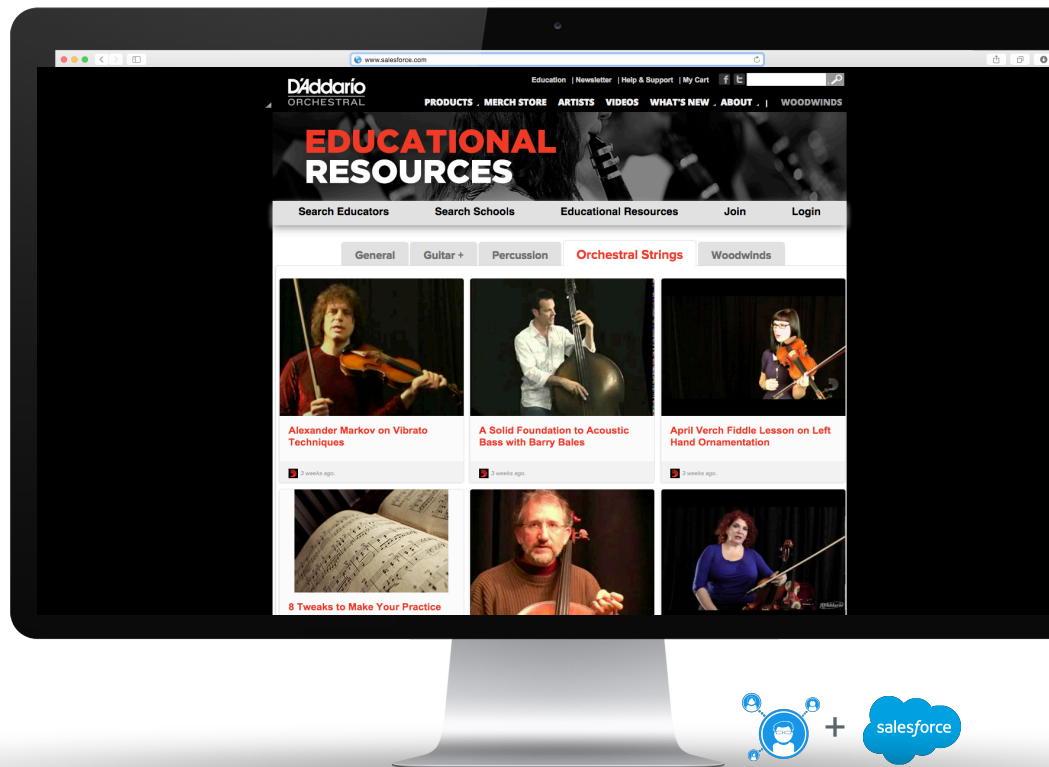
Welcome Drip 3 – Connect on Facebook



Content Hubs and Digital Magazines

Automate Brilliant Web Experiences That Grow Your List

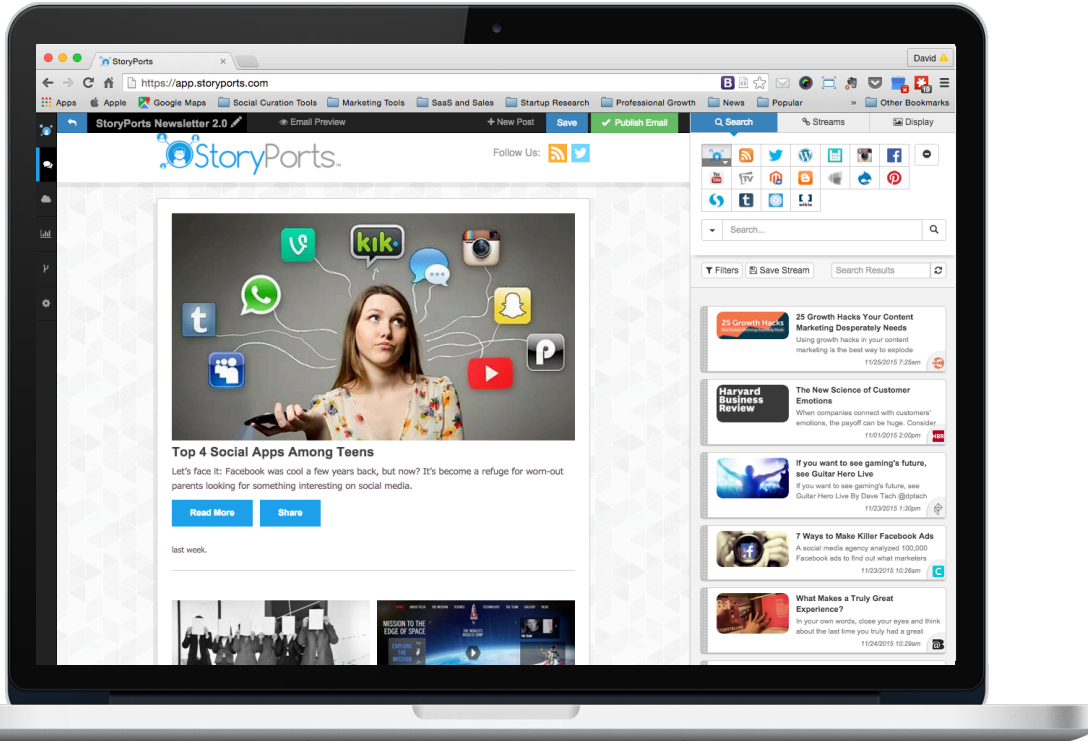
- ✓ Curate or stream social, video, news, brand or ecommerce to content hubs and site widgets
- ✓ Grow your list by gating content and subscribe modules
- ✓ Display any design or look to match your brand
- ✓ Increase time on site with real-time content changes
- ✓ Display on any device or on-site screen



▶ Also from StoryPorts

StoryPorts Studio for Email

Search Engine + Web 3.0 Email Studio



Build brilliant mobile responsive emails in 10 minutes or less.

Search anything online and easily use in email campaigns. No coded needed.

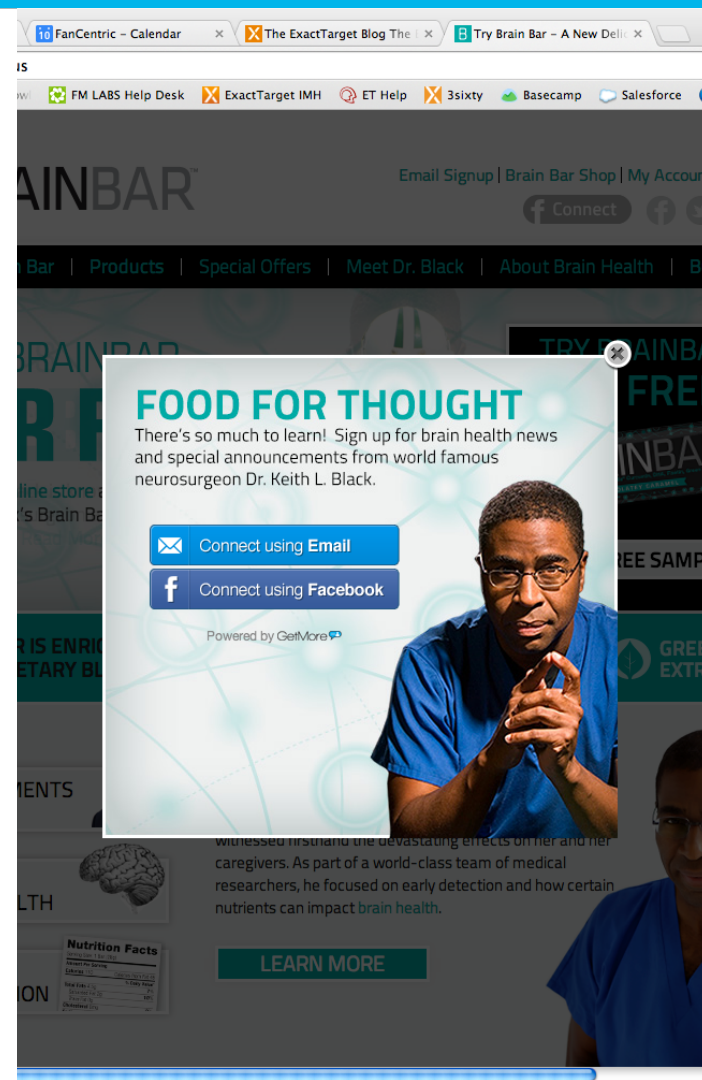
Include countdown clocks, HTML5 video players and more.

Customize any theme to match your brand

GetMore Social Identity Sign-Up

Collect subscribers to SFMC using social profiles

- ✓ Collect subscribers using existing social network identities
- ✓ Populate SFMC Lists or Data Extensions
- ✓ Gather Email, Location, Gender, Age and More Without a Form
- ✓ Facebook, Google, Hotmail and Email Enabled
- ✓ Easily Installed on Any Website
- ✓ Customizable Look and Feel to Match any Brand



thank y  u