

# Partner Community & Accreditation User Guide for Marketing Cloud Partners

FOR USERS WITH ACCESS TO THE PARTNER COMMUNITY

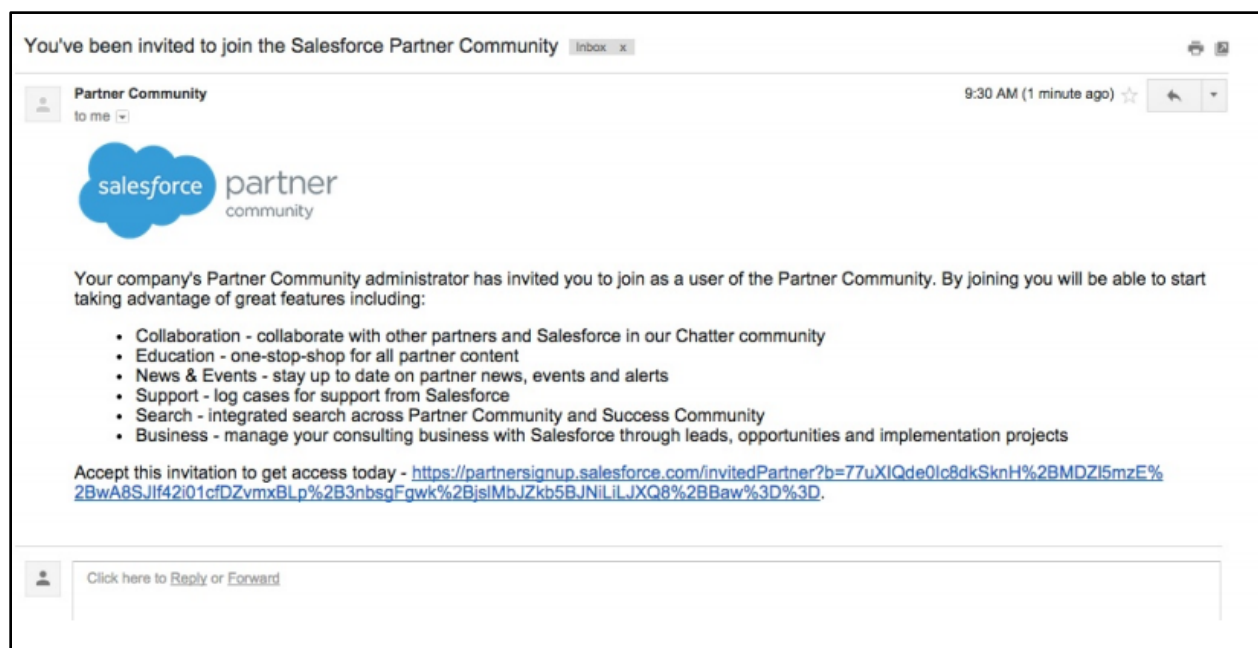
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## For all Partner Community Users (you have received an email invite):

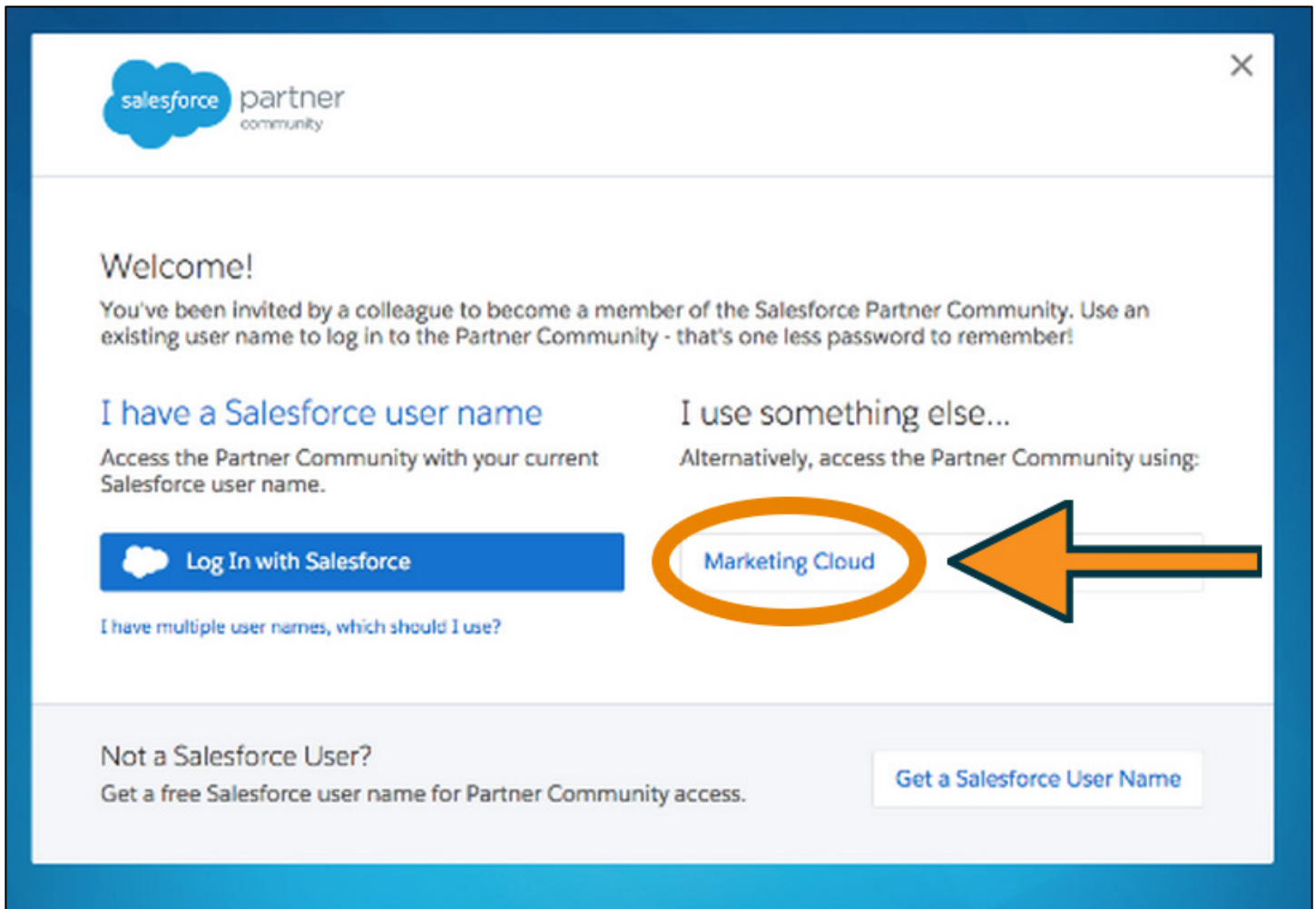
### Step 1: Go to your inbox.

After your Partner Community admin invites you to join Partner Community, you will receive an invitation via email (Subject line: “You’ve been invited to join the Salesforce Partner Community”.) Select the link in this email:



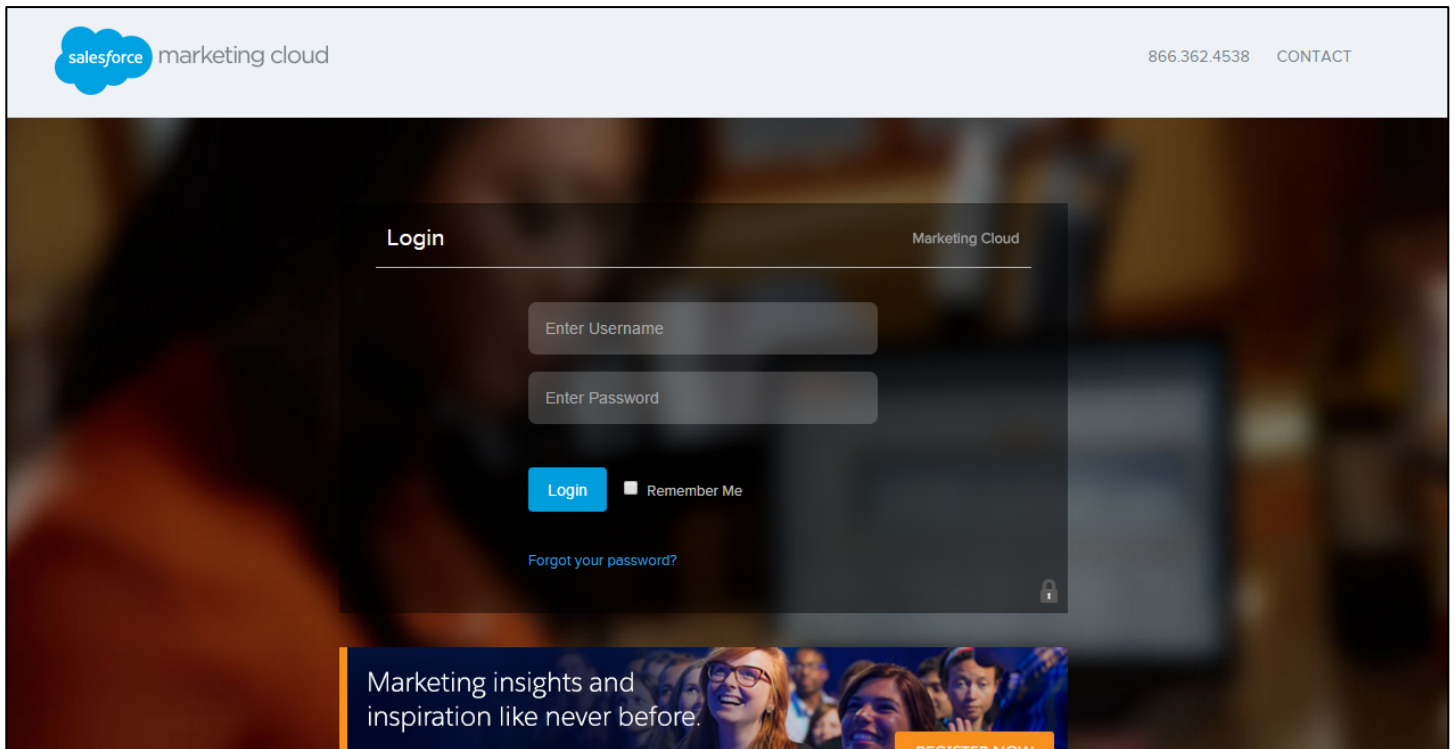
## Step 2: Join the Salesforce Partner Community

Select Login using **Marketing Cloud**.



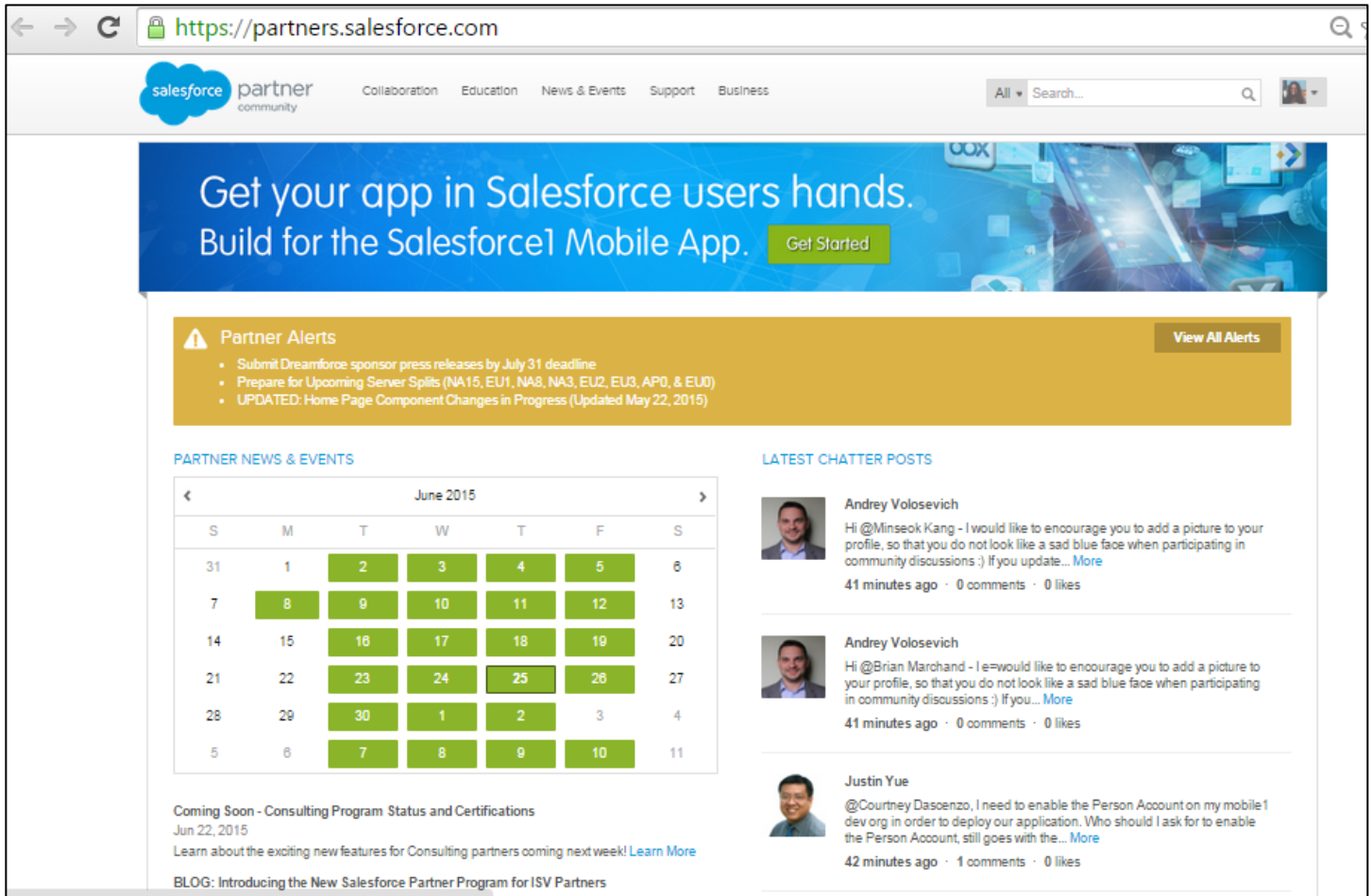


Next, enter your Marketing Cloud username and password:

A screenshot of the Salesforce Marketing Cloud login page. The page has a light blue header with the "salesforce marketing cloud" logo on the left and the phone number "866.362.4538" and a "CONTACT" link on the right. The main content area has a dark background with a blurred image of a crowd. In the center is a white login form titled "Login" with a "Marketing Cloud" link. The form contains two input fields: "Enter Username" and "Enter Password". Below these is a blue "Login" button, a checkbox labeled "Remember Me", and a link "Forgot your password?". At the bottom of the form is a small lock icon. Below the form is a banner with the text "Marketing insights and inspiration like never before." and a "REGISTER NOW" button on the right.

### Step 3: Enter the Partner Community

Congratulations! You can now access all the great resources and collaboration tools within the Partner Community!



The screenshot shows the Salesforce Partner Community homepage. At the top, there's a navigation bar with the Salesforce logo, 'partner community' text, and links for Collaboration, Education, News & Events, Support, and Business. A search bar is on the right. Below the navigation bar is a large blue banner with the text 'Get your app in Salesforce users hands. Build for the Salesforce1 Mobile App.' and a 'Get Started' button. Under the banner is a yellow 'Partner Alerts' section with a list of updates and a 'View All Alerts' button. The main content area is divided into two columns. The left column, titled 'PARTNER NEWS & EVENTS', features a calendar for June 2015. The right column, titled 'LATEST CHATTER POSTS', displays three posts from community members.

**Partner Alerts**

- Submit Dreamforce sponsor press releases by July 31 deadline
- Prepare for Upcoming Server Splits (NA15, EU1, NA8, NA3, EU2, EU3, AP0, & EU0)
- UPDATED: Home Page Component Changes in Progress (Updated May 22, 2015)

**PARTNER NEWS & EVENTS**

June 2015

S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

Coming Soon - Consulting Program Status and Certifications  
Jun 22, 2015  
Learn about the exciting new features for Consulting partners coming next week! [Learn More](#)

BLOG: Introducing the New Salesforce Partner Program for ISV Partners

**LATEST CHATTER POSTS**

**Andrey Volosevich**  
Hi @Minseok Kang - I would like to encourage you to add a picture to your profile, so that you do not look like a sad blue face when participating in community discussions :) If you update... [More](#)  
41 minutes ago · 0 comments · 0 likes

**Andrey Volosevich**  
Hi @Brian Marchand - I would like to encourage you to add a picture to your profile, so that you do not look like a sad blue face when participating in community discussions :) If you... [More](#)  
41 minutes ago · 0 comments · 0 likes

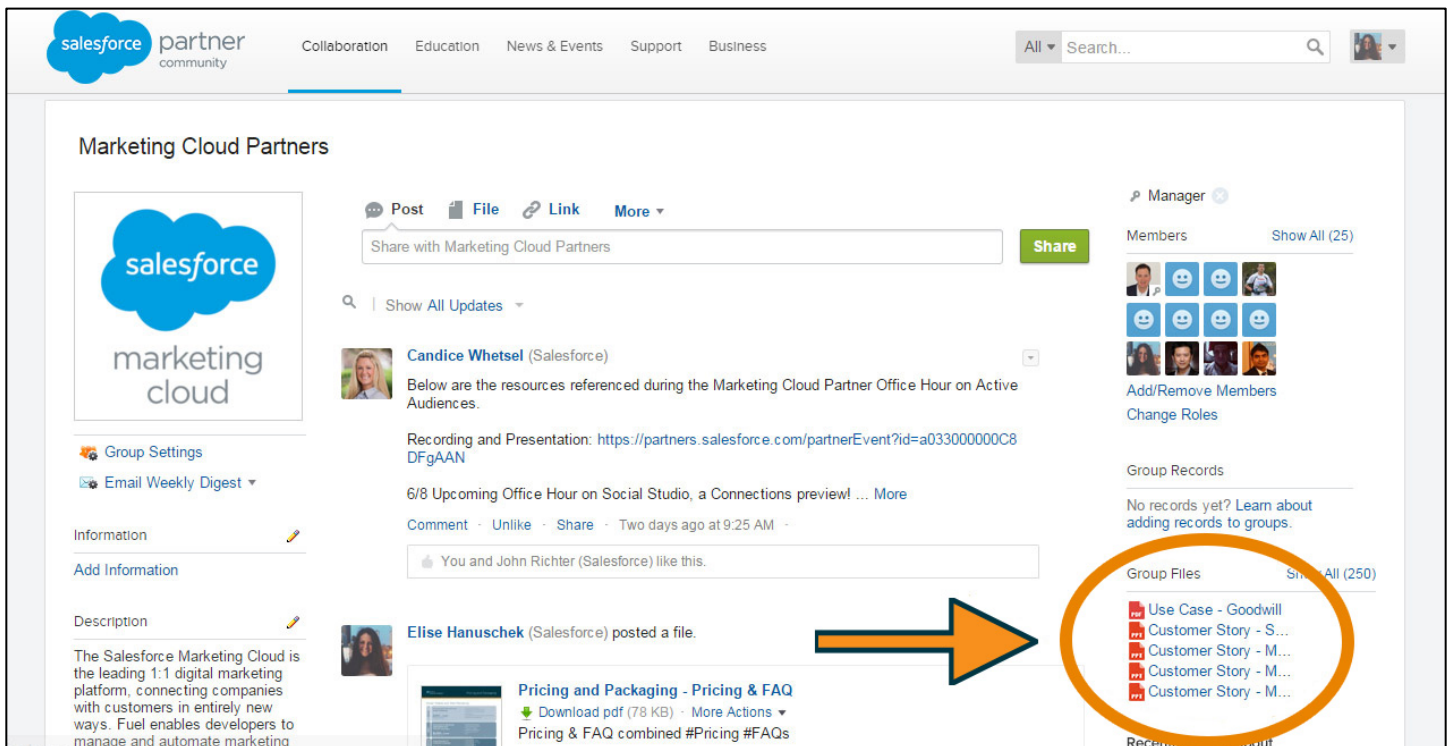
**Justin Yue**  
@Courtney Daspenzo, I need to enable the Person Account on my mobile1 dev org in order to deploy our application. Who should I ask for to enable the Person Account, still goes with the... [More](#)  
42 minutes ago · 1 comments · 0 likes

## Step 4: Explore the Partner Community

- Stay up to date on upcoming news/events
- Collaborate with others on Chatter

Please join the Marketing Cloud Chatter group to collaborate and access all MC Content that previously was housed in the Content tab of PRM:

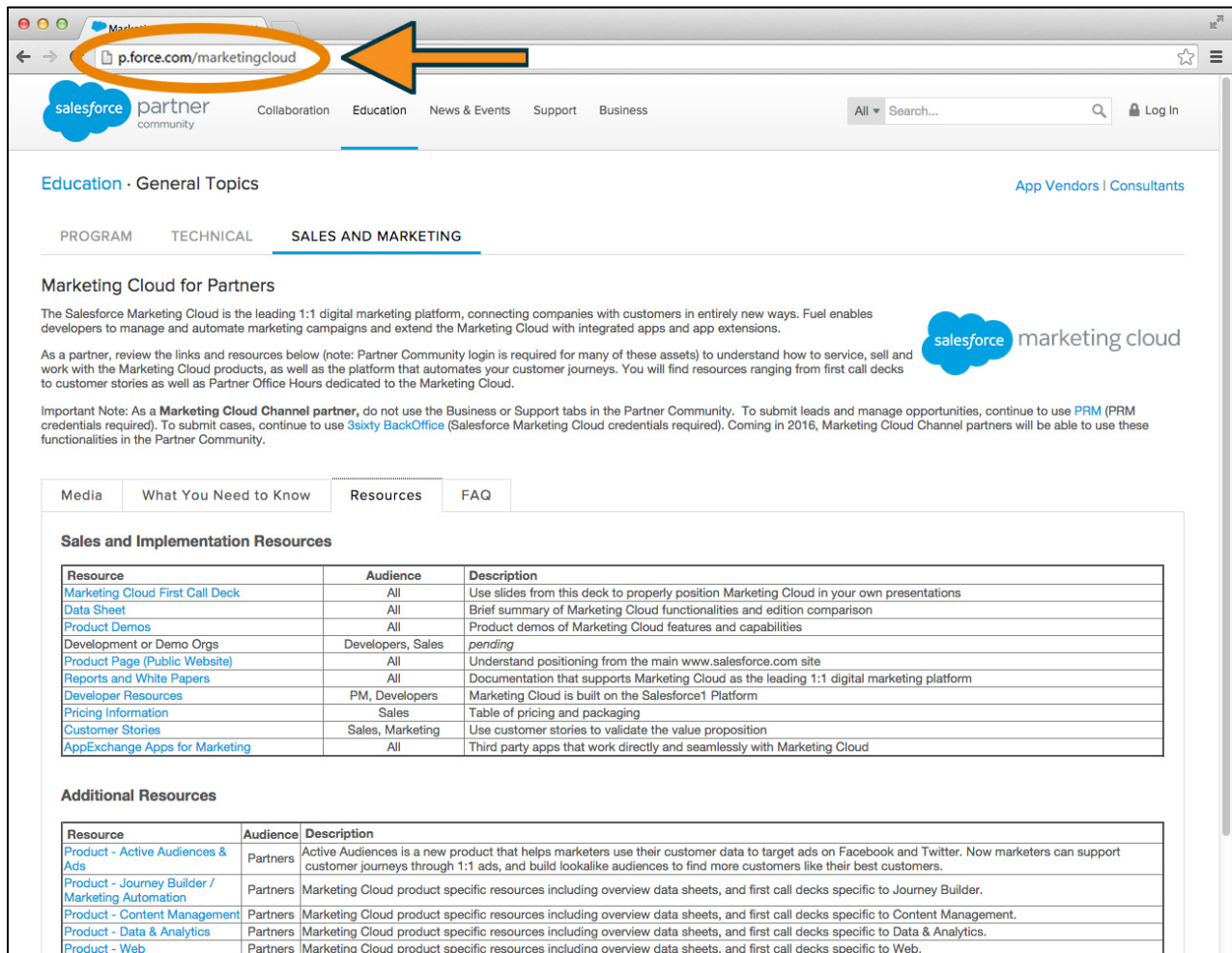
[https://partners.salesforce.com/\\_ui/core/chatter/groups/GroupProfilePage?g=0F9300000009P5F](https://partners.salesforce.com/_ui/core/chatter/groups/GroupProfilePage?g=0F9300000009P5F)



The screenshot displays the 'Marketing Cloud Partners' group page in the Salesforce Partner Community. The interface includes a top navigation bar with tabs for Collaboration, Education, News & Events, Support, and Business. A search bar is located on the right. The main content area features a post by Candice Whetsel (Salesforce) with a link to a partner event. Below it, a post by Elise Hanuschek (Salesforce) is shown, with an orange arrow pointing to the 'Group Files' section on the right. The 'Group Files' section lists several files, including 'Use Case - Goodwill', 'Customer Story - S...', 'Customer Story - M...', 'Customer Story - M...', and 'Customer Story - M...'. The right sidebar also shows a list of members and a 'Show All (25)' link.

An additional source for resources is the [p.force.com/marketingcloud](https://p.force.com/marketingcloud) landing page within Partner Community.

You should familiarize yourself with this page. It is here where you will find additional sales and implementation resources and content broken down by product line.



**Marketing Cloud for Partners**

The Salesforce Marketing Cloud is the leading 1:1 digital marketing platform, connecting companies with customers in entirely new ways. Fuel enables developers to manage and automate marketing campaigns and extend the Marketing Cloud with integrated apps and app extensions.

As a partner, review the links and resources below (note: Partner Community login is required for many of these assets) to understand how to service, sell and work with the Marketing Cloud products, as well as the platform that automates your customer journeys. You will find resources ranging from first call decks to customer stories as well as Partner Office Hours dedicated to the Marketing Cloud.

Important Note: As a **Marketing Cloud Channel partner**, do not use the Business or Support tabs in the Partner Community. To submit leads and manage opportunities, continue to use [PRM](#) (PRM credentials required). To submit cases, continue to use [Sixty BackOffice](#) (Salesforce Marketing Cloud credentials required). Coming in 2016, Marketing Cloud Channel partners will be able to use these functionalities in the Partner Community.

Media | What You Need to Know | **Resources** | FAQ

**Sales and Implementation Resources**

Resource	Audience	Description
<a href="#">Marketing Cloud First Call Deck</a>	All	Use slides from this deck to properly position Marketing Cloud in your own presentations
<a href="#">Data Sheet</a>	All	Brief summary of Marketing Cloud functionalities and edition comparison
<a href="#">Product Demos</a>	All	Product demos of Marketing Cloud features and capabilities
Development or Demo Orgs	Developers, Sales	<i>pending</i>
<a href="#">Product Page (Public Website)</a>	All	Understand positioning from the main <a href="#">www.salesforce.com</a> site
<a href="#">Reports and White Papers</a>	All	Documentation that supports Marketing Cloud as the leading 1:1 digital marketing platform
<a href="#">Developer Resources</a>	PM, Developers	Marketing Cloud is built on the Salesforce1 Platform
<a href="#">Pricing Information</a>	Sales	Table of pricing and packaging
<a href="#">Customer Stories</a>	Sales, Marketing	Use customer stories to validate the value proposition
<a href="#">AppExchange Apps for Marketing</a>	All	Third party apps that work directly and seamlessly with Marketing Cloud

**Additional Resources**

Resource	Audience	Description
<a href="#">Product - Active Audiences &amp; Ads</a>	Partners	Active Audiences is a new product that helps marketers use their customer data to target ads on Facebook and Twitter. Now marketers can support customer journeys through 1:1 ads, and build lookalike audiences to find more customers like their best customers.
<a href="#">Product - Journey Builder / Marketing Automation</a>	Partners	Marketing Cloud product specific resources including overview data sheets, and first call decks specific to Journey Builder.
<a href="#">Product - Content Management</a>	Partners	Marketing Cloud product specific resources including overview data sheets, and first call decks specific to Content Management.
<a href="#">Product - Data &amp; Analytics</a>	Partners	Marketing Cloud product specific resources including overview data sheets, and first call decks specific to Data & Analytics.
<a href="#">Product - Web</a>	Partners	Marketing Cloud product specific resources including overview data sheets, and first call decks specific to Web.

## Success Community

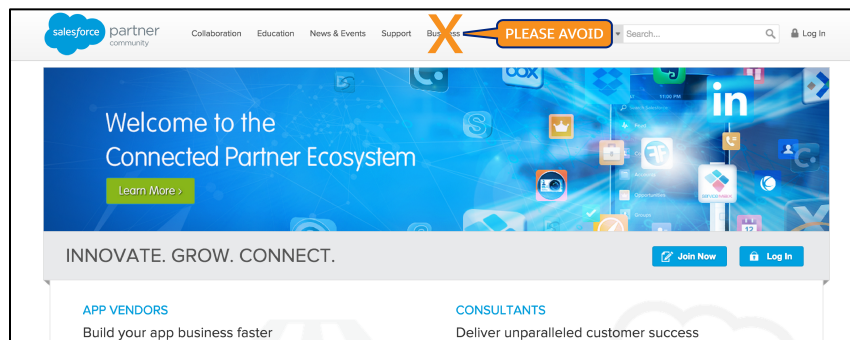
Your Marketing Cloud credentials will also give you access to the Success Community. Success Community allows salesforce customers to come together get answers, share ideas, get help, and learn. The URL for Success Community is: <https://success.salesforce.com/>

## Marketing Cloud Channel Partner Restrictions

Although there are many exciting features within the Partner Community, there are some restrictions for those new users coming from the Marketing Cloud Channel Partner Program (resellers, embedded, or digital agencies). At this time, we are still working on migrating our internal Salesforce instance and the tools previously provided in the Marketing Cloud Partner Portal, PRM. Due to this, there are two tabs you should avoid until told otherwise.

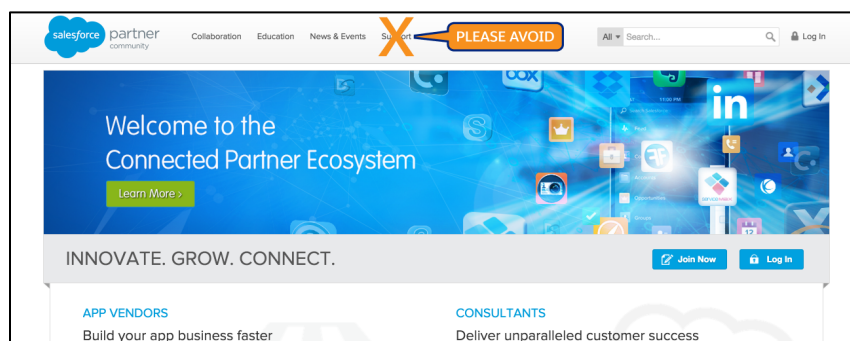
### Avoid 1: the Business tab

Please avoid clicking on the Business tab. At this time, you will continue to log leads and manage opportunities within PRM (etopn.exacttarget.com). If you try to create a lead in the Partner Community, it will not get to your Partner Account Manager (PAM) and it will not be recorded as a partner lead. Again, please continue to use PRM. Please email [PRMhelp@exacttarget.com](mailto:PRMhelp@exacttarget.com) for all PRM related technical support, password resets, and support.



### Avoid 2: the Support tab

Please avoid clicking on the Support tab. At this time, you will continue to use support by calling, emailing or opening a case through 3sixty/BackOffice (<https://3sixty.exacttarget.com>). If you have questions on this, please reach out to your PAM.



## Partner Login Process for the Accreditation Program

All partners should have received the email notification with a set of instructions on getting started. Below is the snippet, “What you need to know,” from the email calling out the 3 important links for gaining access to the learning path and assessment. Since the launch of the program we have made a couple additional changes, which are reflected below in a series of screenshots and must be followed in order to access the materials.

What you need to know:

- Materials leveraged by the Accreditation program will be located on the Salesforce Partner Community website. You will need to use your Salesforce ID and be registered in the Partner Community (instructions [here](#)) in order to access the learning materials. With your username you will be able to access the full learning track [here](#) or the test-out Accreditation [here](#).

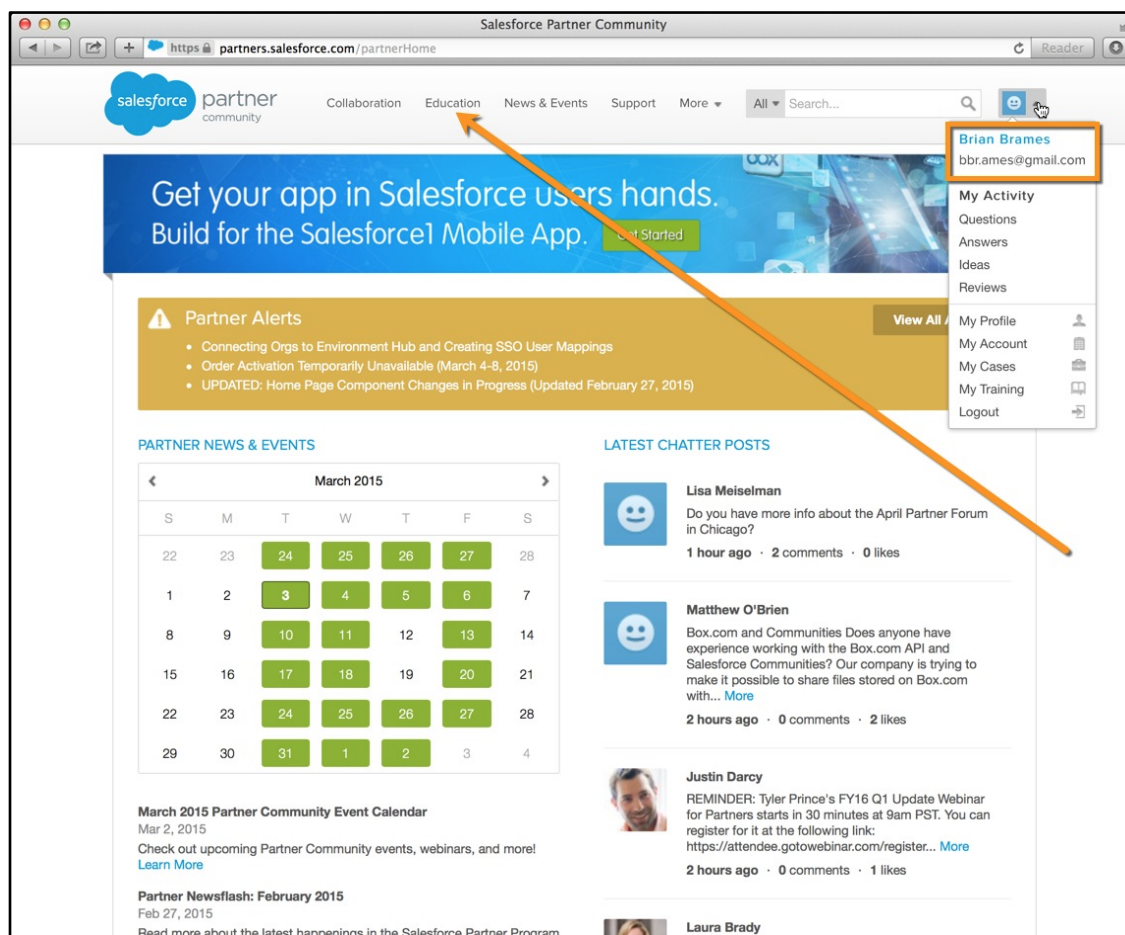


1. Partner Community Access Instructions [here](#).
2. Full Learning Track [here](#).
3. Test-out Accreditation [here](#).

**All users need a Partner Training ID in addition to their Partner Community ID. Below is a walk-through to obtain the Partner Training ID and have it “linked” to your Partner Community ID.**



**Step 1:** You must be logged into the Partner Community to begin. Click on “**Education**” link.



The screenshot shows the Salesforce Partner Community homepage. The top navigation bar includes links for Collaboration, Education, News & Events, Support, and More. An orange arrow points to the 'Education' link. The user profile dropdown menu is open, showing the user's name 'Brian Brames' and email 'bbrames@gmail.com'. The main content area features a banner for 'Get your app in Salesforce users hands. Build for the Salesforce1 Mobile App.' Below this is a 'Partner Alerts' section with a list of alerts. The 'PARTNER NEWS & EVENTS' section displays a calendar for March 2015. The 'LATEST CHATTER POSTS' section shows three posts by Lisa Meiselman, Matthew O'Brien, and Justin Darcy.

**Partner Alerts**

- Connecting Orgs to Environment Hub and Creating SSO User Mappings
- Order Activation Temporarily Unavailable (March 4-8, 2015)
- UPDATED: Home Page Component Changes in Progress (Updated February 27, 2015)

**PARTNER NEWS & EVENTS**

March 2015

S	M	T	W	T	F	S
22	23	24	25	26	27	28
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

**March 2015 Partner Community Event Calendar**  
Mar 2, 2015  
Check out upcoming Partner Community events, webinars, and more!  
[Learn More](#)

**Partner Newsflash: February 2015**  
Feb 27, 2015  
[Read more about the latest happenings in the Salesforce Partner Program](#)

**LATEST CHATTER POSTS**

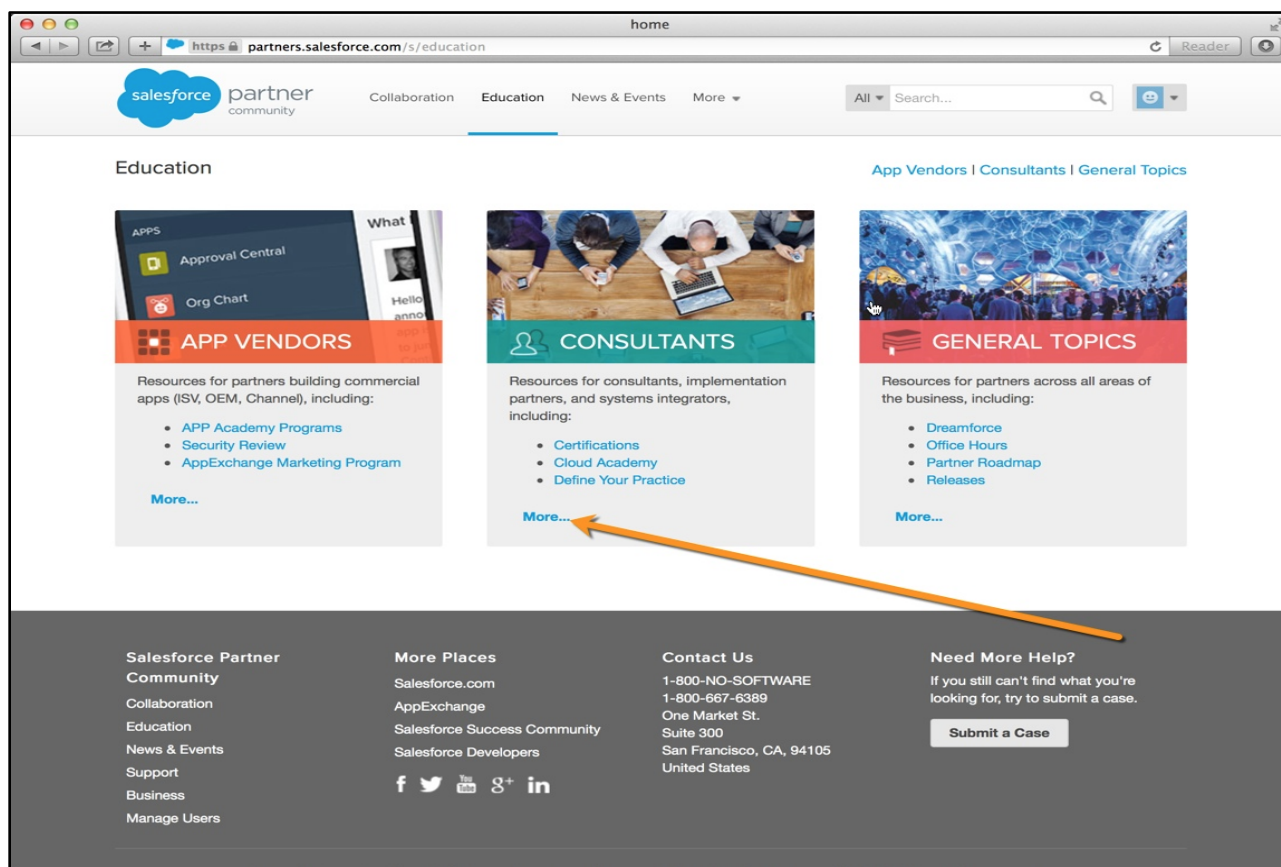
**Lisa Meiselman**  
Do you have more info about the April Partner Forum in Chicago?  
1 hour ago · 2 comments · 0 likes

**Matthew O'Brien**  
Box.com and Communities Does anyone have experience working with the Box.com API and Salesforce Communities? Our company is trying to make it possible to share files stored on Box.com with... [More](#)  
2 hours ago · 0 comments · 2 likes

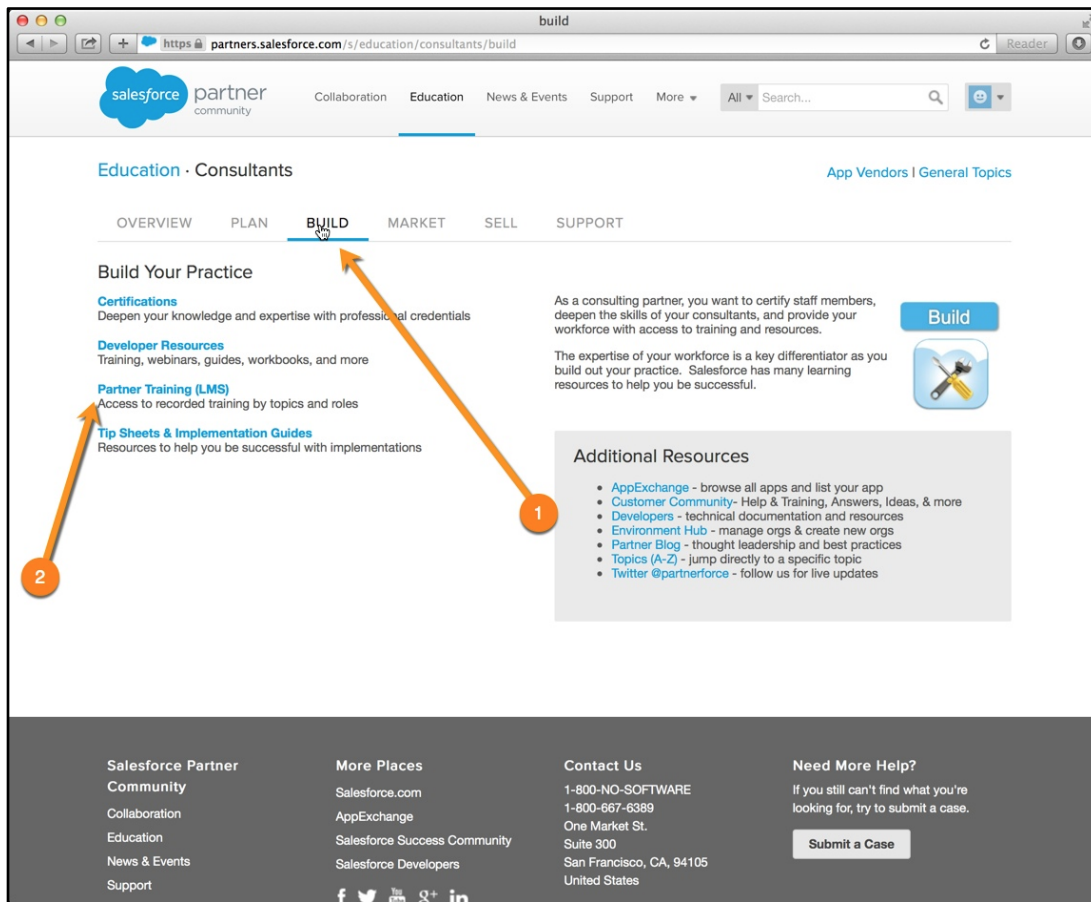
**Justin Darcy**  
REMINDER: Tyler Prince's FY16 Q1 Update Webinar for Partners starts in 30 minutes at 9am PST. You can register for it at the following link: <https://attendee.gotowebinar.com/register...> [More](#)  
2 hours ago · 0 comments · 1 likes

**Laura Brady**

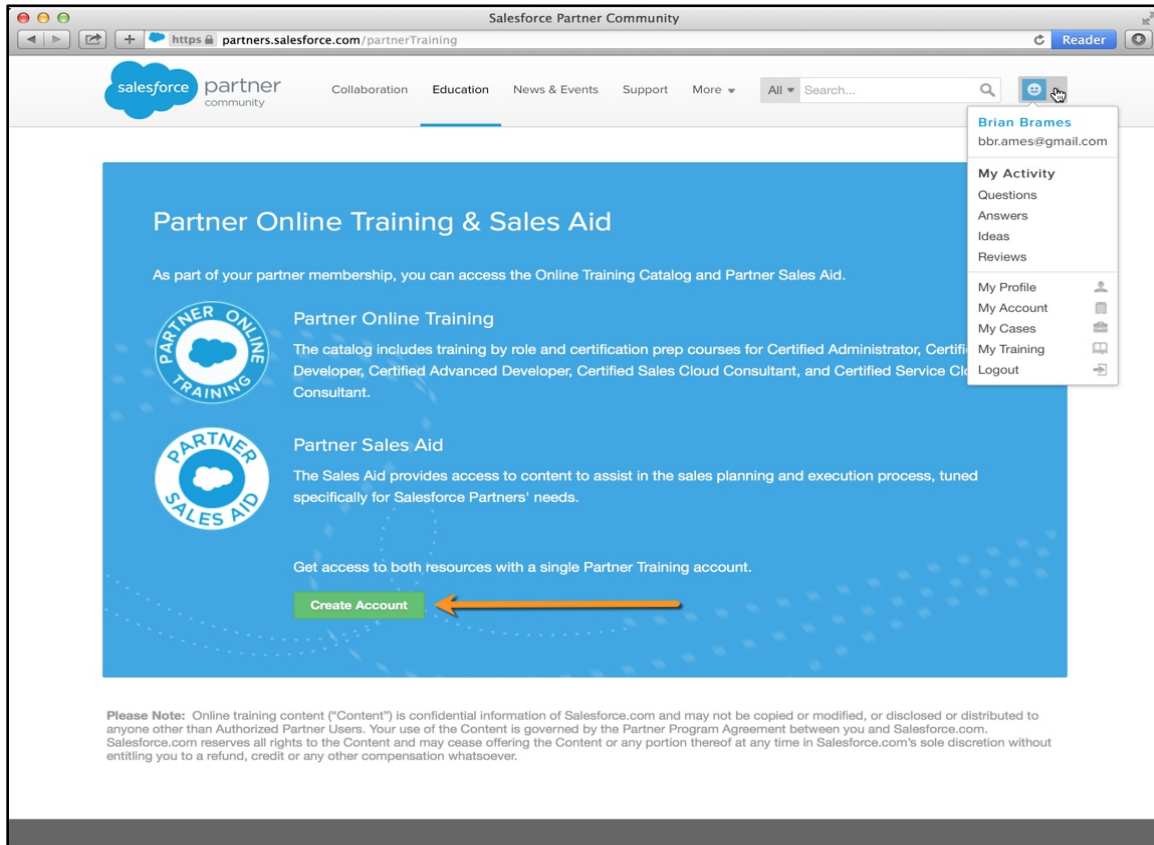
**Step 2:** Click on “More...” link under the Consultants section to access next page.



**Step 3:** Click on the “**Build**” tab (1) and then the “**Partner Training (LMS)**” link (2).

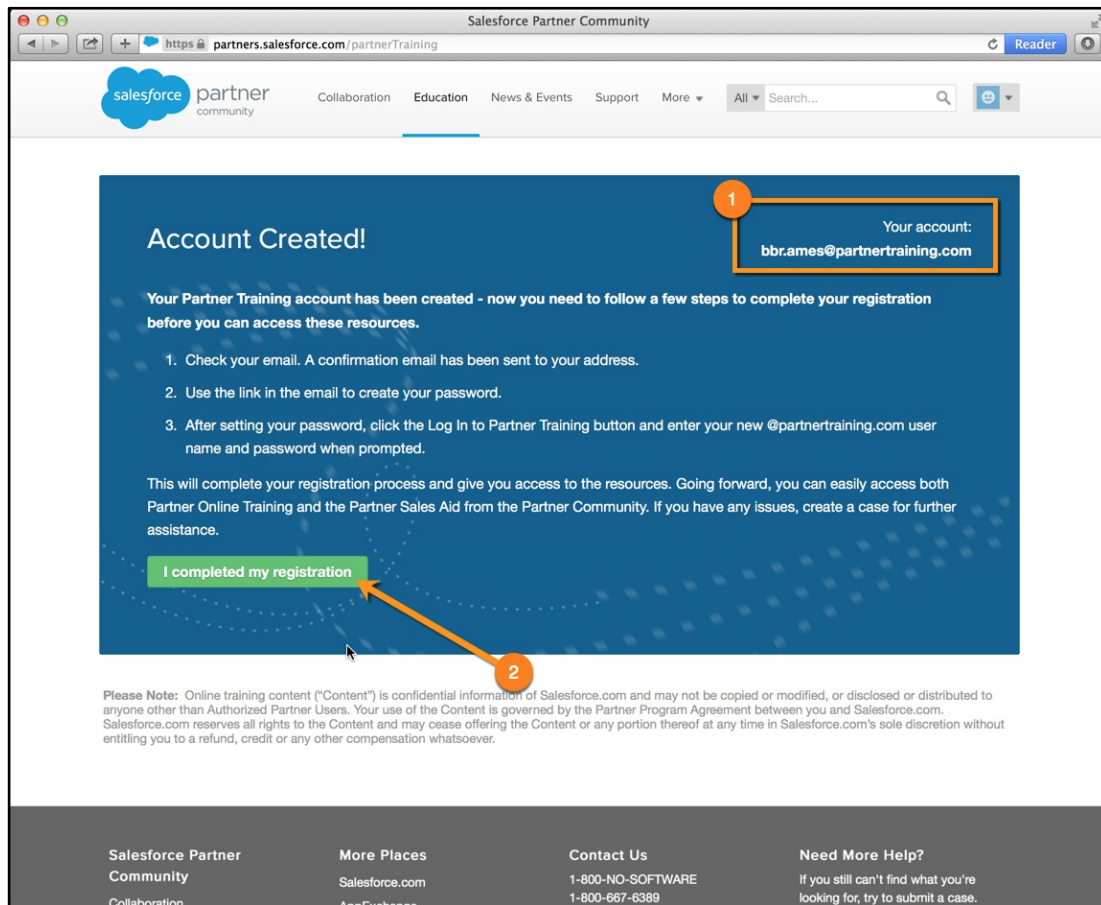


**Step 4:** You are prompted to “Create Account” if a Partner Training ID is not linked to your Partner Community ID.

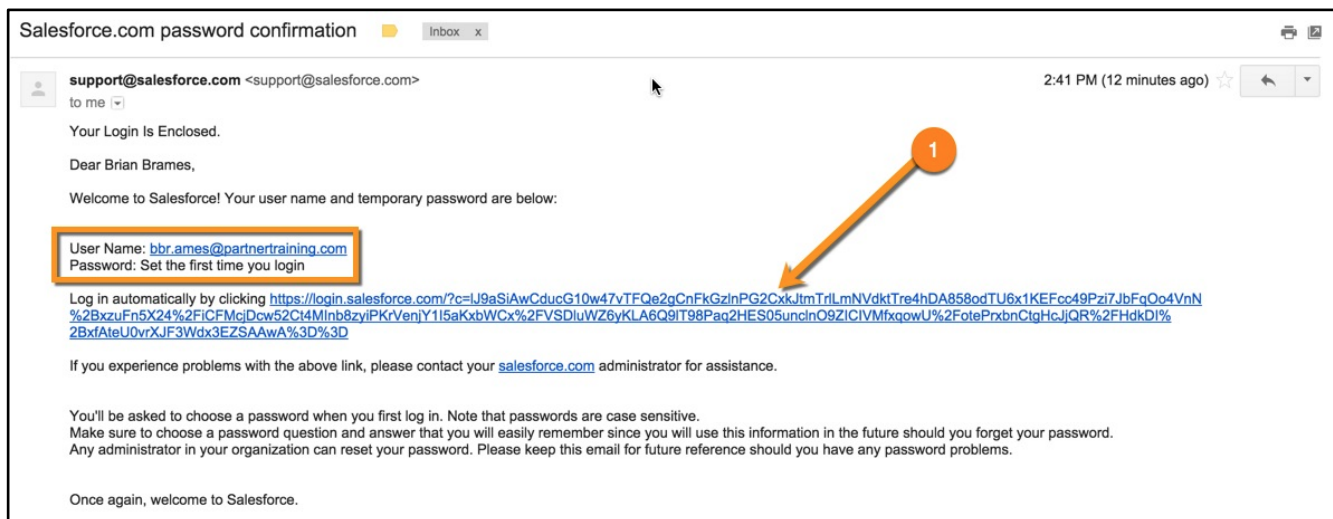


NOTE: You will be redirected to the page below and an email will be sent to your inbox with next steps:

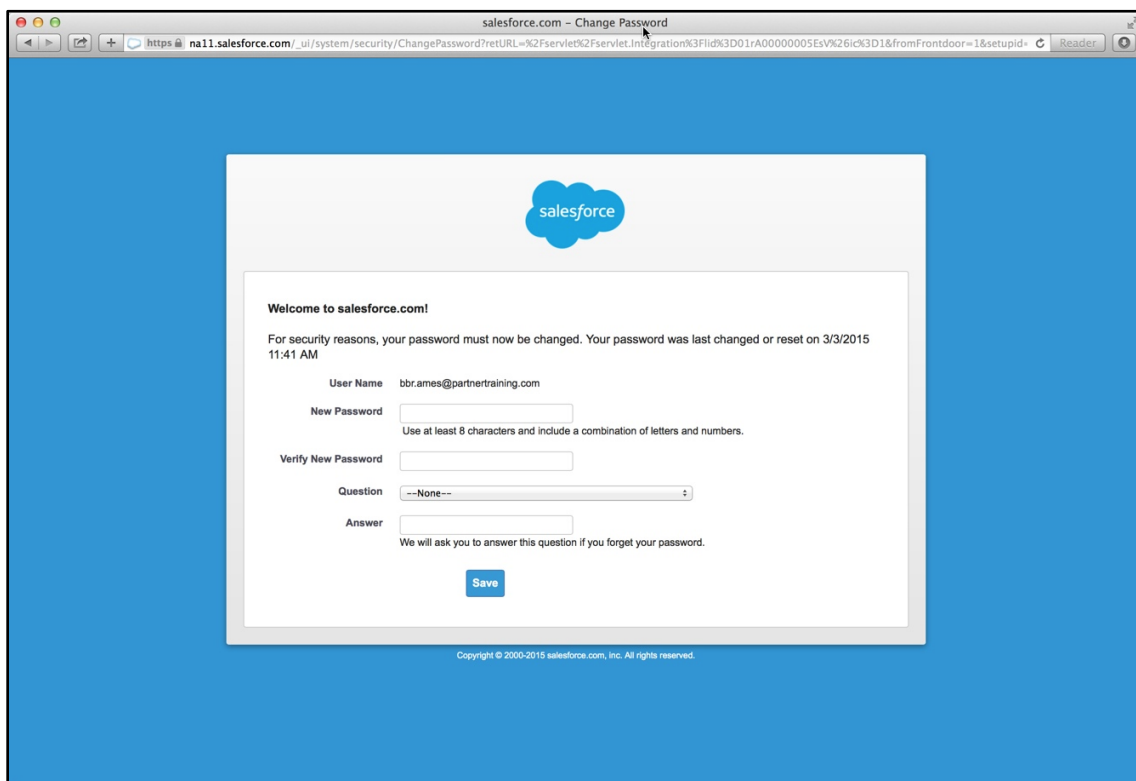
- The link created an ID for you with the @partnertraining.com domain (1)
- **Follow the instructions in the email first! DO NOT CLICK ON “I completed my registration” link (2).**



**Step 5:** You will receive an email from support@salesforce.com. Click on the **automatically login link** (1).



**Step 6:** Complete the registration form for your @partnertraining.com account.



salesforce.com - Change Password

https://na11.salesforce.com/\_ui/system/security/ChangePassword?retURL=%2Fservices%2FIntegration%3Fid%3D01rA000000005EsV%26ic%3D1%26fromFrontdoor=1&setupid=1

Welcome to salesforce.com!

For security reasons, your password must now be changed. Your password was last changed or reset on 3/3/2015 11:41 AM

User Name: bbr.ames@partnertraining.com

New Password:

Use at least 8 characters and include a combination of letters and numbers.

Verify New Password:

Question:

Answer:

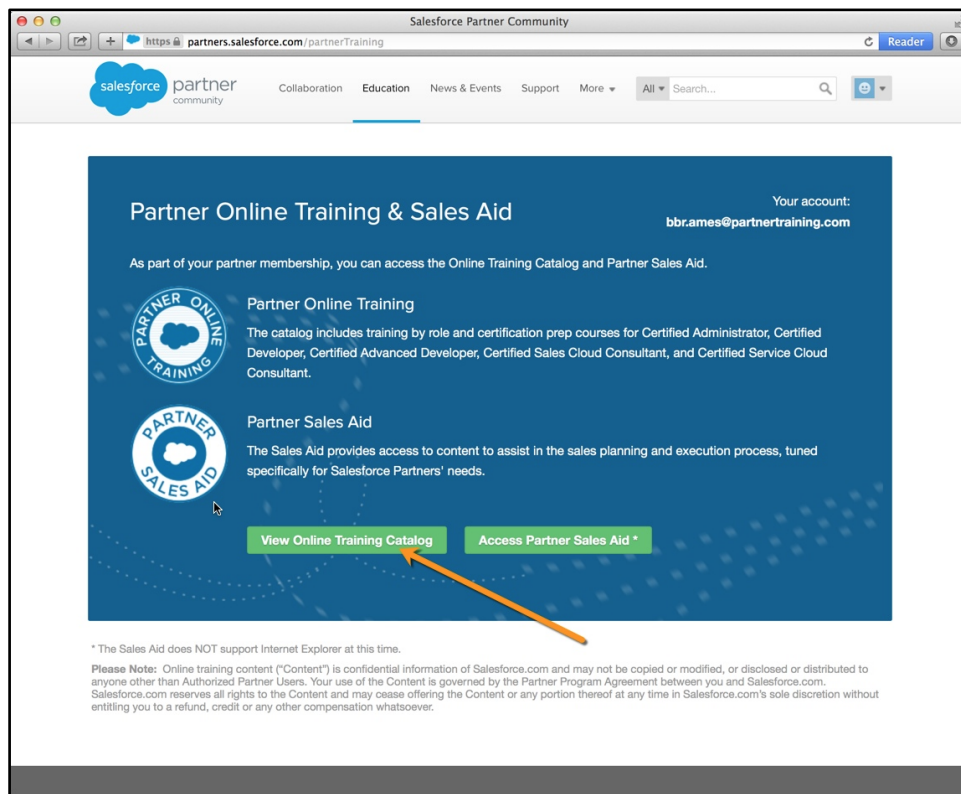
We will ask you to answer this question if you forget your password.

Save

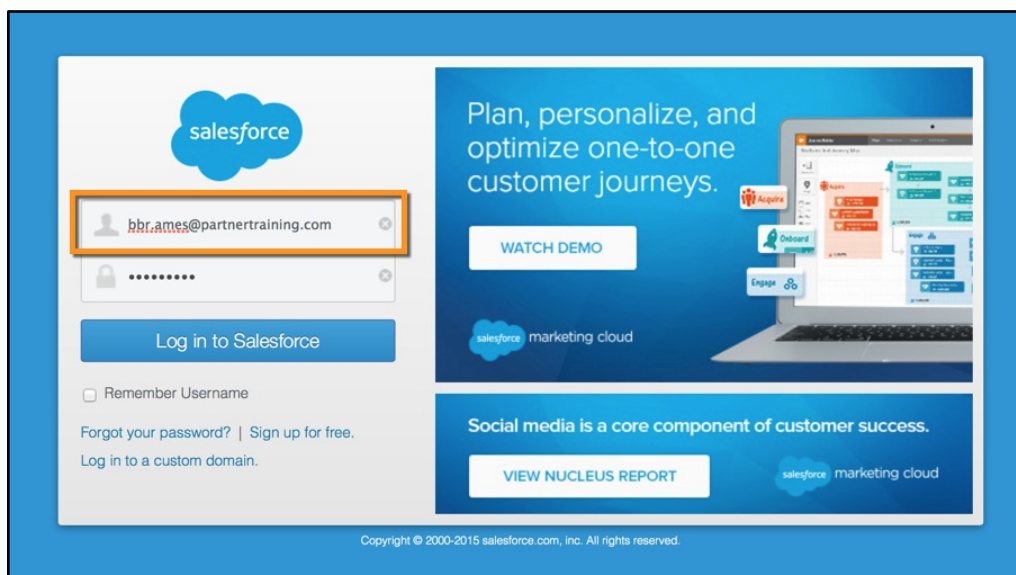
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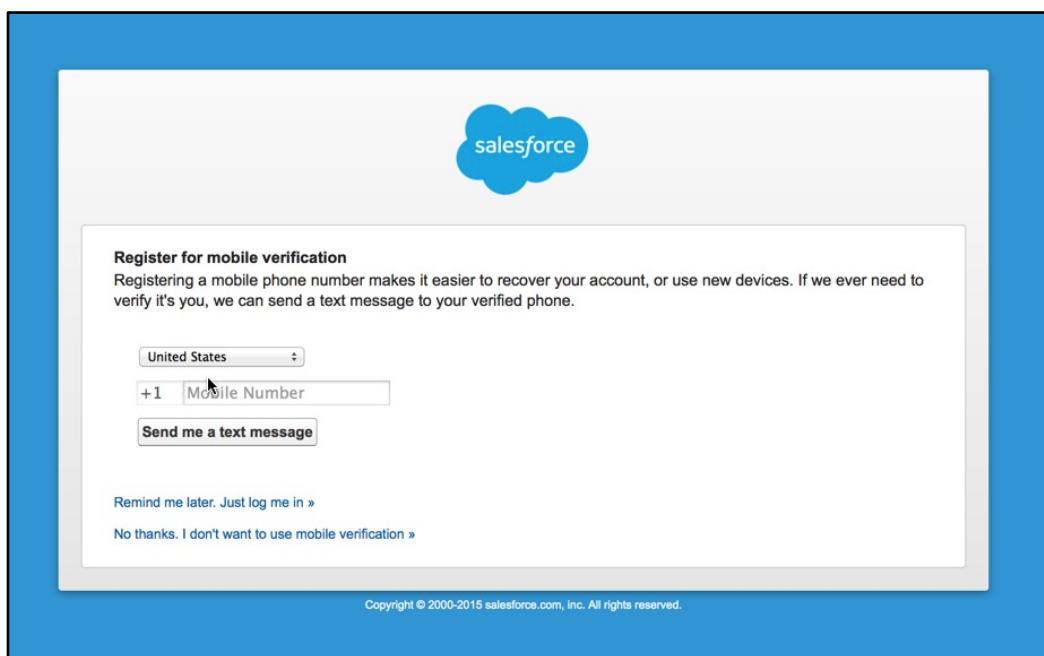
**Step 7:** Click on “View Online Training Catalog” link.



**Step 8:** Use your @partnertraining.com ID and login to complete the linkage of the Partner Community and Partner Training accounts.



## Step 9: Continue through final registration pages (if prompted):



**Register for mobile verification**

Registering a mobile phone number makes it easier to recover your account, or use new devices. If we ever need to verify it's you, we can send a text message to your verified phone.

United States

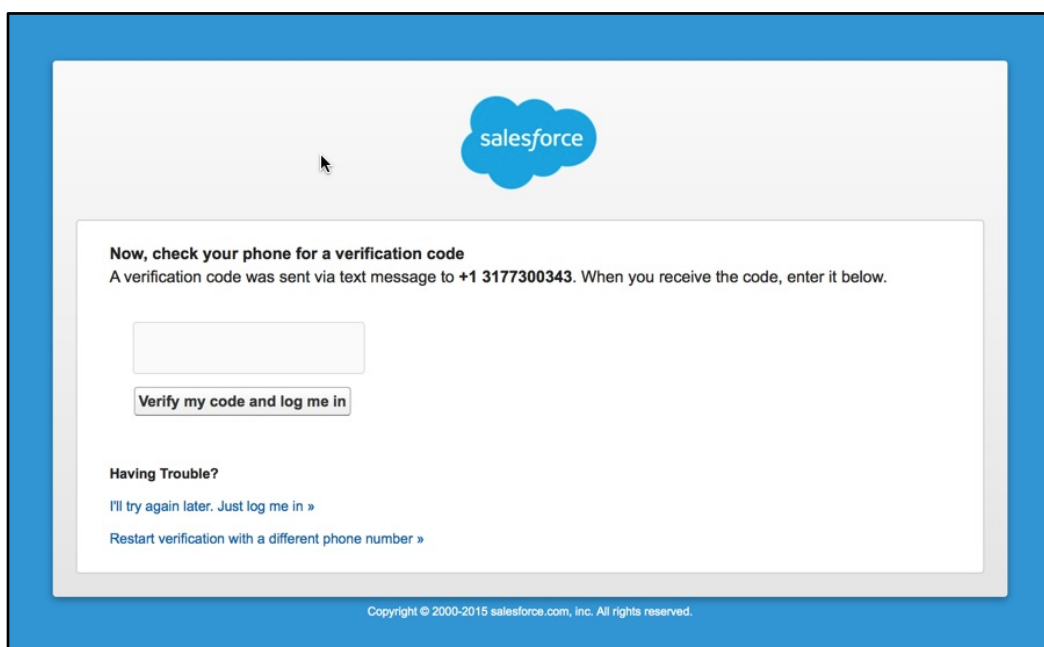
+1

**Send me a text message**

[Remind me later. Just log me in »](#)

[No thanks. I don't want to use mobile verification »](#)

Copyright © 2000-2015 salesforce.com, inc. All rights reserved.



**Now, check your phone for a verification code**

A verification code was sent via text message to +1 3177300343. When you receive the code, enter it below.

**Verify my code and log me in**

**Having Trouble?**

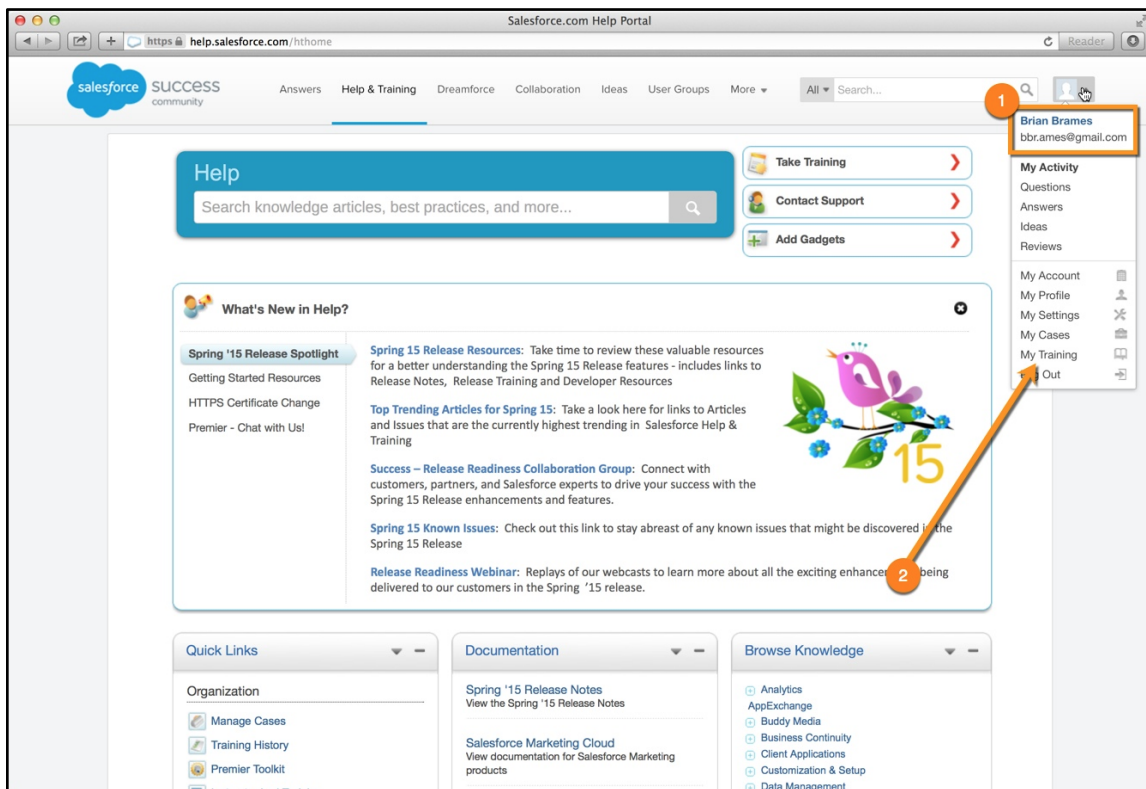
[I'll try again later. Just log me in »](#)

[Restart verification with a different phone number »](#)

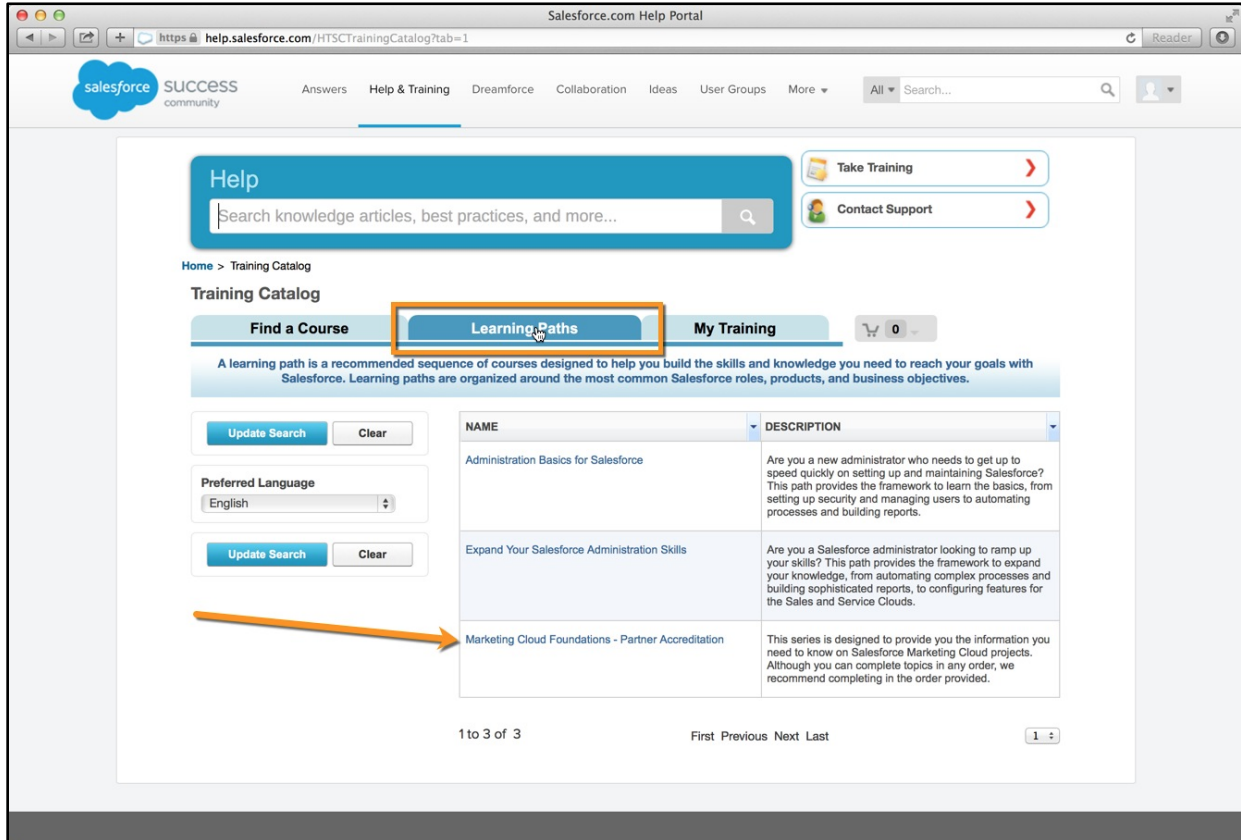
Copyright © 2000-2015 salesforce.com, inc. All rights reserved.

**SPECIAL NOTE:** Once the appropriate linkage between the Partner Community login and the Partner Training login is completed, you will only see your **Partner Community ID** (1) even though you used your @partnertraining ID to login.

**Step 10:** Click on “My Training” from the drop down menu (2).



**Step 11:** Click on the “Learning Paths” tab, and then “Marketing Cloud Foundations - Partner Accreditation” path.

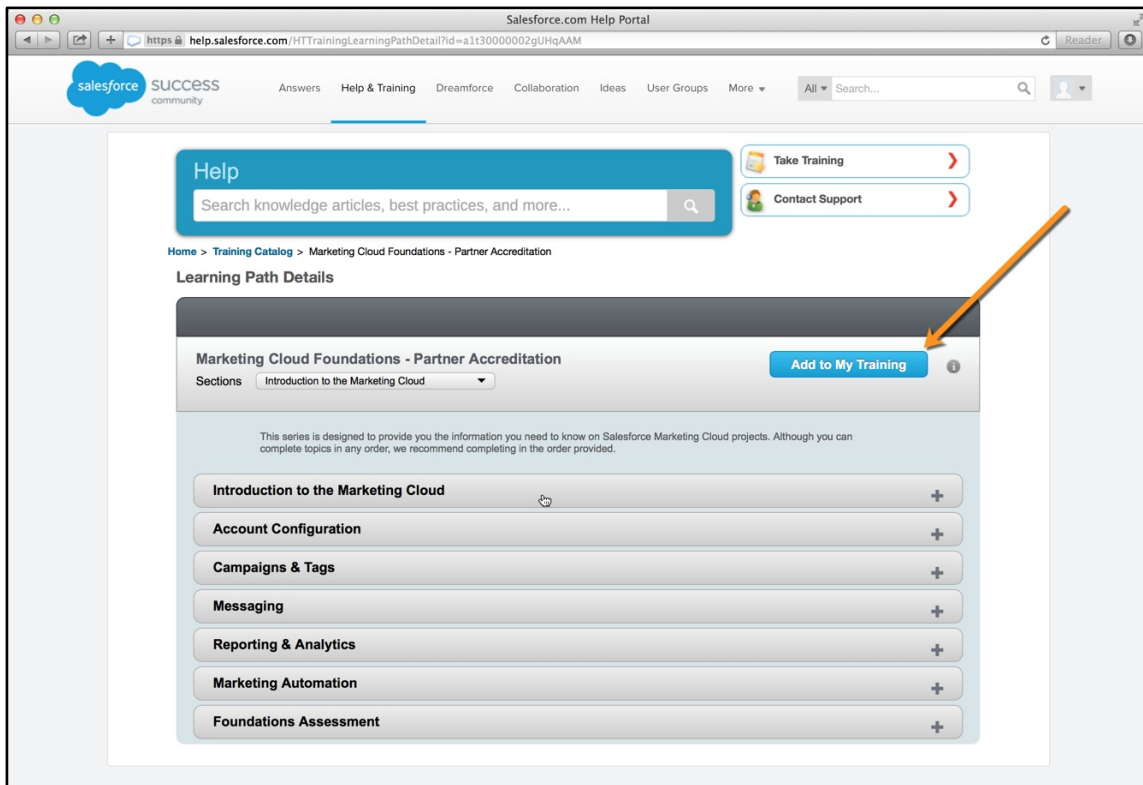


The screenshot shows the Salesforce.com Help Portal Training Catalog. The "Learning Paths" tab is selected and highlighted with an orange box. Below the tabs, a table lists three learning paths. The "Marketing Cloud Foundations - Partner Accreditation" path is highlighted with an orange arrow.

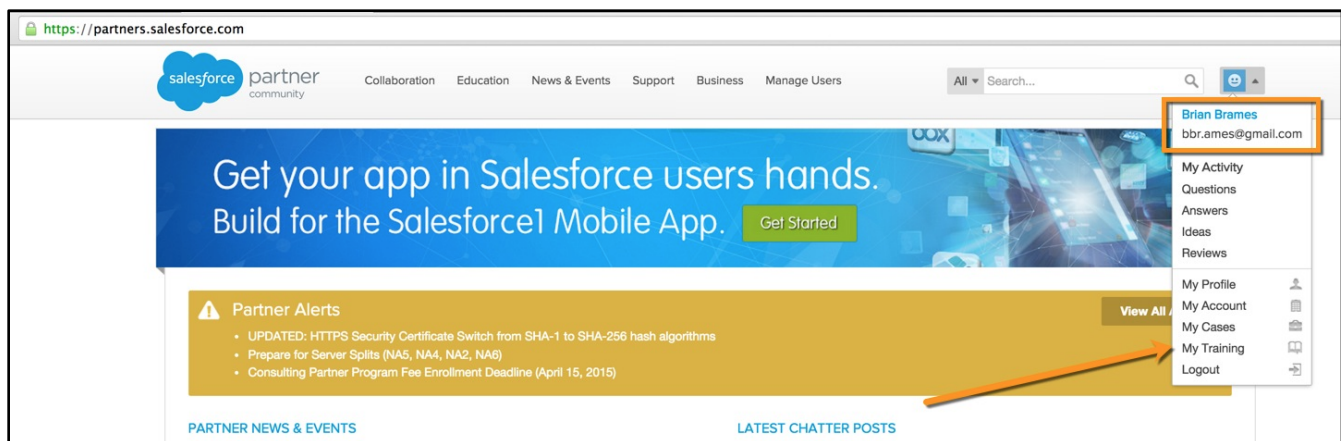
NAME	DESCRIPTION
Administration Basics for Salesforce	Are you a new administrator who needs to get up to speed quickly on setting up and maintaining Salesforce? This path provides the framework to learn the basics, from setting up security and managing users to automating processes and building reports.
Expand Your Salesforce Administration Skills	Are you a Salesforce administrator looking to ramp up your skills? This path provides the framework to expand your knowledge, from automating complex processes and building sophisticated reports, to configuring features for the Sales and Service Clouds.
Marketing Cloud Foundations - Partner Accreditation	This series is designed to provide you the information you need to know on Salesforce Marketing Cloud projects. Although you can complete topics in any order, we recommend completing in the order provided.

1 to 3 of 3      First Previous Next Last      1

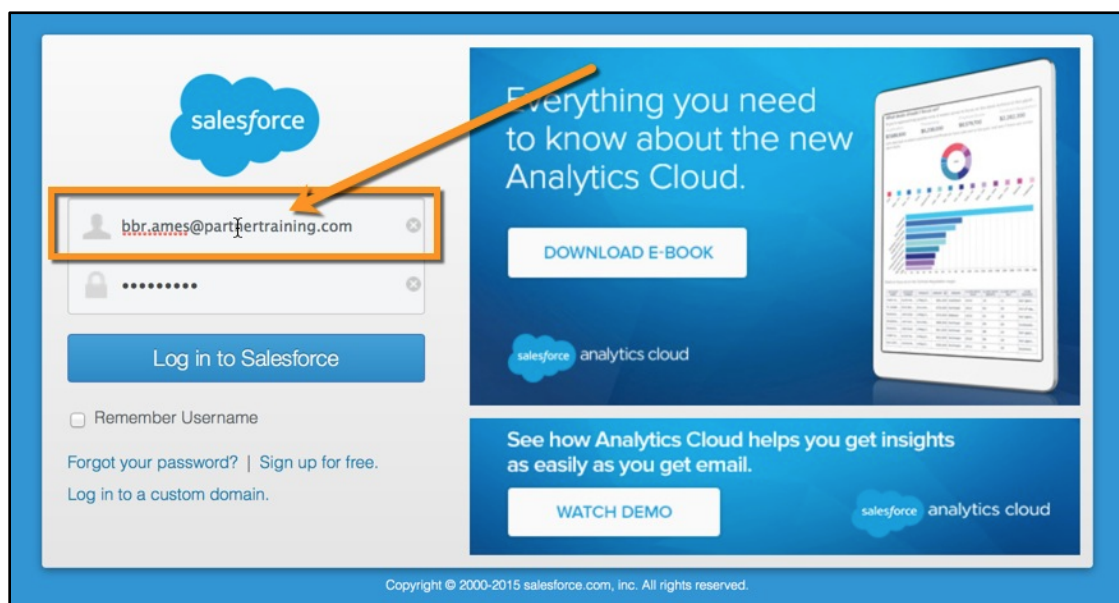
**Step 12 (optional):** You can add learning path by clicking on “Add to My Training.”



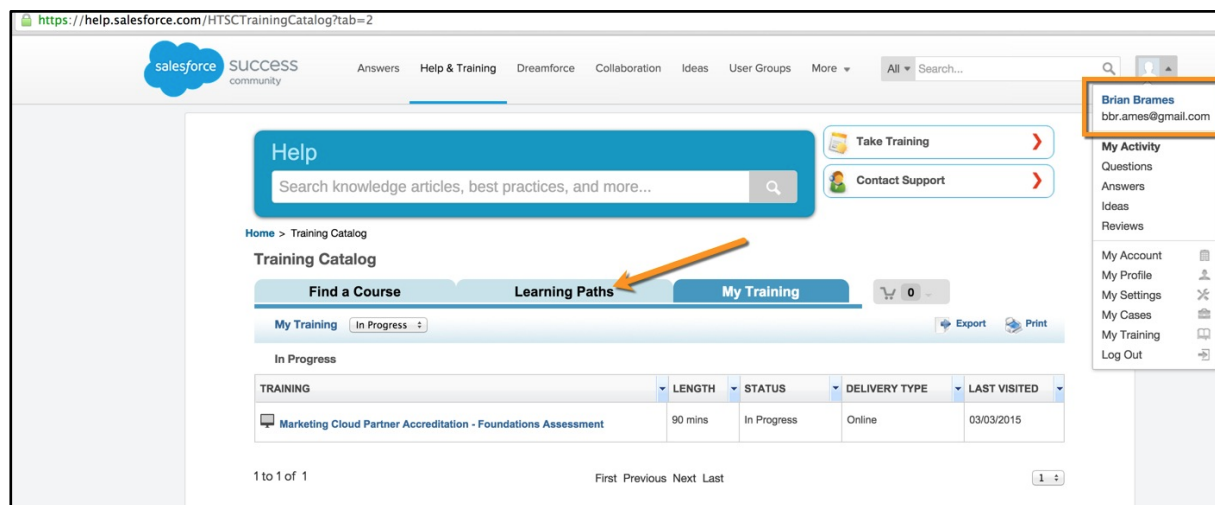
For Future Access to the training materials, be logged into the Partner Community with your Partner Community ID. Navigate to “My Training” from the drop down.



Use your @partnertraining.com ID at this login screen.



You will be taken to this page and you can access the learning path:





**Note:** Even though you have used your @partnertraining.com ID, your username will reflect your partner community ID (1) that you linked in earlier step. Click through the **“My Training”** link (2) to access your learning path.

