Salesforce Admin Guide for Marketing Cloud on Core

For Growth and
Advanced Editions

ateko
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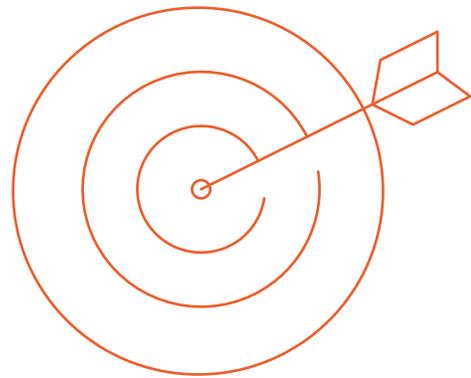
What is Marketing Cloud on Core?

Marketing Cloud on Core (also known as Marketing Cloud Next or Marketing Cloud Growth/Advanced Edition) represents a fundamental shift in how Salesforce delivers marketing automation capabilities. Unlike the standalone Marketing Cloud Engagement product, Marketing Cloud on Core is **built directly on the Salesforce Core platform**, making it a native Salesforce solution that lives within your existing Salesforce org.

Why This Matters

This architectural difference is significant for Salesforce Admins:
- **Single Platform:** Marketing capabilities are integrated directly into your Salesforce org, not a separate system
- **Unified Data Model:** Marketing data lives alongside your Sales, Service, and Commerce data in Data Cloud
- **Native Integration:** Uses standard Salesforce objects (Campaigns, Leads, Contacts) and tools (Flows, CMS)
- **Standard DevOps:** This feature, available starting in Winter '26, supports Salesforce sandboxes, change sets, and metadata deployment. Please note that some aspects of this feature are not yet documented.

Core Components

Marketing Cloud on Core is built on three fundamental pillars of Salesforce technology. Understanding these components is essential for successfully managing the platform

Data Cloud: The Foundation

Data Cloud serves as the **underlying database and identity resolution engine** for all marketing activities. This is not optional: Data Cloud is required for Marketing Cloud on Core to function.

What Data Cloud Provides

Unified Customer Profiles: Data Cloud creates "Unified Individual" records that consolidate duplicate and related data from multiple sources (Leads, Contacts, web visitors) into single, actionable profiles.

Salesforce Flows: The Orchestration Engine

Marketing Cloud on Core uses **Salesforce Flow** as its primary automation and orchestration tool. Flows have been enhanced to support high-volume marketing scenarios and made more accessible for marketers.

How Flows Power Marketing

Campaign Orchestration: Flows manage the entire customer journey:
- Trigger on segment changes or events (form submission, email engagement)
- Make decisions based on customer data or behavior
- Send emails, SMS, or WhatsApp messages
- Update records and create tasks for sales teams
- Wait for specific time periods or conditions

Flow Types for Marketing:
- **Event-Triggered Flows:** Activate when specific events occur (form submission, web activity)
- **Segment-Triggered Flows:** Activate when individuals enter or exit a segment
- **Scheduled Flows:** Run on a specific cadence

Content Management System (CMS): The Content Layer

Marketing content (emails, landing pages, forms) is stored and managed in the **Salesforce CMS Marketing Workspace**, which uses Digital Experience tools.

CMS Components

Marketing Workspace: A dedicated CMS workspace where marketers create and manage:
- Email templates and content
- Landing pages
- Forms
- Images and digital assets
- Brand resources

Marketing Landing Pages Site: An Experience Cloud site that operates behind the scenes to serve landing pages. This is not a traditional Experience Cloud site for content; it's infrastructure for hosting marketing landing pages.

Admin Consideration: CMS content must be managed through Digital Experience tools, not traditional Salesforce metadata deployment. Use change sets or the Digital Experience Bundle component for deployment.

What to Expect in Your Salesforce Org

When Marketing Cloud on Core is enabled in your org, significant changes occur across multiple areas. This section outlines what Salesforce Admins should anticipate.

Initial Setup and Prerequisites

Before Marketing Cloud on Core can be enabled, several foundational elements must be in place:

1. **Data Cloud Must Be Enabled First:** This is non-negotiable. Marketing Cloud on Core cannot function without Data Cloud.
2. **Salesforce CRM Connector:** Data Cloud requires an active Salesforce CRM connector to sync Lead, Contact, and Campaign data.
3. **Default Email Channel:** A specialized CMS channel for storing marketing emails (created automatically, but contact support if issues occur).
4. **Data Protection and Privacy Settings:** Data privacy and protection details must be enabled for records.
5. **Data Space Selection:** Every Data Cloud deployment uses data spaces; the default data space is typically selected for marketing.

Data Kits Installation

Required Data Kits

Data Kit	What It Adds	Impact on Your Org
Marketing Setup Objects	Core marketing configuration objects	Adds new custom objects and fields for marketing configuration
Consent Objects	Consent audit trail and messaging consent data streams	Tracks consent status changes and links consent to contact points (emails/phones)
Flows Integration	Flow run tracking and integration with Data Cloud	Captures flow execution data for reporting and segmentation
Email Channel	Email engagement events (opens, clicks, unsubscribes)	Ingests messaging engagement data via Ingestion API
SMS Channel (add-on)	SMS engagement events	Tracks SMS sends, deliveries, and responses
WhatsApp Channel (add-on)	WhatsApp engagement events	Tracks WhatsApp message engagement
Sales Objects	Enhanced Lead, Contact, and Account data streams	Additional data stream configurations for standard objects

What Happens During Installation

Data Streams Deployment: Most data streams are deployed automatically, but some require manual deployment by a Data Cloud Architect:

- Ingestion API data streams for messaging events
- Flow integration data streams
- Custom data bundles for marketing configuration

Object and Field Creation: Data kits add new objects and fields to your org:

- Communication Subscriptions (for managing consent by channel/topic)
- Engagement Channel Types
- Marketing-specific calculated insights
- Data Model Objects in Data Cloud (not visible in standard Object Manager)

Permission Sets Created: Two standard permission sets are added:

- **Marketing Cloud Admin:** Full control of marketing setup and campaigns
- **Marketing Cloud Manager:** Full control of campaigns, segments, and flows (non-admin)

Timeline
- Initial data kit installation: **5-15 minutes**
- Data stream deployment and initial processing: **Several hours**
- Identity resolution ruleset generation: **15-30 minutes**
- Full data backfill and historical processing: **24-48 hours** depending on data volume

New Tabs and Apps

Marketing Cloud on Core adds new navigation elements:

Marketing App: A new Lightning App with tabs for:
- Campaigns
- Segments
- Briefs
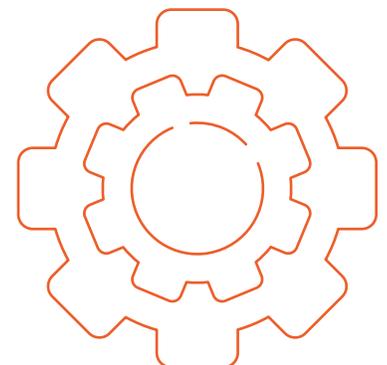
- Content
- Flows
- Consent
- Analytics
- Marketing Performance

Setup Pages: New sections in Setup:
- Marketing Cloud setup assistant (under Assisted Setup)
- Marketing Cloud basic settings
- Marketing Cloud analytics
- Marketing Cloud scoring
- Web tracking setup
- Unified messaging configuration

Impact on Your Data

- Your existing Leads and Contacts remain unchanged
- Unified Individual records are created in Data Cloud (visible in Data Explorer)
- Unified Link Individual records connect source records to unified profiles
- Marketers segment and target using Unified Individual records
- Scoring and engagement data aggregates at the Unified Individual level

User Permissions and Access

Marketing Cloud on Core introduces new permission requirements:

Permission Sets to Assign

- **Marketing Cloud Admin or Marketing Cloud Manager:** For users who need to access the Marketing app
- **Data Cloud Architect:** For admins managing data kits, identity resolution, and scoring
- **Tableau Next Included App Business User:** For users accessing Marketing Performance dashboards

Web Tracking Implementation

If enabling web tracking for landing pages or external websites:

Landing Pages

- Data Cloud integration must be added to the Marketing Landing Pages site
- Optional: Web tracking consent banner integration for GDPR/privacy compliance
- Tracking cookies are set at the subdomain or root domain level

DevOps and Sandbox Management

Marketing Cloud on Core brings marketing automation into the standard Salesforce DevOps workflow, supporting all sandbox types and standard deployment methods.
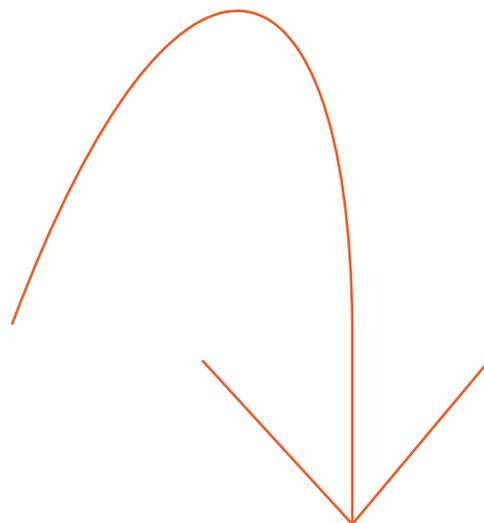
Sandbox Support

Marketing Cloud on Core supports **all sandbox types:**
- Developer
- Developer Pro
- Partial Copy
- Full Copy

What Gets Replicated

Sandbox replication varies by type:

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Feature	Developer/ Developer Pro	Partial Copy	Full	Deployable from Sandbox
Brief	No	Yes	Yes	No
Brand content	No	No	Yes	No
Campaign	No	Yes	Yes	Yes
CMS Marketing Workspace	No	No	Yes	No
Communication Subscription	No	Yes	Yes	Yes
Email content	No	No	Yes	Yes
Email template	No	No	Yes	Yes
Event-triggered flow	Yes	Yes	Yes	Yes
Form content	No	No	Yes	Yes
Image content	No	No	Yes	Yes
Landing page content	No	No	Yes	Yes
Segment-triggered flow	Yes	Yes	Yes	Yes
SMS content	No	No	Yes	Yes
WhatsApp content	No	No	Yes	Yes

Key Insight: Due to storage limitations, **Developer, Developer Pro, and Partial Copy sandboxes do not replicate CMS conten**t (emails, landing pages, forms, images). Only Full Copy sandboxes replicate all marketing content.

Deployment Methods

Marketing Cloud on Core supports standard Salesforce deployment tool:

Change Sets

What to Deploy:
- Flows (Flow Definition component)
- Email content, templates, brand (Digital Experience component)
- Images (Digital Experience component)
- CMS workspace (Digital Experience Bundle component)

Process:
1. Connect organizations for deployment
2. Create outbound change set in source org
3. Select Marketing Cloud Next objects
4. Upload change set
5. Deploy inbound change set in target org
6. Activate/publish objects in target org
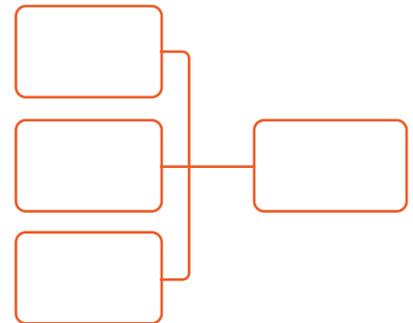
Deployment Best Practices

1. **Deploy Data Cloud objects first:** Always deploy DMOs, segments, and calculated insights before deploying flows or content that reference them
2. **Deploy content before flows:** If flows reference specific email templates or forms, deploy the content first
3. **Deploy to the same CMS workspace:** Content records must be deployed to the same CMS workspace name in the target org. If the workspace doesn't exist, deploy it first using Digital Experience Bundle component
4. **Activate after deployment:** Remember that deployed flows are always in Draft status. Activate them after deployment
5. **Test in sandbox:** Always test the full deployment process in a sandbox before deploying to production
6. **Document dependencies:** Track which flows depend on specific segments, calculated insights, or content

Conclusion

Marketing Cloud on Core represents a fundamental shift in Salesforce's marketing automation strategy, bringing marketing capabilities directly onto the Salesforce Core platform. For Salesforce Admins, this means:

- **Native Integration:** Marketing is no longer a separate system. It's built directly into Salesforce Core
- **Familiar Tools:** Standard Salesforce skills (permissions, flows, sandboxes) apply to marketing operations
- **Standard DevOps:** Deploy marketing assets using change sets, CLI, and other familiar Salesforce tools
- **Data Cloud Foundation:** Data Cloud becomes central to your org architecture, powering identity resolution and unified profiles
- **Unified Customer View:** Identity resolution creates comprehensive customer profiles across all clouds

What to Expect

When Marketing Cloud on Core is installed in your org:

- **Data kits** will add new objects, fields, and data streams to support marketing operations
- **Unified Individual records** will be created through identity resolution, consolidating leads, contacts, and web visitors
- **New apps and tabs** will appear for campaigns, segments, content, flows, and analytics
- **Sandbox workflows** will need to account for CMS content replication limitations
- **Deployment processes** must follow Data Cloud-first sequencing for dependent objects

By understanding these core concepts (Data Cloud as the foundation, Flows as the orchestration engine, and CMS as the content layer), Salesforce Admins can successfully support their marketing teams while maintaining governance and operational excellence.