



# Sitecore Connect™ Software for Salesforce Marketing Cloud - Content Exchange

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# 1. Introduction

You use Sitecore Connect software for Salesforce Marketing Cloud - Content Exchange to push Sitecore media item structures to corresponding asset structures in Salesforce. The connector synchronizes media items and assets in one direction: when you modify media items in Sitecore, Salesforce is updated as well.

With Content Exchange, the assets and categories are created as read-only. Only Salesforce users with admin rights can bypass the connector and delete the structure created in Salesforce.

The connector marks the assets it pushes to Salesforce with the Sitecore tag.

## 1.1. Requirements

Sitecore Connect software for Salesforce Marketing Cloud - Content Exchange 1.0 requires:

- Sitecore Experience Platform 9.0 or later.
- Sitecore Experience Manager 9.0 or later.

This guide contains the following sections:

- [Installation and configuration](#)
- [Salesforce API integration](#)
- [Authentication](#)
- [Media folders to push](#)

## 2. Installation and configuration

You must install the connector on all Sitecore instances that have the *Standalone* or *ContentManagement* roles.

To install Sitecore Connect software for Salesforce Marketing Cloud - Content Exchange:

1. Download the relevant Sitecore Connect 1.0 installation package from <http://dev.sitecore.net>.
2. On the Sitecore Launchpad, click **Control Panel**.
3. In the **Control Panel**, in the **Administration** section, click **Install a package** to open the **Installation Wizard**.
4. Click **Upload package** and follow the steps to upload the module package to Sitecore.
5. Click **Next** and follow the steps to install the package.
6. Before you close the wizard, select **Restart the Sitecore Client**.

The configuration file of the module is available as `\App_Config\Modules\Connector.Sfmc\Sfmc.Connector.Sfmc.config` after the installation.

### 3. Salesforce API integration

The connector uses the Salesforce Marketing Cloud (SFMC) API. You must have an installed package that includes the *API Integration* component on the Salesforce side. The required Marketing Cloud scopes are:

Assets	Hub
Documents and images <ul style="list-style-type: none"><li>• <i>Read</i></li><li>• <i>Write</i></li></ul>	Tags <ul style="list-style-type: none"><li>• <i>Write</i></li></ul>
<hr/>	
Saved content <ul style="list-style-type: none"><li>• <i>Read</i></li><li>• <i>Write</i></li></ul>	

For more information about API integration, see the [Marketing Cloud Package Development documentation](#) on Salesforce.

#### **NOTE**

Sitecore Connect software for Salesforce Marketing Cloud - Content Exchange 1.0 does not support OAuth 2.0 API integration. You must use legacy authentication for API integration with SFMC.

## 4. Authentication

To authenticate on Salesforce, open the `App_Config/ConnectionStrings.config` file and add the following two nodes:

```
<add name="Sfmc.ClientId" connectionString="your_client_id" />  
<add name="Sfmc.ClientSecret" connectionString="your_client_secret" />
```

Replace `your_client_id` and `your_client_secret` with the correct values from the configured *API Integration* component in Salesforce.

## 5. Media folders to push

To specify media folders to push to Salesforce:

1. In Sitecore, open the **Content Editor** with *master* as the content database.
2. Navigate to `/sitecore/system/Settings/SFMC Connector/Configuration` in the content tree, and create an *SFMC Configuration* item.
3. Select a media folder that has a subtree that you want to push to the Salesforce Marketing Cloud in the **Media Root** field of the item you created.

Repeat steps 1-3 for any media folder that you want to push.

### **NOTE**

Only users with the *Developer* role or admins can create a new SFMC Configuration item.