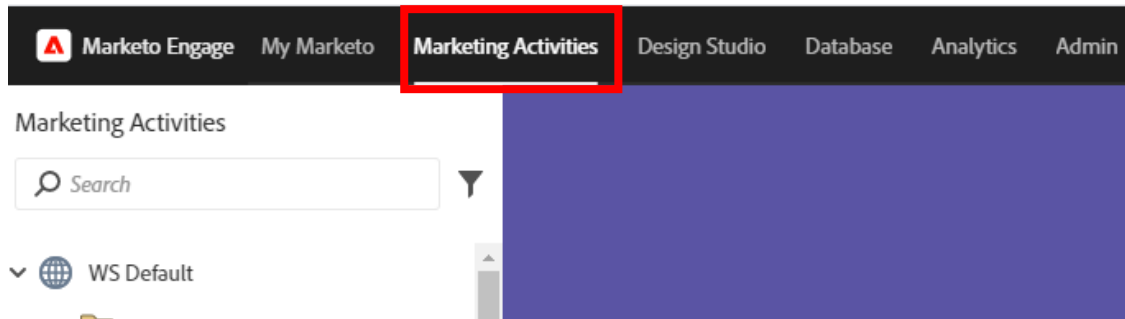


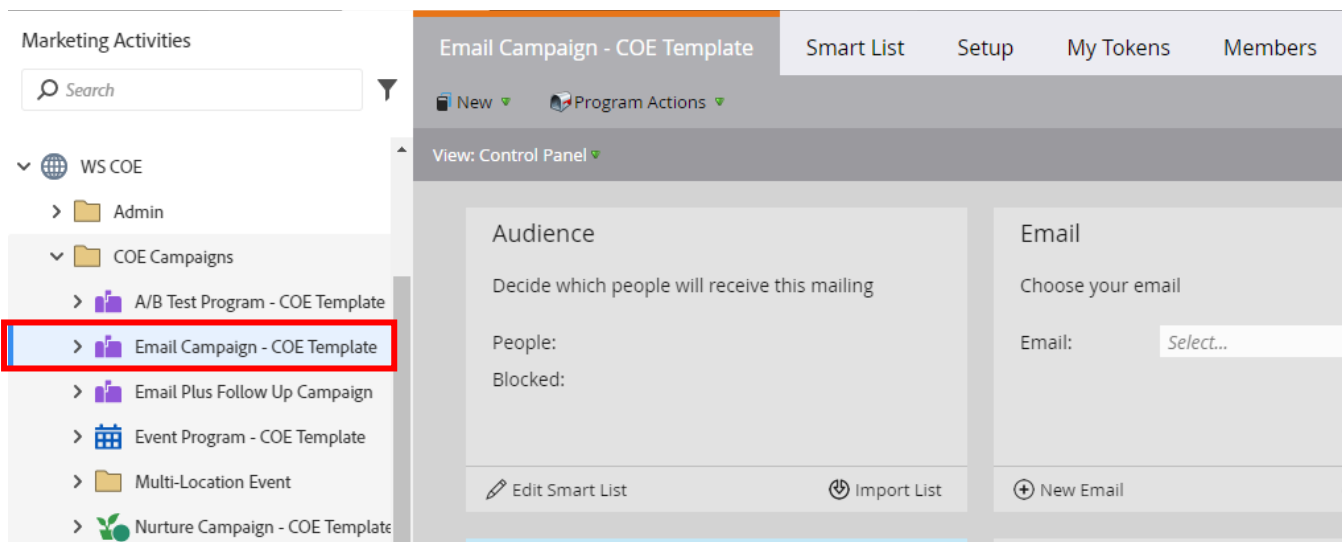
Building Blocks/Preferences Guide

Marketing team can add contacts to their distribution list based on Salesforce Building Block/Preferences field by simply dragging “Building Block/Preferences” field into a smart list or a smart campaign.

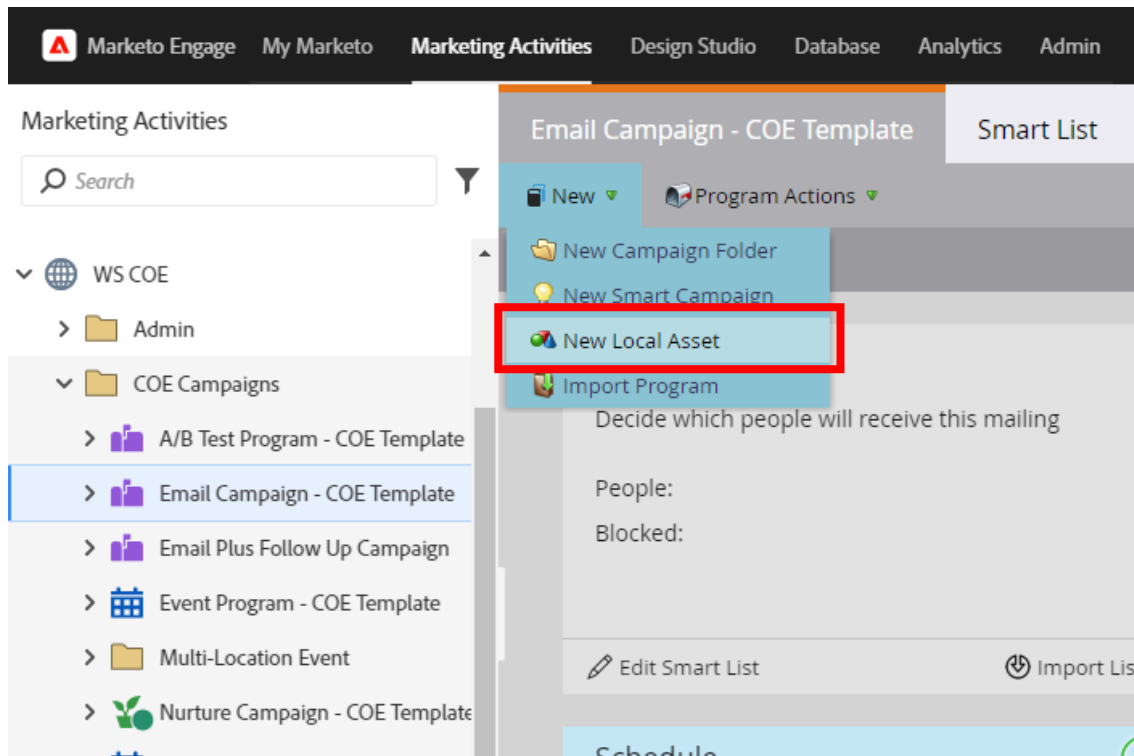
1. Click on **Marketing Activities** from the top menu bar.



2. Select your Marketo program under **Marketing Activities**.



3. Right click on Program or click ‘New’ drop down and select **New Local Asset**.

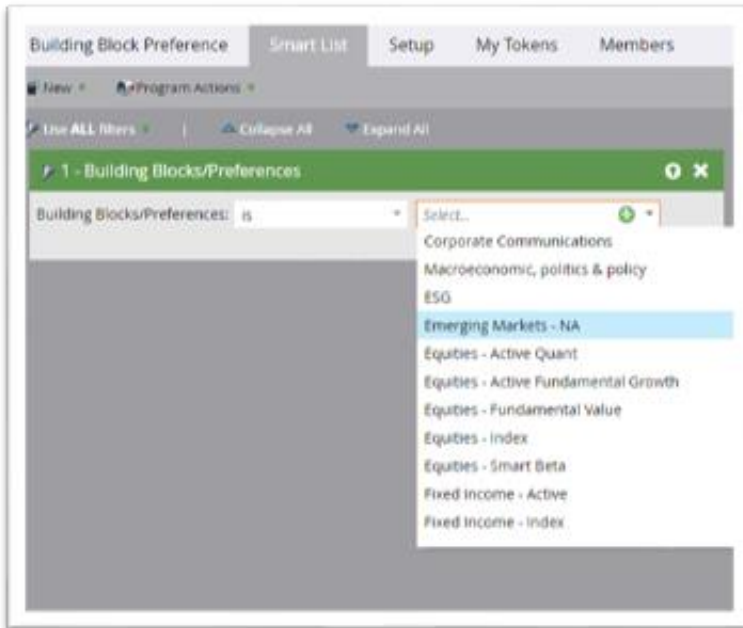


4. Select **Smart List** from the list of local assets. Type the name of the smart list following the asset naming convention and click create.

The screenshot shows the 'New Smart List' form. The form has a title bar with 'New Smart List' and a close button. It contains three fields: 'Program:' with a dropdown menu set to 'Email Campaign - COE Template', 'Name:' with a text input field containing the placeholder 'YYYY.MM.DD | Initials | AssetType | AssetName', and 'Description:' with a large empty text area. At the bottom, there are two buttons: 'CANCEL' and 'CREATE'.

5. Go to **Smart List** tab on top right, drag and drop **Building Blocks/Preferences** filter.

Choose the building block value from the right drop down menu (Eg; Corporate Communications, ESG, and Emerging Markets – NA, etc.)



Note: Since building block is a Multi Select Picklist field in Salesforce, you need to choose '**contains**' instead of '**is**' from the left drop down to capture all contacts on your distribution list.

If you would like to choose multiple values, click the **green + icon** and add multiple building block values from the drop down.

