

# ESSENTIALS FOR MARKETING CLOUD EMAIL MARKETERS

## OVERVIEW

Email Essentials is designed to get you up and running on the Salesforce Marketing Cloud Email Application. In this interactive course, email marketers will gain hands-on experience creating emails, sending and tracking results, managing subscriber data, segmenting data to deliver targeted, relevant messages, and learning automation tools to automate campaigns and daily tasks.

## WHO SHOULD TAKE THIS COURSE?

This course is designed for email digital marketers who manage the email channel for their organization. No prior knowledge of the Marketing Cloud is needed.

## WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Log in to the Marketing Cloud.
- Create an email using our newest application, Content Builder.
- Describe the various ways to store data in the Marketing Cloud.
- Utilize the various import methods to import data to lists and data extensions.
- Describe and use the various testing and sending options within the Marketing Cloud.
- Analyze the results of a send using email tracking and Reports.
- Create filtered or random segments using Drag-and-Drop Segmentation.
- Create filtered segments based on behavioral data (Measures).
- Utilize a query activity to create segment data.
- Create and execute an automation to import data and refresh data.
- Build and automate a welcome series for new subscribers using Playbooks.
- Describe when to use a triggered email send for transactional messages.
- Automate an email drip campaign via Automation Studio.
- Build and automate a welcome series using Journey Builder.



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**DURATION**

- 4 days

**DELIVERY FORMAT**

- Classroom
- Virtual Classroom

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## MODULES & TOPICS

### Data

- Data Overview
- Lists
  - What is a Subscriber?
  - How to Create Attributes
  - How to Create a List
  - How to Add Subscribers to a List
  - What are the Profile and Subscription Centers?
- Data Extensions
  - What is a Data Extension?
  - What are Sendable Data Extensions and Non-Sendable Data Extensions?
  - How to Create a Data Extension
  - How to Import Data into a Data Extension
- Contact Builder Overview

### Content

- Content Builder Overview
- Uploading Assets into Content Builder
- Content Blocks
  - How to Create Static Content Blocks
  - How to Create Individualized Content Blocks Using Personalization Strings, Dynamic Content, and AMPscript
  - How to Add Links to Content

### Content (continued)

- Templates
  - What a Template is and the Various Ways to Create One
  - How to Create a Template with Locked Content
  - How to Specify Specific Content to be Placed in a Content Area in a Template
- Email
  - How to Create an Email From a Template
  - How to Add Multiple Content Blocks to a Single Content Area
  - How to Add a Button Content Block

### Testing

- Content Detective
- Validation
- Preview
- Test Send
- Approvals

### Sending

- Send Flow
- User-Initiated Email
- A/B Testing
- Bounce Mail Management
- Global, Master, and List-Level Unsubscribes

### Analyze Your Results

- Tracking Data
- Standard Reports
- Automating Reports

### Segmentation

- Drag-and-Drop Segmentation
  - How to Create Random and Filtered Segments
  - How to Create Segments Using Measures
- Refreshing Data
- Query Activity
- Audience Builder Overview

### Automation

- Data Activities
  - Data Extract
  - Import
  - File Transfer
- Refresh Activities
  - Filter Activity
  - Query Activity
- Email Automation
  - Overview of Email Automation Tools
  - Welcome Series using Journey Builder
  - Triggered Email
  - Welcome Series Using Automation Studio



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