

CONTENT BUILDER ESSENTIALS FOR THE DIGITAL MARKETER



OVERVIEW

The Content Builder Essentials for the Digital Marketer course provides you the basics for getting started with the Salesforce Marketing Cloud Email Application. In this interactive course, email marketers will gain hands-on experience creating relevant emails based on subscriber data and learn how to use enhanced functionality in Email Studio to test and send emails.

WHO SHOULD TAKE THIS COURSE?

This course is designed for digital Marketers whose sole responsibility is the creation of emails, and for those who want to learn the capabilities of Content Builder and features of Email Studio. 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.
- Upload assets into Content Builder.
- Build text, image, button, and social follow content blocks.
- Describe the various ways to tailor content to specific business needs.
- Create individualized content blocks using personalization strings and dynamic content.
- Describe the various ways to create a template.
- Create an email with a dynamic subject line.
- Describe and use the Send Preview and Test Send functionalities in Email Studio.
- Utilize the sending method in Email Studio to distribute an email.



DURATION

- 1 day

DELIVERY FORMAT

- Classroom
- Virtual Classroom

AUDIENCE

- Marketing Cloud Users, Consultants, and/or Partners

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MODULES & TOPICS

Salesforce Marketing Cloud Overview

- Overview of the Customer Success Platform
- Overview of the Marketing Cloud
- Log In to the Marketing Cloud

Data

- Data Overview
- What is a Subscriber?
- Review of the Data

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

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 Within 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
- How to Include Social Follow in an Email

Testing

- How to Use Send Preview
- How to Use Test Send

Sending

- How to Use the Send Flow to Distribute the Email

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