Create professional emails fast using Marketing Cloud with Content Builder.

Learn how to create professional emails in Marketing Cloud with simple drag and drop functionality. With Content Builder, you can consolidate images, documents and other content into one location for use in Marketing Cloud. In this Accelerator, a Certified Specialist will give you a guided tour of all of the components in Content Builder. We’ll show you how to create content blocks, emails, and templates. You’ll get best practices for admin setup, content management, and day-to-day use. We’ll also orient you to the various resources available and provide guidance with next steps to help you take your email creation to the next level.

What it can do for you.

- Increased use of Content Builder
- Decreased time for your end users to design and develop emails

How it works.

A Certified Specialist will guide you through the process via four calls totaling 5 hours over 2 to 4 weeks.

Delivery

- First, we’ll provide an overview of the Accelerator and define the scope of the session with initial discovery related to your business need.
- Second, we will have an in-depth session covering all of the features associated to Content Builder, including live demonstrations.
- Lastly, we will meet to review specific items related to your business needs and provide recommendations.

Outcomes

- Reduce Marketer Content Publishing Time with an understanding of all the components available to you in Content Builder.
- Improve marketing content curation with best practices to manage your content.
- Increase collaboration across teams using permissions, sharing and approvals
- Discuss a single customer business use case and provide recommendations.