

GETTING STARTED: MARKETING CLOUD:

Content Builder

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.

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator: 5 hours

GOAL

Improve Productivity, Achieve Faster ROI

INTENDED USER

- **Marketing Cloud Creative team** – Everyone on your team who builds your emails or creates content.
- **Marketing Cloud Administrators** – Someone from your team responsible for controls and processes for Marketing Cloud.

PREREQUISITES

- Must have Marketing Cloud licenses and Marketing Cloud Premier or Signature Success Plan
- Marketing Cloud email account with subscriber key, Content Builder enabled, and users setup and configured
- Business sponsor committed to Accelerator output and success criteria
- Willingness to complete a customer satisfaction survey at the conclusion of the Accelerator

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

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