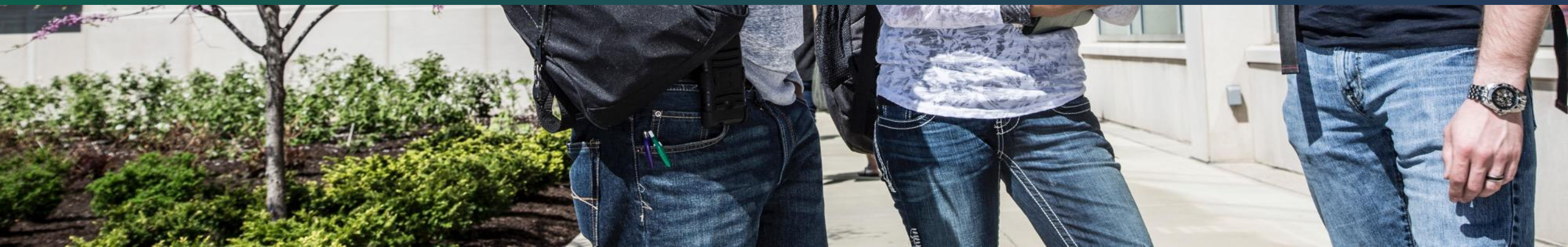




MARKETING CLOUD

ESSENTIALS





WHAT IS MARKETING CLOUD

What is Salesforce Marketing Cloud?



Marketing Cloud is a comprehensive communication tool designed to streamline and optimize marketing efforts. It offers a range of tools and functionalities that cover everything from **managing student communication data** and **segmentation** to creating **personalized** marketing campaigns across various channels like email, paid advertising, SMS, and more.

Marketing Cloud allows us to target our students with **relevant communications** and provides the tools to monitor the effectiveness to eventually drive better results in our marketing campaigns.

How We Use Marketing Cloud



- One-off communications to future and current students
- Automated “drip” communications to future and newly-admitted students
- Communications that are triggered by a change on a student’s record
- Identify the best times for sends, as well as other AI-leveraged insights

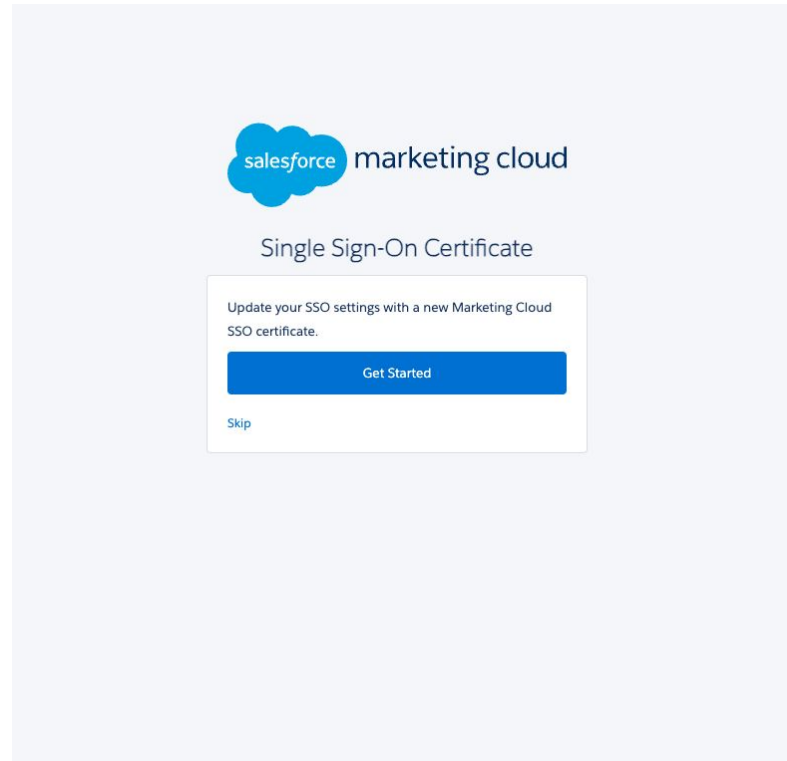


NAVIGATING MARKETING CLOUD

Logging In



- Login using SSO at <https://link.ivytech.edu/sfmc>
- You will see a prompt like the one below. Click **Skip**.



Navigating Marketing Cloud



• Email Studio

- Messages you've recently created
- Recent single send analytics
- Subscribers

The screenshot displays the Marketing Cloud Email Studio interface. At the top, there is a navigation bar with tabs for 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', 'A/B Testing', 'Tracking', and 'Admin'. The user is logged in as 'Robert Bell'.

The main section is titled 'Overview' and shows a list of 'Recent Items' under the 'Content Builder Emails' tab. The list includes:

- test-bb-06112024: Your better days start at Ivy Tech, %%First Name%%! (Modified on Monday, June 17, 2024 1:32 PM)
- bb-ampscript-test: Ampscript Test (Modified on Monday, June 10, 2024 12:56 PM)
- SO Ford Auto Tech Scholarship: Don't miss this scholarship, %%First Name%%! (Modified on Friday, June 07, 2024 1:18 PM)
- SO BT Follow Up: A Message from President Sue Ellspemann (Modified on Thursday, June 06, 2024 11:08 AM)
- bobby-demo: This is a demonstration (Modified on Tuesday, June 04, 2024 1:58 PM)
- Newsletter-test: I'm a newsletter (Modified on Tuesday, June 04, 2024 12:31 PM)
- Columbus_FOI_Journey_Email_1: You're On Your Way (Modified on Tuesday, June 04, 2024 6:55 AM)
- BB Demo: 1111 Together we'll transform your tomorrow, %%First Name%% (Modified on Thursday, May 30, 2024 8:52 AM)

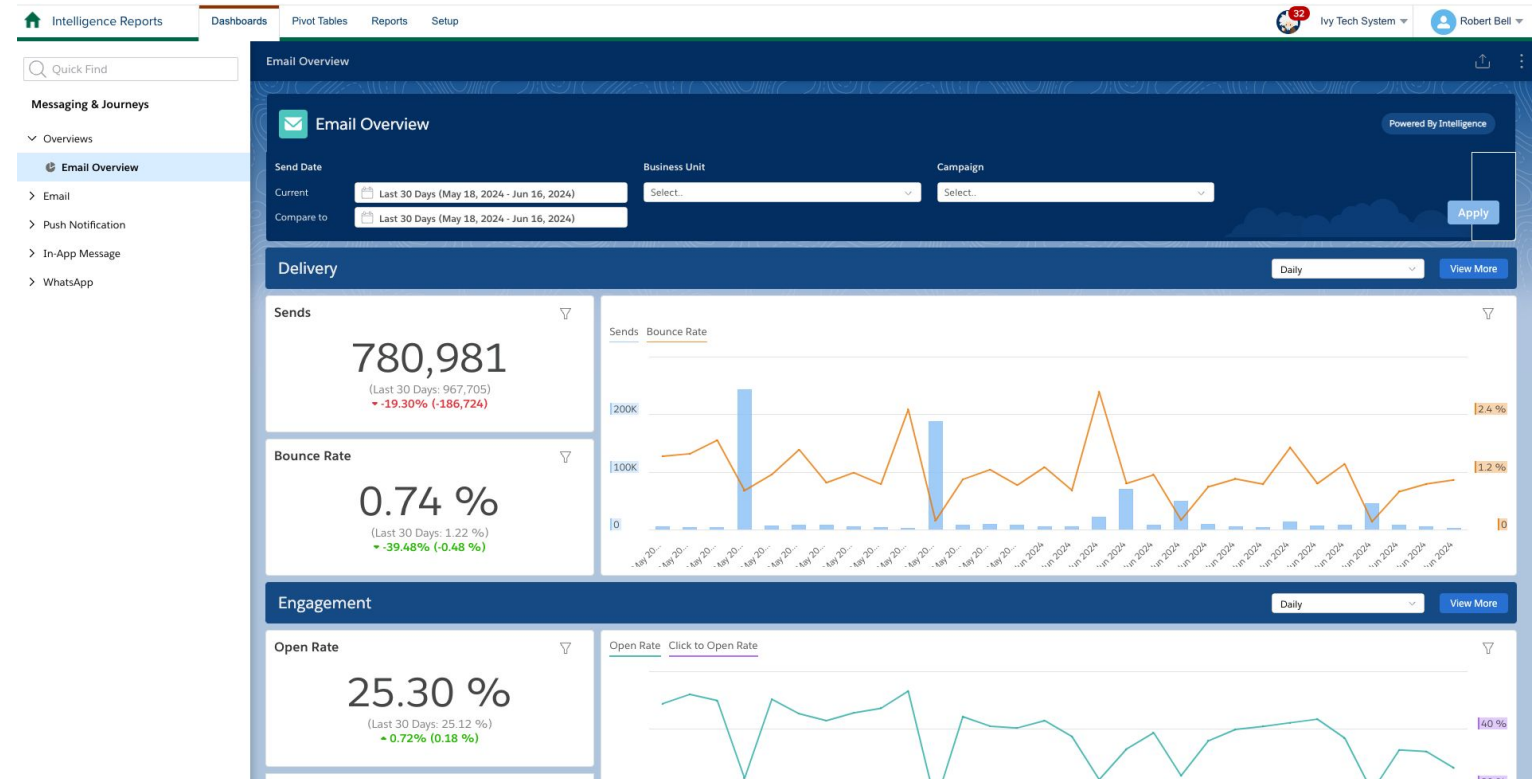
On the right side, there is a 'Sends' section with a table of email sends:

Send Name	Sent To	Sent On	Delivered	Open Rate
SO Exit Counseling: Federal Student Loan Exit Counseling Information	1609 subscribers	Monday, June 17, 2024 3:01 PM	100.0%	
TH - Weekly News - June 17, 2...: Here's what's Trending at the Tech, %%First Name%%	1243 subscribers	Monday, June 17, 2024 11:24 AM	100.0%	
TH - Weekly News - June 17, 2...: Here's what's Trending at the Tech, %%First Name%%	12 subscribers	Monday, June 17, 2024 11:23 AM	100.0%	
BLM_NLJ June 25 Info Sess. 061...: Tuition-free HVAC & Manufacturing Training	574 subscribers	Thursday, June 13, 2024 4:02 PM	99.5%	
SO_CS_Summer Bookstore Update...: Important: Barnes & Noble Summer Update	38286 subscribers	Thursday, June 13, 2024 3:02 PM	100.0%	
COL_Schilling_nonpay_Remember...: Final Notice - Set Up Your Payment Plan	226 subscribers	Wednesday, June 12, 2024 4:31 PM	98.2%	
MUN_AMEAS_BGonzales Message: Let's Complete Your Ivy Tech PLC and Robotics Journey Together	164 subscribers	Wednesday, June 12, 2024 2:55 PM	100.0%	
BLM_Students_Counseling_061224: Counseling Support for Students	1235 subscribers	Wednesday, June 12, 2024 11:46 AM	100.0%	
SO Pathway to Blue 2: Join the Pathway to Blue program, %%FirstName%%	101 subscribers	Tuesday, June 11, 2024 3:01 PM	100.0%	
EV_IvyWeekly_06102024: IvyWeekly: Coming Up!		Monday, June 10, 2024 7:01 PM		

Navigating Marketing Cloud



- Analytics Builder
 - Reports
 - Intelligence Reports



Navigating Marketing Cloud



- Content Builder
 - All content created by the business unit
 - Location of email templates, components, previously sent messages, etc.

The screenshot shows the Marketing Cloud Content Builder interface. The top navigation bar includes 'Content Builder', 'Overview', and 'Recycle Bin'. The user is logged in as 'Robert Bell' and is viewing the 'Ivy Tech System' content. The interface is divided into a left sidebar for 'LOCAL FOLDERS' and a main content area with a table of items.

LOCAL FOLDERS

- Content Builder
 - _Creative Assets
 - Anderson (AND)
 - Bloomington (BLM)
 - Columbus (COL)
 - Evansville (EVV)
 - Fort Wayne (FTW)
 - Hamilton County (HAM)
 - Indianapolis (IND)
 - Kokomo (KOK)
 - Lafayette (LAF)
 - Lake County (LAK)
 - Lawrenceburg (LAW)
 - Madison (MAD)
 - Marion (MAR)
 - Muncie (MUN)
 - Preference Center
 - Richmond (RIC)
- Sellersburg (SEL)
- South Bend/Elkhart (SBE)
- Systems Office (SO)
 - Can I delete these?
 - Email Headers
 - Image Repository
 - Academics
 - Office of Diversity, Equity, & Belongin
 - Provost
 - Virtual Reality Message
 - College GO!

Content Builder Table

NAME	LOCATION	TYPE	CUSTOMER KEY	MODIFIED
RISE + Ivy Tech 2020 Recruiting Email.jpg	Content Builder Transfer	Image	0f92546c-37fe-4d89-8...	06/17/2024 Emily Pawlowski
Minimalist Fashion Facebook Post - Event Post (1).png	Content Builder Transfer	Image	be8999e4-5497-4315-...	06/17/2024 Emily Pawlowski
Grey Photo Camera Day Social Media Post (2).png	Content Builder Transfer	Image	b91b4c08-43d3-4c5a-...	06/17/2024 Emily Pawlowski
Entrepreneurship footer.png	Fort Wayne (FTW)	Image	f17ceb63-c0be-456a-...	06/17/2024 Emily Pawlowski
Stooops (2).png	Fort Wayne (FTW)	Image	244e3cff-600a-4f07-b...	06/17/2024 Emily Pawlowski
Don't Wait.png	Fort Wayne (FTW)	Image	f3be716f-b699-4bcf-8...	06/17/2024 Emily Pawlowski
test-bb-06112024 Your better days start at Ivy Tech, %First Nam...	zNew Template Assets	Template-Based Email	f4d7634b-7ebf-42f3-b...	06/17/2024 Robert Bell
Supplier Diversity Open House - June 2023	Indianapolis	Image	3064ce51-65b8-496f-...	06/17/2024 Emily Pawlowski
Ivy Tech Indy Marketing/Comms/Events Google Site	Indianapolis	Image	d1b900d5-88a4-4bed-...	06/17/2024 Emily Pawlowski
LAF May Student Support Newsletter Ivy Tech Lafayette May Student Support Newsleter	Lafayette (LAF)	Template-Based Email	cebdbf00-dc74-41db-...	06/17/2024 Emily Pawlowski
Campus Visit.png	Terre Haute	Image	caaf025-9288-48a9-8...	06/17/2024 Emily Pawlowski
				06/17/2024

Navigating Marketing Cloud



- Einstein
 - Overview
 - Send time optimization

The screenshot shows the Einstein Overview dashboard for an email campaign. The top navigation bar includes a home icon, 'Einstein Overview', a notification bell with '32', 'Ivy Tech System', and a user profile for 'Robert Bell'.

The dashboard is divided into several sections:

- Engagement Scoring:** A horizontal bar chart titled 'Re-engage Dormant Customers - Email'. The x-axis represents Audience size from 0 to 300k. The bars show: Loyalist (69k), Selective Subscriber (45k), Window Shopper (28k), and Dormant/Winback (271k).
- Send Time Optimization:** A bar chart titled 'Increase Open Rates - Email' showing 'Optimal Send Time Score' for each day of the week (Sunday to Saturday). The scores are relatively consistent, ranging from approximately 45 to 55.
- Engagement Frequency:** A donut chart titled 'Reach Overlooked Customers - Email' showing 'Assigned Contacts' (357k). A legend indicates: Saturated (31.2K), On Target (300K), and Undersaturated (26.5K). Below the chart, it shows 'Pending' contacts at 271K.
- Enterprise Data Quality:** A status indicator showing 'Good' with a 'View Details' link.
- Business Unit Data Quality:** A status indicator showing 'Fair' with a 'View Details' link.
- Copy Insights:** A section titled 'Get Familiar with Tone - Email' with a 'Last refreshed on June 12, 2024 at 12:26 PM (UTC)'. It features a 'Subject Line Performance' tab and a table of top subject lines.
- Content Selection:** A section titled 'Personalize Content without Code - Email' with an 'Asset Class' dropdown menu. Below it, a message states: 'No asset classes. Create an asset class, upload some assets in the app, and check back later.'

Top Subject Lines	Engagement Rate
Take the next step at Ivy Tech	Above Average
Thank you for applying to Ivy Tech	Above Average
Earn a certificate for free, %%Lead.FirstName%%!-Next Level	Above Average
Complete your steps to enroll at Ivy Tech	Above Average
Classes that fit your schedule.	Above Average
Still interested?	Above Average
Classes that fit your schedule, %%Lead.FirstName%%	Above Average




WHAT'S NEW

NEW Email Template

- Drag-and-drop functionality with a variety of content blocks
- Allows customization without knowing code
- Pre-built templates are also available, allowing you to just add your content

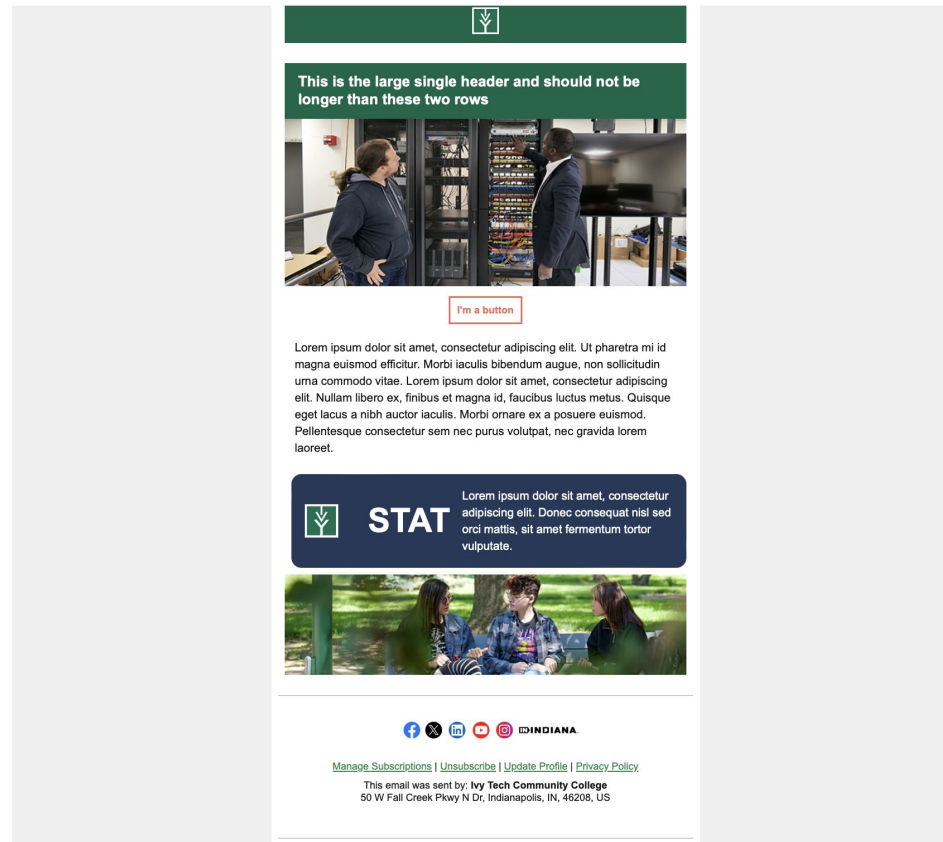


[Test]:Your better days start at Ivy Tech, Asia

 Ivy Tech Community College <noreply@your.ivytech.edu>
To:  Bobby Bell

Today at 9:30 AM

Retention: ITCC - 7 Year Expires: 06/16/2031.



This is the large single header and should not be longer than these two rows

I'm a button

STAT


INDIANA

Manage Subscriptions | Unsubscribe | Update Profile | Privacy Policy


This email was sent by: Ivy Tech Community College
50 W Fall Creek Pkwy N Dr, Indianapolis, IN, 46208, US

NEW Email Template





Your header goes here and should not be longer than these two rows




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.


I'm a button

This is the large single header and should not be longer than these two rows

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pharetra mi id magna euismod efficitur. Morbi iaculis bibendum augue, non sollicitudin urna commodo vitae. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero ex, finibus et magna id, faucibus luctus metus. Quisque eget lacus a nibh auctor iaculis. Morbi ornare ex a posuere euismod. Pellentesque consectetur sem nec purus volutpat, nec gravida lorem laoreet.


Did you know: Lorem ipsum dolor sit amet, consectetur adipiscing elit. [Learn more](#) >




 **INDIANA**

[Manage Subscriptions](#) | [Unsubscribe](#) | [Update Profile](#) | [Privacy Policy](#)


This email was sent by: **Ivy Tech Community College**
50 W Fall Creek Pkwy N Dr, Indianapolis, IN, 46208, US






This is a Custom Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pharetra mi id magna euismod efficitur. Morbi iaculis bibendum augue, non sollicitudin urna commodo vitae. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero ex, finibus et magna id, faucibus luctus metus. Quisque eget lacus a nibh auctor iaculis. Morbi ornare ex a posuere euismod. Pellentesque consectetur sem nec purus volutpat, nec gravida lorem laoreet.


 **STAT** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consequat nisi sed orci mattis, sit amet fermentum tortor vulputate.

Keep your headline to around fifteen words or less and no more than two rows!




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

I'm a button

 **INDIANA**



[Manage Subscriptions](#) | [Unsubscribe](#) | [Update Profile](#) | [Privacy Policy](#)

This email was sent by: **Ivy Tech Community College**
50 W Fall Creek Pkwy N Dr, Indianapolis, IN, 46208, US




Dear Juan,

The salutation on this email has been configured to have the right case on the first name. If you are using the student's first name anywhere else, you should use Juan, instead of JUAN Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pharetra mi id magna euismod efficitur. Morbi iaculis bibendum augue, non sollicitudin urna commodo vitae. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero ex, finibus et magna id, faucibus luctus metus. Quisque eget lacus a nibh auctor iaculis. Morbi ornare ex a posuere euismod. Pellentesque consectetur sem nec purus volutpat, nec gravida lorem laoreet.

John Doe
Title goes here
email@email.com

 **INDIANA**

[Manage Subscriptions](#) | [Unsubscribe](#) | [Update Profile](#) | [Privacy Policy](#)

This email was sent by: **Ivy Tech Community College**
50 W Fall Creek Pkwy N Dr, Indianapolis, IN, 46208, US

Revised Naming Conventions



- Current naming convention: **<campus>_<topic>**
- New naming convention: **<campus>_<audience>_<topic>**
- Addition of audience allows us to better track analytics and engagement across specific parts of the funnel
- For example, an application generation email sent by the System's Office might now be called: **SO_LD_Fall app Gen**
- Multiple audiences in the same message can be included with an underscore between each audience. IE:
BLM_CS_GS_Welcome Message

Audience Short Code



Audience	Marketing Cloud Short Code
Leads	LD
Opportunities	OP
Current Students	CS
Guest Students	GS
Dual Credit	DC
Dual Enrollment	DE
Stop Outs	STO
Drop Outs	DRO

You can find the complete list of campus and audience codes [here](#).



CREATING YOUR AUDIENCE

Creating Your Audience



- Navigate to **Email Studio > Email > Interactions > Import**
- In the Imports window, click **Create**
- In the Properties window, enter the desired name of your report for both **Name** and **External Key** (remember to start it with your campus code!)
- In the Source panel, change the **File Location** dropdown to **Salesforce Objects & Reports**
- Change the radio button under **Salesforce Data Source Type** to **Report**
- Press **Select**

A screenshot of a web application interface for creating a new import. The title bar reads "Imports > New Import". Below the title bar are three buttons: "Save", "Delete", and "Cancel". The main content area is divided into two sections: "Properties" and "Source". The "Properties" section contains three input fields: "Name (required)" with the value "2024 SWMM South Bend", "External Key" with the value "2024 SWMM South Bend", and "Description" which is currently empty. The "Source" section is partially visible at the bottom of the screenshot.

Creating Your Audience



- This should open a new window. In the text box below **Look for Reports that meet this criteria**, insert the name of the IvyConnect report you're using and then press the **Find Now** button (pushing enter will not work)
- Click the checkbox next to your report and press the **OK** button in the lower right corner

Creating Your Audience



- Select which fields to import under **Included**
- In the **Email** row, change the **Type** dropdown from text to **Email**
- In the next column, press the checkbox under **Key** for **Lead ID** or **Contact ID**
- Press **Save Config**
- Under **Update Type**, change the dropdown to **Overwrite**
- Press the **Save** button at the top of the imports panel

Customize DataExtension Generation

<input checked="" type="checkbox"/> Included	Name	Type	Length	<input type="checkbox"/> Key	<input checked="" type="checkbox"/> Nullable	Default
<input checked="" type="checkbox"/>	Lead ID	Text	255	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<input checked="" type="checkbox"/>	Full Name	Text	255	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	First Name	Text	255	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Last Name	Text	255	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Email	Email Address	100	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Anticipated Start Term: Term Name	Text	255	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	Area of Study	Text	255	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

Save Config Cancel

Creating Your Audience



- Find your import in the list of imports (it's sorted alphabetically)
- Click the checkbox next to your import and press **Start** at the top of the import panel.
- Navigate to **Subscribers > Salesforce Data Extensions** and click the checkbox next to the data extension with the name of your import
- Click the checkbox next to your extension and press **Move**
- Move your extension to your campus folder



BUILDING A MARKETING CLOUD EMAIL

Building an Email in Marketing Cloud



- Open Content Builder by hovering over the Content Builder menu and clicking on the **Content Builder** menu item
- In the upper-right corner, click the blue **+ Create** button

The screenshot shows the Marketing Cloud Content Builder interface. The top navigation bar includes 'Content Builder', 'Overview', and 'Recycle Bin'. The user is logged in as 'Bobby Bell'. A 'Click here' arrow points to the '+ Create' button in the top right corner. The main area displays a list of 6283 content items for the 'Ivy Tech System'.

NAME	LOCATION	TYPE	CUSTOMER KEY	MODIFIED
ITCC Student Comms Template	2024 Student Communications Template & Assets	Template	cbd45960-05ea-4459-...	06/20/2024 Bobby Bell
EV_IvyWeekly_06242024 IvyWeekly: Have you heard?	Evansville (EVV)	Template-Based Email	eb04aae9-6f28-4425-...	06/20/2024 Allison Brune
BLM_HS Labs tour_July9_Dropouts_070124 Thinking about a career in healthcare?	Bloomington (BLM)	Template-Based Email	6526703f-53f7-474f-a...	06/20/2024 Sandra Fouty
TH - Weekly News - June 24, 2024 Here's what's Trending at the Tech, %%First Na...	Student Newsletter	Template-Based Email	2ef4ae42-e12b-4c45-...	06/20/2024 All Kruger
EV_Need_KA_Fall24 - Ben You need to take the Knowledge Assessment at I...	Evansville (EVV)	Template-Based Email	24b0ba7c-dde2-4fa3-...	06/20/2024 Marsha Jackson
EV_Need_KA_Fall24 - Jennifer You need to take the Knowledge Assessment at I...	Evansville (EVV)	Template-Based Email	a80ec69e-18f3-482c-...	06/20/2024 Marsha Jackson
EV_Need_KA_Fall24-Jennifer You need to take the Knowledge Assessment at I...	Evansville (EVV)	Template-Based Email	8f6492fa-7ccc-4650-b...	06/20/2024 Marsha Jackson
Riverscape.png	Content Blocks	Image	53605ad9-4d32-4651-...	06/20/2024 All Kruger
EV_Need_KA_Fall24 - Twyla-6-20-24 You need to take the Knowledge Assessment at I...	Evansville (EVV)	Template-Based Email	0aeb094a-8e1a-4f69-...	06/20/2024 Marsha Jackson

Building an Email in Marketing Cloud



- Select **Template** from the “Create Email” dropdown in the upper-left corner
- Select **ITCC Student Comms Template**
- Name the email, using your campus and audience codes
- Click the **Select** button in location and select the folder for your campus
- Press **Next**

Building an Email in Marketing Cloud



- In the left menu, click **Content** and **Folders** and navigate to:
 - **2024 Student Communications Template & Assets**
 - This folder has pre-built content blocks for you to use like text blocks, buttons, text headers, callout boxes, and more
 - Drag the blocks you'd like to use for your email to the body of your email
- Click **Done**

Building an Email in Marketing Cloud



- In the main window of your email, add a subject by clicking on the bar that says **Add Subject Line**. You can include the student's first name personalization by adding %%First Name%%.
- Add a preheader by clicking on the **Add Preheader** bar. Your preheader should be an abbreviated teaser of the email content.
- Your email is now complete!

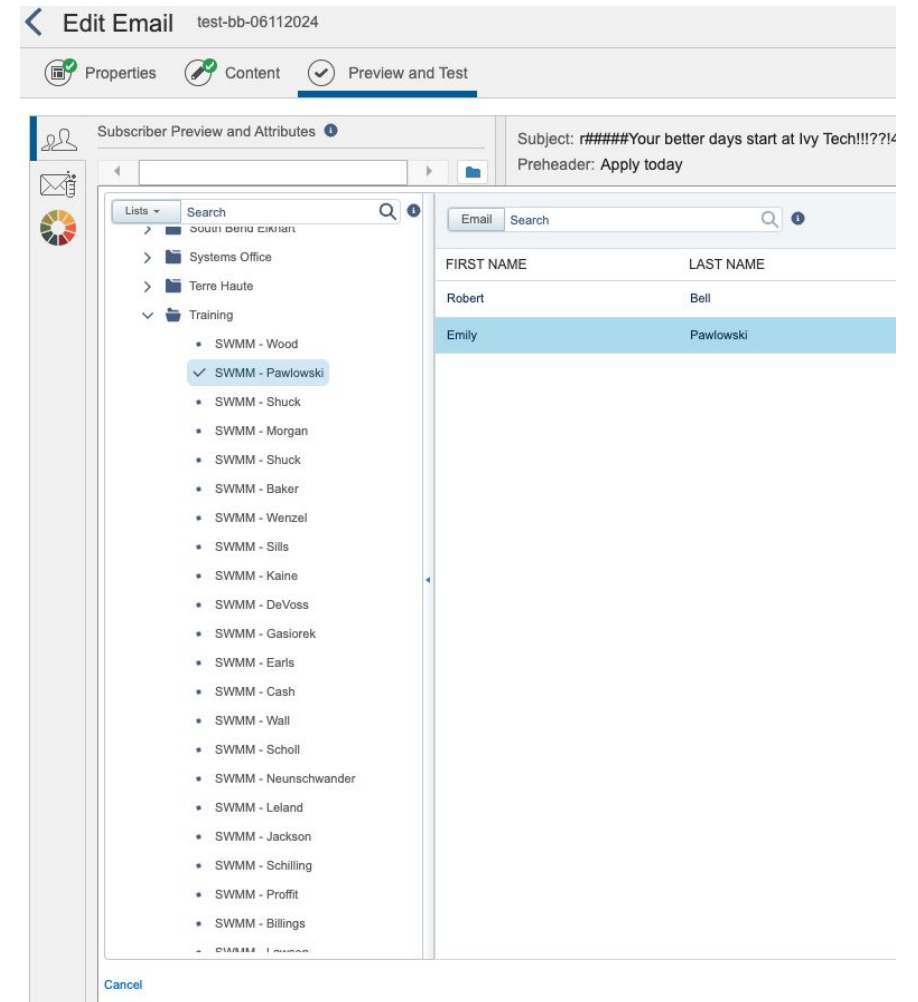


TESTING AND SENDING YOUR EMAIL

Testing Your Email



- Press the **Next** > button, located in the upper right corner of your email window.
- Stay on the first tab. Click the blue file folder on the right of the first column
- Select the data extension you'll be sending to (or one that's similar) and click on one of the contacts in the list
- Click the blue **Select** button at the bottom right



Testing Your Email



- Click the icon of an envelope and a bubbling beaker
- Enter your email address into the space below **Individuals**. Press enter
- Press the blue **Send Test** button at the bottom

The screenshot shows the 'Test Send' configuration page. At the top, there's a 'Test Send' header with a help icon. Below it, the 'Recipients:' section has a sub-header 'Enter up to five email addresses or select a test data extension as the recipients of this send.' There are two tabs: 'INDIVIDUALS' (selected) and 'TEST DATA EXTENSIONS' (marked as a 'Required field'). A text input field below the tabs contains the placeholder 'Add email address and press Enter'. Below this is the 'Content Personalization Options' section, which is 'Based on Preview' and has a 'Change' link. The 'Additional Options' section is expanded, showing 'From Options' with a 'FROM NAME' tab and a 'SAVED SEND CLASSIFICATION' tab. Under 'FROM NAME', there's a dropdown menu set to 'Default Commercial'. Below that is the 'Sender Profile' section, with a 'Default' dropdown menu. A table lists the sender details: Description (Account defaults), From Name (Ivy Tech Community College), From Email (noreply@your.ivytech.edu), Reply Name (Ivy Tech Community College), and Reply Email (noreply@your.ivytech.edu). Below this is the 'Delivery Profile' section, also with a 'Default' dropdown menu. A table lists the delivery details: Description (Account defaults), IP Address (Account Default), Header (Default), and Footer (Default). At the bottom, there's a 'Subject Prefix' section with a text input field containing '[Test:]'. Finally, there are four checkboxes: 'Multipart MIME' (checked), 'Track Clicks' (checked), 'Suppress this send from reports' (checked), and 'Enable System Generated Links' (unchecked).

Sending Your Email



- Click the down arrow next to the blue **Save** button and select **Save and Send**
- On the upper right corner of the Define Properties page, press **Next**
- In the left panel of the Select Audience page, find your data extension and drag it over to the **Targeted** box
- Press **Select** when the Publication List window opens
- Press **Next** on the upper-right corner

Sending Your Email

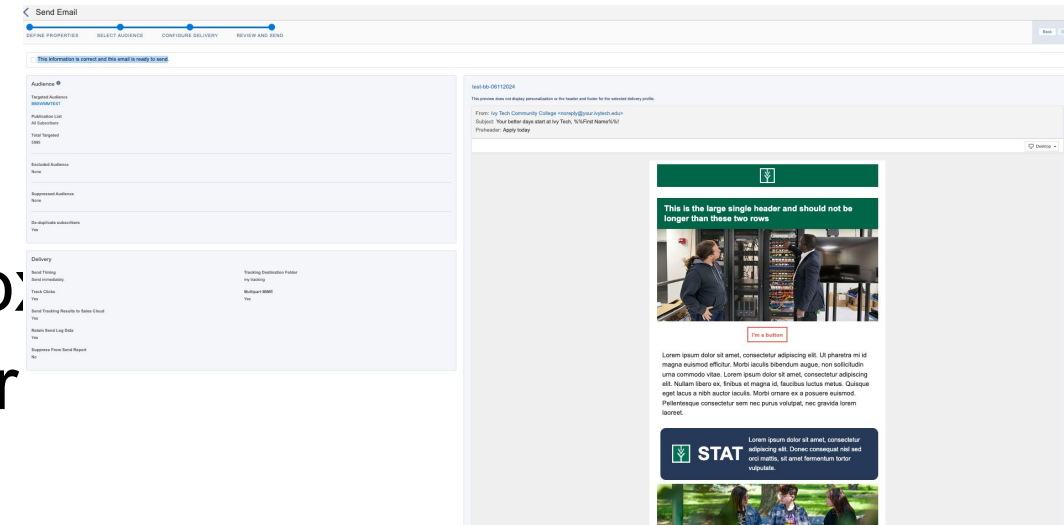


- Check **Schedule** and select the date and time your email should send (or leave it marked as **Send Now**)
- Change the **Tracking Destination Folder** to your campus folder, if you have one set up
- Press **Next** in the upper-right corner

Sending Your Email



- On the Review and Send page, click **every** link in your message and review it one last time for typos
- When the content is confirmed, click the **This information is correct and this email is ready to send** checkbox
- Press **Send** on the upper-right corner





BEST PRACTICES

Best practices



- The average attention span for an adult is about 8 seconds
- Avoid messages where the body copy is more than 150-200 words in an email, or 10-15 rows in a newsletter
- Keep accessibility standards a priority
 - Provide descriptions of images
 - Add more details to the descriptions of a link. IE: if register today is linked, the backend could say “Register today for fall classes at Ivy Tech’s Hamilton County campus”
- Do not replace copy with images/flyers that screen readers can’t read

QUESTIONS?



IVY TECH

COMMUNITY COLLEGE