Creating UTM Parameters in Salesforce Marketing Cloud for Welcome Journey Campaign

Company Profile

DeportesPueblo is a leading sportswear and equipment company based in Spain, known for delivering high-quality products for athletes and fitness enthusiasts. The company's mission is to inspire healthier lifestyles through innovative and sustainable sports solutions.

Welcome Journey Campaign

The Welcome Journey campaign aims to introduce new subscribers to DeportesPueblo's brand values, products, and exclusive offers. This campaign comprises three emails designed to foster engagement, build trust, and encourage first-time purchases. The three emails are as follows:

1. **Welcome Email** - Introduces the brand and highlights key benefits of joining.
2. **Product Highlights Email** - Showcases popular products and categories.
3. **Exclusive Offer Email** - Provides a discount code to encourage first purchase.

Understanding UTM Parameters

UTM parameters are snippets of text added to a URL to help track the performance of campaigns in Google Analytics. They provide insights into traffic sources, mediums, and campaign effectiveness. In this document, we outline the steps to create and implement UTM parameters for the Welcome Journey campaign in both Salesforce Marketing Cloud and Google Analytics.

Steps to Create UTM Parameters in Salesforce Marketing Cloud

I follow the following steps to set up UTM parameters for the Welcome Journey campaign in Salesforce Marketing Cloud:

Step 1: Define UTM Parameters

For each email in the campaign, I define the following UTM parameters:
- **utm_source**: Set to 'email' to indicate the traffic source.
- **utm_medium**: Set to 'welcome_journey' to specify the campaign type.
- **utm_campaign**: Set to 'welcome_journey' for consistent campaign naming.
- **utm_content**: Use unique identifiers for each email, it could be the email entire subject e.g., 'welcome_email', 'product_highlights', and 'exclusive_offer'.

Step 2: Configure Links in Marketing Cloud

1. In Salesforce Marketing Cloud, I navigate to the Content Builder.
2. I open the email template for the first email (Welcome Email).
3. Add the UTM parameters to the URLs in the email as follows:
   - Original URL: `https://www.deportespueblo.com`
   - Updated URL with UTM:

`https://www.deportespueblo.com?utm_source=email&utm_medium=welcome_journey&utm_campaign=welcome_journey&utm_content=welcome_email`

4. Repeat the process for the other two emails, updating the utm_content parameter for each email.

Step 3: Test and Validate

1. I Send test emails to myself or my team to validate the links.
2. I Click on the links and ensure the UTM parameters appear correctly in the browser's address bar.
3. I Ensure that the URLs direct to the correct landing pages.

Steps to Track UTM Parameters in Google Analytics

Once the emails are sent, I will track their performance in Google Analytics:

Step 1: Access Campaign Reports

1. I log in to your Google Analytics account.
2. I navigate to **Acquisition > Campaigns > All Campaigns**.
3. Locate the 'welcome_journey' campaign in the report.

Step 2: Analyze Traffic Data

1. I will Review metrics such as sessions, bounce rate, and conversions for the campaign.
2. Use the **utm_content** parameter to differentiate performance between the three emails.

Step 3: Optimize Based on Insights

1. I will Identify high-performing emails based on engagement and conversion rates.
2. I will Use these insights to optimize future campaigns.