



Trailblazer COMMUNITY GROUPS



Email Specialist Bootcamp 2022 Content Creation | (Part 2)

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Let's succeed together!





Kaelan Moss

Marketing Cloud Instructor
Marketing Champion

MinuteAdmin

Marketing Cloud Mentoring



Question Time!

What are the 4 Marketing Cloud Certs?

1. Marketing Cloud Email Specialist
2. Marketing Cloud Administrator
3. Marketing Cloud Developer
4. Marketing Cloud Consultant





Thank You!

To: Guilda | Najee | JB





Thank You!

To Everyone on the call today



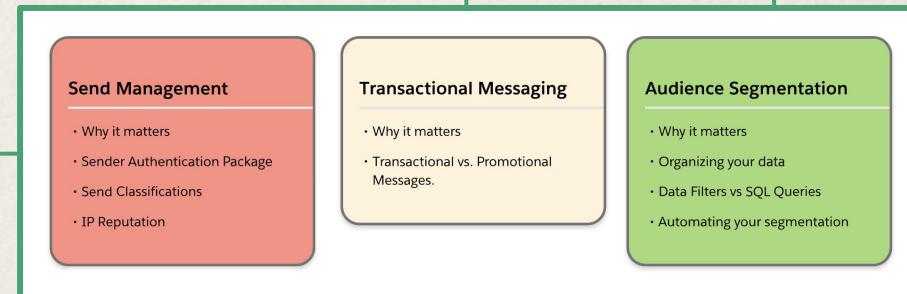
My Goal Today

- To prepare you for the Content Creation & Delivery section of the email specialist exam.
- To help you learn the WHY.
- To give you valuable learning resources.



What We'll Cover Today

- Send Management... And why it's important.
- Transactional Emails vs Promotional Emails.
- Organizing your customer data.



How all of this relates to the exam...

- Everything correlates with the exam guide bullet points.

- ▼ Email Marketing Best Practices: 10%
 - Given a customer scenario, evaluate elements and techniques of email marketing to design effective emails and email programs.
 - Given a customer scenario, differentiate elements of an email that can impact message deliverability.
 - Given a customer scenario, demonstrate appropriate and effective subscriber acquisition and retention methodologies.
- ▼ Content Creation and Delivery: 24%
 - Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send.
 - Given a customer scenario, create and customize an email message to meet customers' needs.
 - Given a customer scenario, configure send settings to meet the customer requirements.
 - Given a customer scenario, organize and manage email campaign content.
- > Marketing Automation: 26%
- > Subscriber and Data Management: 26%
- > Insights and Analytics: 14%



Send Management (Why it's Important)

- You could send to 1,000,000 Subscribers on your email list



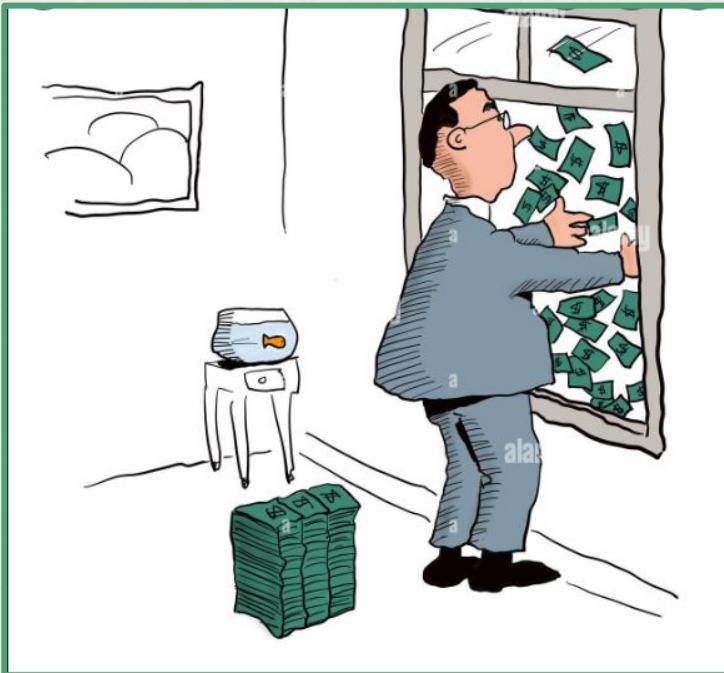
Send Management (Why it's Important)

- But only 350K subscribers receive the emails...



Send Management (Why it's Important)

- Bad Send Management = Tossing your company's money out the window



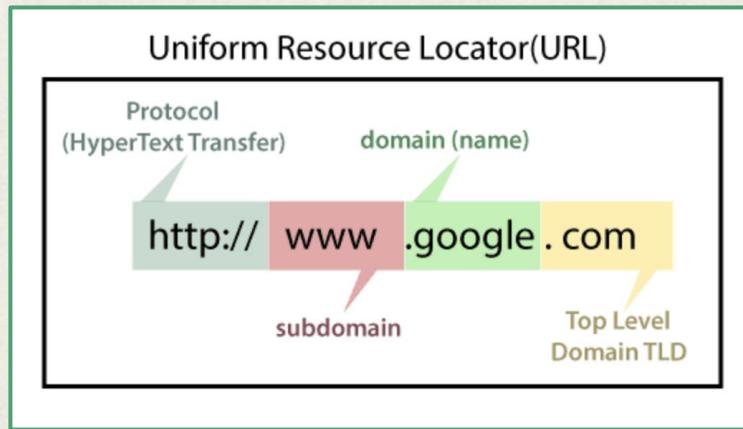
Sender Authentication Package (SAP)

- The Core Pieces
 - Private Domain
 - Custom Account Branding
 - Dedicated IP Address
 - Reply Mail Management



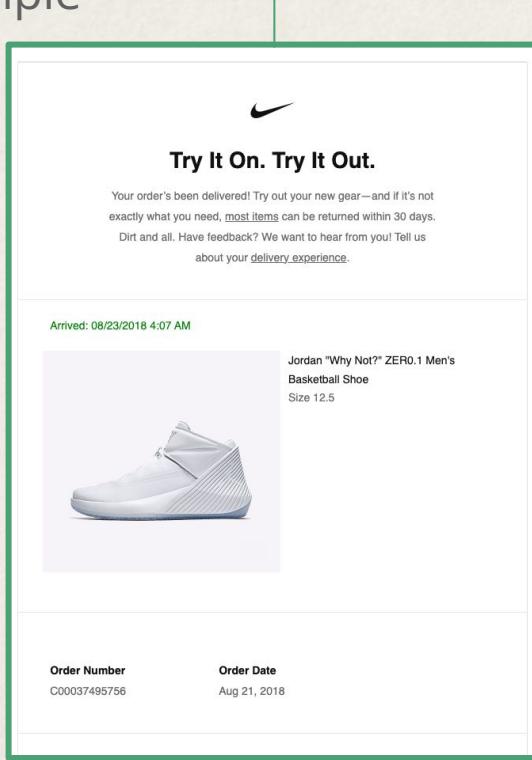
SAP - (Private Domain)

- Private Domain
 - The domain even appears in the From address of every email message sent, helping to solidify your reputation and further your brand at the same time.



SAP - (Private Domain)

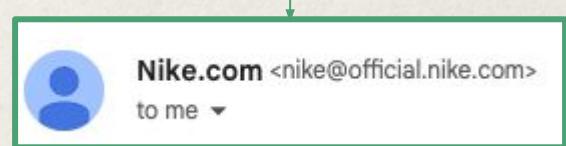
- Real World Example



The screenshot shows an email from Nike. At the top is the Nike swoosh logo. Below it, the text "Try It On. Try It Out." is displayed in bold. A message follows: "Your order's been delivered! Try out your new gear—and if it's not exactly what you need, [most items](#) can be returned within 30 days. Dirt and all. Have feedback? We want to hear from you! Tell us about your [delivery experience](#)."

Below this, the text "Arrived: 08/23/2018 4:07 AM" is shown. To the right of this text is a small image of a white Jordan Why Not Zero.1 basketball shoe. Next to the image, the product details are listed: "Jordan 'Why Not?' ZERO.1 Men's Basketball Shoe" and "Size 12.5".

At the bottom of the email, there are two columns: "Order Number" (C00037495756) and "Order Date" (Aug 21, 2018).



Nike.com <nike@official.nike.com>
to me ▾



SAP - (Custom Account Branding)

- Custom Account Branding
 - URL Link Wrapping
 - Image URL Wrapping



Send Management (Dedicated IP Address)

- Dedicated IP Address
 - A dedicated IP address ensures that the emails you send come from an IP address for your use and not shared with other customers.



IP ADDRESS GEOLOCATION

156.53.37.235

156.53.37.235 is an IPv4 address owned by Nike and located in Beaverton (Cedar Hills), Oregon, United States



<https://www.nike.com>

Send Management (Shared IP Address)

- Shared IP Address
 - A shared IP address means that several companies or email senders are using the same IP within one mail server. In other words, one IP address is being used by more than one sender.



Dedicated IP Address - (When to use one)

- **When to use a dedicated IP Address**

- **You have a high send volume:** You need to send more than 100k messages/month to support your own dedicated IP address. Sending fewer than that can cause ongoing deliverability issues. If you're sending more than 2 million messages per day, you may need more than one IP address.
- **You have deliverability issues:** Your reputation is being negatively impacted by another sender using a shared IP. If one company has a bad reputation in a shared pool, all other senders in that same pool can be impacted.



Dedicated IP Address - (IP Warming Process)

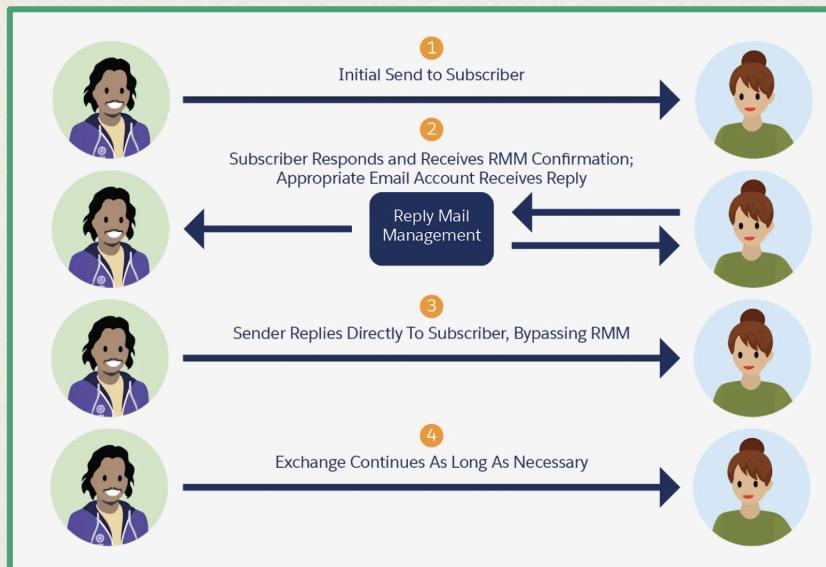
- **What's The Goal of IP Warming?**
 - To build 30 days of sending history and data so ISPs get familiar with email coming from your new IP address.
 - The ramp-up period can take longer than 30 days for some senders and a shorter time for others.
- Factors that influence the IP Warming time.
 - **Overall list size, list quality, and subscriber engagement** can influence the amount of time it takes for your IP address to be fully ramped up.



Send Management (Reply Mail Management)

- Reply Mail Management

- RMM can handle 90% + of incoming messages by **sending an automatic reply** to the sender or **forwarding the incoming message** to the right email address for further review.



Reply Mail Management (DEMO)

- What it looks like
 - Demo Time!

Setup

Reply Mail Management

Reply Mail Management

Save

i *Note: You must complete DNS Record redirect to the Marketing Cloud before Reply Mail Management can be activated.

Reply Address Definition

Email Display Name *(required)*

Reply Subdomain *(required)*

Email Reply Address *(required)*

DNS Record Redirect Complete*

Yes No
[\[Download Instructions\]](#)

Reply Filters

Delete Auto-Replies and Out-of-Office
 Yes No

Unsubscribe Manual Requests
 Yes No

Terms

Unsub Unsubscribe Remove Opt-Out Leave Common Misspellings



Send Classifications (Building Blocks)

- The Building Blocks of a Send Classification
 - Sender Profile
 - Delivery Profile
 - CAN-SPAM Classification

The screenshot shows a software interface for managing send classifications. At the top, there's a header with a mail icon and the text 'Setup Send Classifications'. Below the header, the title 'Send Classifications > New Send Classification' is displayed, along with standard save, delete, and cancel buttons. The main area is divided into several sections:

- Properties**: Fields for 'Name (required)', 'External Key', and 'Description'.
- About CAN-SPAM Classification**: A section containing a dropdown menu set to 'Commercial' and a detailed explanatory text about CAN-SPAM regulations.
- Sender Information**: Fields for 'Sender Profile (required)' (set to 'Default') and 'Delivery Profile (required)' (set to 'Default').



Send Management (Sender Profile)

- Specifies the **Name** and **Email Address** that you use to send the email message.



Nike.com <nike@official.nike.com>
to me ▾



Tripadvisor <info@mp1.tripadvisor.com> [Unsubscribe](#)
to me ▾



Lyft Receipts <no-reply@lyftmail.com>
to me ▾



YouTube Creators <no-reply@youtube.com> [Unsubscribe](#)
to minuteadmin-3932 ▾



Send Management (Delivery Profile)

- Specifies the IP address to use as well as the Header and Footer

Your Payment Overview is attached.

[Web Version](#)



MEN WOMEN BOYS GIRLS CUSTOMIZE

Hi Kaelan,

Thank you for shopping with us, your payment overview is below. If we send more than one package, you might see more than one payment overview notice.

We'll get your shipment to you as soon as possible. In the meantime, feel free to [contact us](#) with any questions.

[Nike.com](#)



[Brands](#) | [Contact Us](#) | [Gift Cards](#)

*Minimum purchase required to receive free shipping; minimum may vary. U.S only, standard shipping. Store pickup is always free. Other restrictions apply. See [shipping.info](#) for further details & upgrade options. Promotion valid on select styles and brands; Excludes Nike. Click [here](#) for more details.

[Unsubscribe](#) | [Privacy](#) | [Store Pickup](#)

This email was sent to gmail.com by Zumiez
4001 204th Street Southwest | Lynnwood, WA 98036



Send Management (CAN-SPAM Classification)

- The TYPE of email you're sending...
 - **Commercial Email Message**
 - **Transactional Email Message**



Commercial Emails (What are they?)

- A Commercial email message is an advertisement or promotion of a commercial product or service.
- Must include unsubscribe link & physical mailing address.



Commercial Emails are
like TV Commercials.
They get you to buy stuff.



Transactional Emails (What are they?)

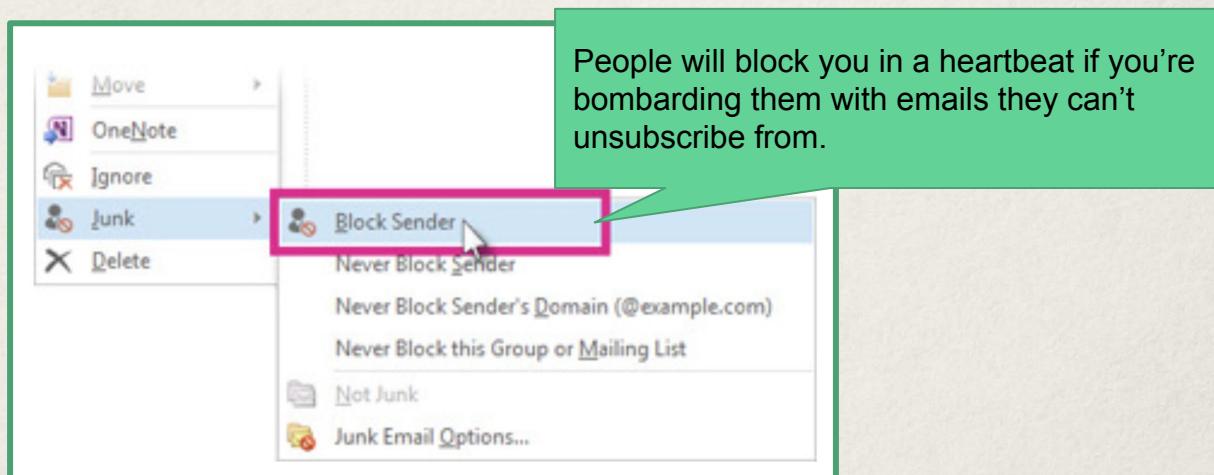
- Transactional email messages confirm transactions between companies and customers.
- The subject line must be transactional in nature and non-promotional.
- The email body must present the 'transactional content' prior to the commercial content.
- Marketing Cloud does not check for an unsubscribe link.

The image shows a Starbucks transaction receipt email. At the top, it says "TRANSACTION". It features the Starbucks logo and the address "Louisiana & McGowen, 2625 Louisiana Street, Houston, TX 77006". There is a "PRINT RECEIPT" button. Below this, it says "Today at 8:56 AM" and "Stars may take 24 hours to appear". The receipt lists an "In-Store Purchase" of "Iced White Chocolate Mocha" for \$2.33. A tipping section offers "No Tip", "\$0.50", "\$1.00", or "\$2.00", with a note that tipping is available until 10:56 AM. The total amount is \$3.33, paid by "My Card (234)" with a balance of \$5.90. A green callout box with a white border and black text points to the right side of the receipt area, containing the text "This email is a receipt."



Transactional Messaging (WARNING)

- You could be sending transactional emails to ALL of your customers.... Causing them to block you if they can't opt out.
- Correctly identifying your email's CAN-SPAM classification is CRUCIAL!



Send Classification (DEMO)

- What it looks like
 - Demo time!

Setup

Send Classifications

Send Classifications > New Send Classification

Save Delete Cancel

Properties

Name (required)

External Key

Description

About CAN-SPAM Classification

CAN-SPAM Classification
Commercial

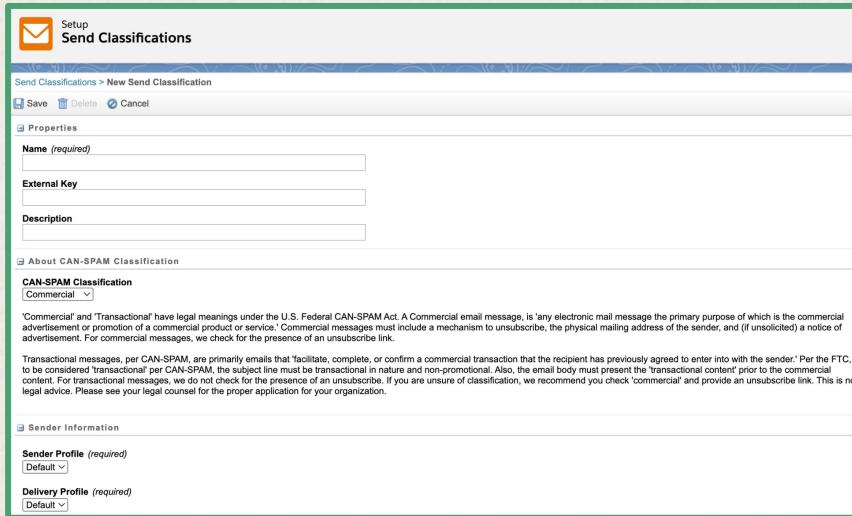
'Commercial' and 'Transactional' have legal meanings under the U.S. Federal CAN-SPAM Act. A Commercial email message, is 'any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service.' Commercial messages must include a mechanism to unsubscribe, the physical mailing address of the sender, and (if unsolicited) a notice of advertisement. For commercial messages, we check for the presence of an unsubscribe link.

Transactional messages, per CAN-SPAM, are primarily emails that 'facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the sender.' Per the FTC, to be considered 'transactional' per CAN-SPAM, the subject line must be transactional in nature and non-promotional. Also, the email body must present the 'transactional content' prior to the commercial content. For transactional messages, we do not check for the presence of an unsubscribe. If you are unsure of classification, we recommend you check 'commercial' and provide an unsubscribe link. This is not legal advice. Please see your legal counsel for the proper application for your organization.

Sender Information

Sender Profile (required)
Default

Delivery Profile (required)
Default



Segmenting Your Subscribers

- Why Segmentation Matters...

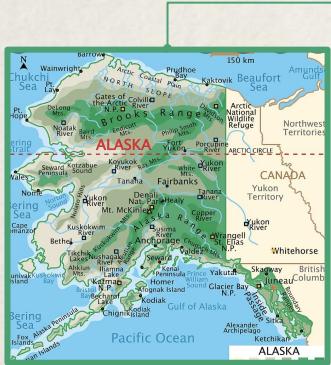
- Increases open rates
- Increases click-through rates
- Increases conversion rates
- Decreases unsubscribers
- Avoids spam filters



Why Segmentation Matters

- An Example:

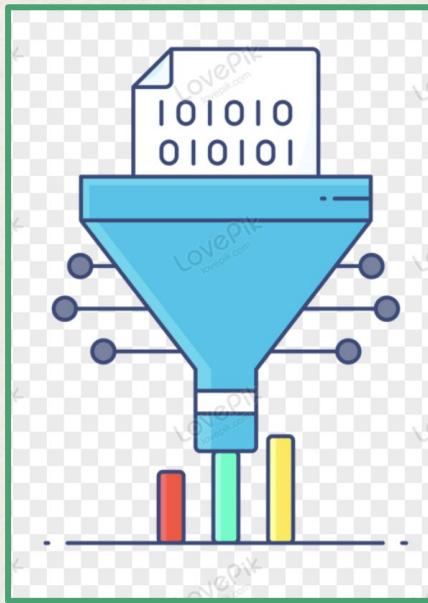
- A company sells shoes all over the United States.
- They want to send messages to two different audiences.
- One audience = (Flash Sale on snowshoes in Alaska)
- Another audience = (Flash sale on sandals in south Florida)



Segmenting Your Subscribers (Data Filters)

- **Data Filters**

- Easy for most marketers.
- Don't need to know how to code.



Segmenting Your Subscribers (SQL)

- **SQL Queries**

- Must know SQL
- Can create VERY specific segments.
- Can Join multiple data extensions together.



Automating Your Segmentation



Automation Studio



Filter

Use this activity to apply the logic of a data filter to a subscriber list you select to create a group of subscribers who sa...

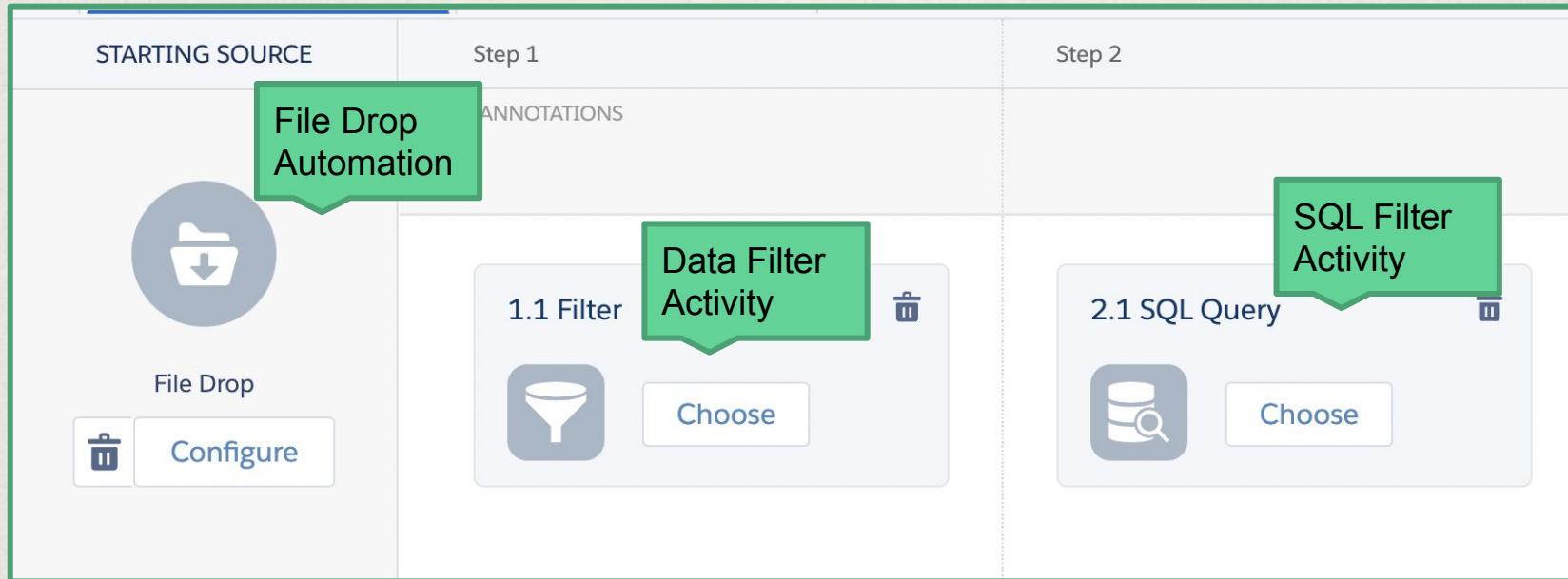


SQL Query

Use this activity to retrieve data extension or data view information that matches your criteria and include that information...

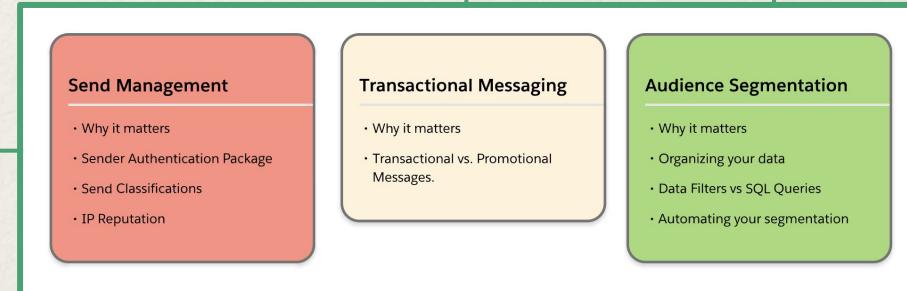


Automating Your Segmentation



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Additional Resources

1. [5 Best Practices for Email Deliverability](#)
2. [Send Management in Marketing Cloud](#)
3. [Transactional Messaging](#)
4. [Audience Segmentation](#)
5. [Email Deliverability Concepts](#)
6. [Email 101: Getting Started with Sending IPs and Domains](#)



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LET'S SUCCEED
TOGETHER



Trailblazer COMMUNITY GROUPS

salesforce

Thank You!

