



Trailblazer COMMUNITY GROUPS

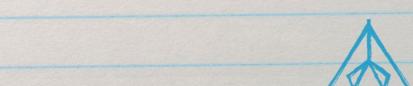


Email Specialist Bootcamp 2022

Content Creation Part 1

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Fun Question

**What is the name of the Editor used in Email studio
to build emails without code? **(winner must know
how to spell the name of the tool)****



How to Ace Content Creation

- Remember that this portion of the exam is work 24%!!
- Understand how to import data using the import data Wizard
- Understand Difference between Hard, soft, technical bounce
- Understand how use content blocks, preview settings, how to build emails
- Focus on Email Design Best Practices
- Read all of the Resource URL and documentation



What Makes an Email

From Name: Who the email is from

Subject line: Sentence about the email

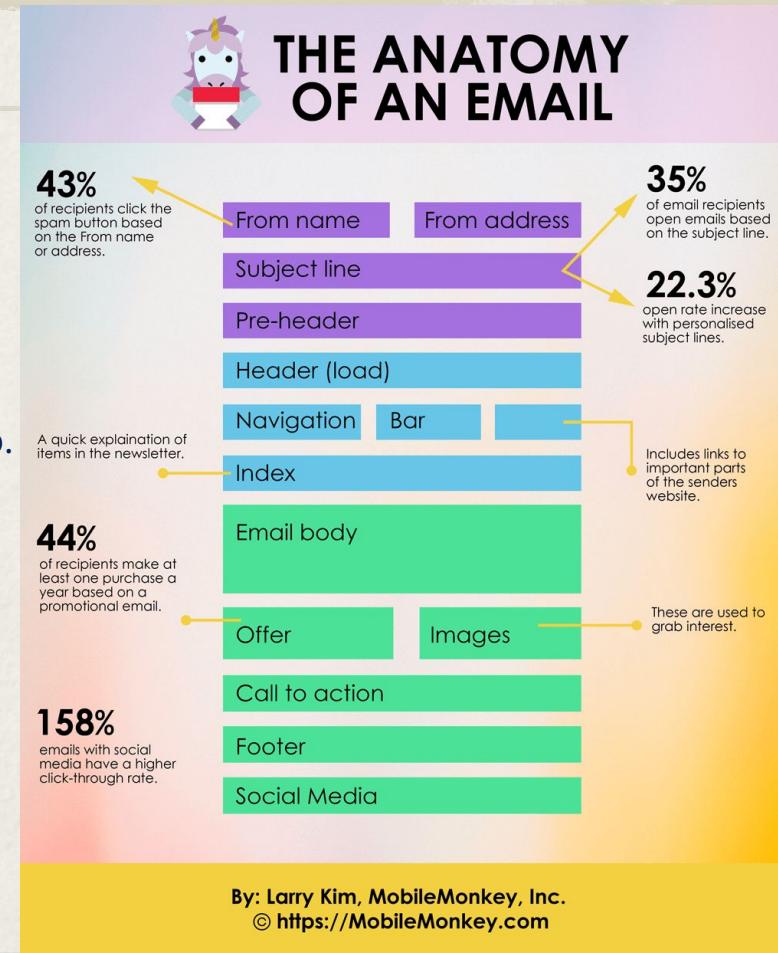
Preheader: Quick opening statement about the email

Header: Top of your email and should include your brand's logo.

Email Body: The Primary message of the email

Call to Action Button: Actionable button

Footer: Includes social media icons and disclaimer



Email Design Must Haves

- Take a Mobile-First Approach
- Keep content short, relevant, engaging, and easy to digest
- Large call to action buttons with visually accessible colors
- Simple easy to digest relevant content that engages audience
- subject lines and preheaders should be short and clear



Important Terms to Understand

You can Personalize content with:

1. **Static content** does not change for any reason, for example, the company logo at the top of an email or social links at the bottom.
2. **Personalized content** changes based on data found in the data extension or list at the time of a send or push, for example, a person's name within a text or specific content related to their interests.

1. **Personalization strings:** Insert subscriber attributes, such as subscriber name, into the subject line, preheader, or content of your email. These can be *People* or *System* attributes. Note they should always have a default value set.

2. **Dynamic content:** Display content according to rules that you define based on the subscriber's attributes or data extension field values.

3. **AMPscript:** Use this scripting language to embed subscriber-specific content within HTML emails, text emails, landing pages, SMS messages, and push notifications from MobilePush.

Dynamic Header/Pre-Header: You can set a rule to change the header/pre-header based on subscriber attributes.

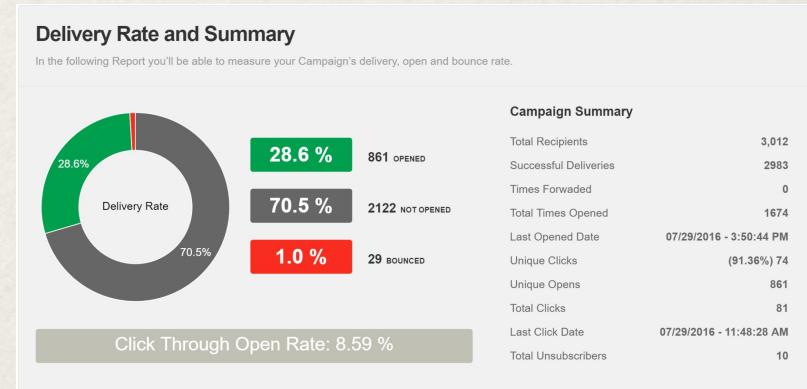


Track your email campaigns

Deliverability rate is one of the most important steps in defining your unique formula for calculating how many emails have been delivered to the mailboxes. To calculate the deliverability rate, divide the amount of delivered emails by the number of emails you have sent.

Click-through rate is a rate that determines the percentage ratio between the number of clicks and the number of impressions. It is used to check the effectiveness of content.

Open rate is the percentage of unique email openings expressed as a percentage. It is calculated by using the data on how many messages were sent in a given campaign and how many recipients viewed them.. Here are the types of bounces used in Marketing Cloud:



What a Bounce means

Soft Bounce

Occurs when the email is rejected due to a temporary condition. Common causes include: inactive account, full mailbox or temporary domain failure. When an email is soft bounced, the system retries sending every 15 minutes for 72 hours, for up to 288 attempts, which do **not** count as bounces.



Block Bounce

A type of soft bounce. Caused by filter issues, such as authentication issues or when IP address is on a blocklist. Subscriber is retried in the next email send.

Technical Bounce.

Another type of soft bounce. Happens due to technical errors, such as a network error. Subscriber is retried in the next email send.

Hard Bounce

Occurs when the email is rejected due to the server's permanent conditions. The subscriber won't be retried in the next send to this campaign, but they will be in your next email campaign. Hard bounces can hurt your reputation. Best practice is to add to a suppression list



Study this!

Build a Data Extension

Add Only
Update Only
Add and Update
Overwrite (Data Extensions Only)

Tab delimited
Comma delimited

Text Boolean Phone
Date Decimal Local
Number Email



Build an email

Template Based: Choose this option if you already have a template that you're using for this email.

HTML Paste: Choose this option to type or paste HTML code for an email into the editor.

Text Only: Choose this option if you want to create an email that displays as text only in your subscribers' inbox regardless of their display preferences.

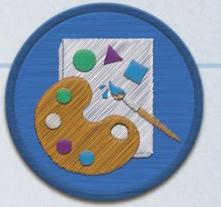
Test email to up to five recipients. Or test send to a larger audience, testable Data Extension, using Test Data Extensions.
You can test send emails based on multiple content personalization options:

- Individual subscriber selected in Subscriber Preview.
- Entire subscriber audience in Subscriber Preview.
- Recipient Test Data Extension

Content Blocks

A/B Test
Button
Snippet
Dynamic Content
Email Form
Enhanced Dynamic Content
External Content
Free Form
HTML
Image Block
Image Carousel
Layout
Social Follow
Social Share
Text





Demo Time



Links for Studying Content Creation

- o [Best Practices for Email Design](#) or [Email Best practices article](#)
- o [Email Creation and Sending](#)
- o [Marketing Content Creation](#)
- o [Interactive Email Forms](#)
- o [Content Builder Features](#)
- o [Quick Start: Create and Send an Email with Marketing Cloud](#)
- o [Salesforce Help: Create Templates](#) or [Salesforce Help: Create Emails](#)
- o [Video: Create a Template](#)
- o [Data Extensions in Contact Builder](#)
- o [Marketing Cloud Contact Management](#)



LET'S SUCCEED
TOGETHER



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Thank You!



Let's succeed together!