1. **Content Creation and Delivery: 24%**
   1. [Email Messages](https://help.salesforce.com/s/articleView?id=sf.mc_es_email_messages.htm&type=5)
   2. An email message is a type of message delivered to your subscribers’ email client. You can create user-initiated and triggered email interactions. Email message interactions are also referred to as Send Definitions
   3. You can send the email by using a:
      1. triggered send
      2. data extension
      3. scheduled send
   4. [Create an Email in Email Studio or Content Builder](https://help.salesforce.com/s/articleView?id=sf.mc_es_create_an_email.htm&type=5)
   5. **Content Builder:** Content Builder is a cross-channel content editor built on CKEditor, an open-source WYSIWYG editor that provides high-quality output.
      1. With the Content Builder, you can:
         1. Save time with the easy-to-use interface.
         2. Create a professional message without knowing HTML.
         3. View changes to content in real-time with an always-present preview.
         4. Utilize more intelligent HTML Paste tools such as color coding and line numbers.
         5. Insert Email code snippets for standard links such as Forward to a Friend, Open Tracking, and more.
   6. **Template Based:** Choose this option if you already have a template that you’ll be using for this email.
   7. **HTML Paste:** Choose this option to type or paste HTML code for an email into the editor.
   8. **Text Only**: (This option may not be enabled in your account. To enable Text Only Email Creation, contact your representative.) Choose this option if you want to create an email that will display as text only in your subscribers’ inbox regardless of their display preferences. Opens data is never reported for text-only emails.
   9. **Unprocessed HTML Paste**: (This option may not be enabled in your account. To enable this feature, contact your representative.) Choose this option if you want to create an HTML-based email that you do not want to be affected by the application. No validation, personalization strings, or other manipulations are done to the email’s content.
   10. **Unprocessed Text Only:** (This option may not be enabled in your account. To enable this feature, contact your representative.) Choose this option if you want to create a text-only email that you do not want to be affected by the application. No validation, personalization strings, or other manipulations are done to the email’s content.
   11. **Simple Automated Email**: Choose this option if you want to create an email you send based on a date attribute. For example, if you want to send your subscribers an email on their birthday, you can create an automated email.
       1. Note: For Enterprise accounts, once you’ve created an email, you can publish it to your Lock & Publish channel members or send it (immediately or on a schedule).
   12. **Content Canvas** permits you to create and store content for use across all channels within your Salesforce Marketing Cloud account
       1. Use Content Canvas to accomplish the following tasks:
          1. Create, upload, and store content in your Salesforce Marketing Cloud account
          2. Review and edit existing content to better meet your messaging needs
          3. Determine which marketing channels can use specific content, allowing you to tailor your content for broad or specific usage
          4. Sort and review content to find the best applicable content for your channel needs.
          5. Tag content for simplified grouping and searching
          6. Add pieces of content to campaigns
          7. Determine who can access your content and at what times those persons gain access
   13. [Building, Testing, & Sending Emails in Marketing Cloud](https://youtu.be/q0pyMXFPJSY)
   14. [Access Guided Send](https://help.salesforce.com/s/articleView?id=sf.mc_es_access_guided_send.htm&type=5)
   15. Subscriber Preview is a rendering of an email as a recipient will view it. After the initial subscriber preview, you can proceed through the rest of the recipients to see previews for each subscriber.
   16. The preview feature does not display in a particular operating system or email client.
   17. Identify the appropriate send method.
       1. Before you send an email, follow this checklist to ensure that the email meets your standards before it arrives in subscribers’ inboxes:
          1. Run the Spell Check in the content areas in your email.
          2. Run the Content Detective on your email (validates spam filters won’t catch it)
          3. Preview and Modify Text Versions of Emails (Optional).
          4. Run the Validation Tool on your email. Checks for:
             1. the presence of an unsubscribe link
             2. the presence of a physical mailing address
             3. the correct syntax for attributes used as personalization strings
             4. the existence of any content areas defined in the dynamic content rules.
          5. Perform a test delivery of your email.
   18. Validation Tool
       1. the presence of an unsubscribe link
       2. the presence of a physical mailing address
       3. the correct syntax for attributes used as personalization strings
       4. the existence of any content areas defined in the dynamic content rules.
   19. Test Send
       1. Previewing the HTML and text versions of the email: Use the View HTML Version and Edit Text Version tabs of your email editor workspace.
       2. Previewing the dynamic content (if used) for attributes: Use the Preview button in your dynamic content boxes.
       3. Previewing the email for a subscriber: Use the Inbox Preview feature.
       4. Delivering the email to a test email address:
          1. Test send: See How To Send an Email Using Test Send.
          2. Test list: Set up a list that consists only of test email addresses. If you’re the sole tester of the email, then set up a list consisting only of yourself. When you use Guided Send, select this list only as the recipient so that the email is generated for just the test email address(es).
          3. Suppress this send from Reports: This feature allows you to send the email to all subscribers on the designated list.
          4. Redirect all emails to a single email address:
             1. An email is generated for each subscriber in the lists and groups that you select in the wizard, but each of those emails are delivered to a single test address that you specify.
   20. When you create a **send classification,** you specify the following information:
       1. **Delivery Profile** – A delivery profile is a record where you can specify the delivery information for a message in a central location and reuse that information across multiple message sends without selecting the information each time.
          1. IP Address
          2. Header
          3. Footer
       2. **Sender Profile** – A sender profile is a record where you specify the information for a message sent in a central location and reuse that from information across multiple messages sent without selecting the information each time.
          1. Sender
          2. From Name
          3. From Email
   21. You can override the delivery profile and sender profile on the send classification when you include the send classification in a message interaction
       1. User
       2. on behalf of
       3. Personalization
       4. AMPscript
   22. [Email Studio and Content Builder](https://youtu.be/QjUQzqQWH3o)