



University of Colorado

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## ECOMM

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## For Admins <sup>[1]</sup>

We recognize that delivering a successful campaign is a large responsibility. We're here to help. If you can't find what you're looking for in this section, submit a ticket in our [Help Portal](#) <sup>[2]</sup> or contact your [eComm specialist](#) <sup>[3]</sup>.

### eComm Data <sup>[4]</sup>

Data is the most important piece of the engagement and communications puzzle. Access the eComm data map and field translations, upload your data lists to incorporate into the eComm database, find out when new data is loaded and details about how we protect data.

### Email Calendar <sup>[5]</sup>

View a snapshot of all systemwide email communications to internal and external audiences including alumni, parents, donors, faculty, staff and students. You can also submit a calendar entry to indicate when your email will be delivered.

### Email Marketing Best Practices <sup>[6]</sup>

When is the best day of the week to send an email? What is the best size for an image in emails? Check out our Email Marketing Best Practices guide for answers to these questions and more.

### Email Marketing How-to <sup>[7]</sup>

Step by step instructions on email marketing; from creating your email all the way to sending it.

### Email Template Options <sup>[8]</sup>

eComm email templates have been thoroughly tested and designed to meet CU brand standards. Find templates for announcements, newsletters and events.

### Other Resources <sup>[9]</sup>

Find other helpful information related to event registration accounting, CAN-SPAM and contact information for major CU communications (e.g. CU-Boulder Alumni Association's monthly enewsletter, etc.)

## **Groups audience:**

eComm

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**Source URL:** <http://www.cu.edu/ecomm/admins>

### **Links:**

[1] <http://www.cu.edu/ecomm/admins>

[2] <http://www.cu.edu/ecomm/admins/other-resources/your-help-portal>

[3] <http://www.cu.edu/ecomm/ecomm-specialists>

- [4] <http://www.cu.edu/ecommerce/admins/data>
- [5] <http://www.cu.edu/ecommerce/forms/schedule-e-mail>
- [6] <http://www.cu.edu/ecommerce/admins/email-marketing-best-practices>
- [7] <http://www.cu.edu/ecommerce/admins/email-marketing-how-0>
- [8] <http://www.cu.edu/ecommerce/admins/email-template-options>
- [9] <http://www.cu.edu/ecommerce/other-resources>