SET | Year-End Checklist

METRICS

Review your 2017 communication and event metrics. Take a close look at what worked and what didn't; outline your goals for 2018.

SET News Post | June Recap (Marketing Cloud Tracking Deep Dive)

STRATEGY

Collaborate with your team to finalize your 2018 marketing strategy, including email send dates, basic event details, and marketing mix.

SET News Post | Marketing Cloud, A-Z Strategy and Data-Driven Decisions

MEETINGS

Save the date for 2018 SET user group meetings:

February 21	August 22
May 23	November 21

SET News Post | Upcoming SET User Group Meetings

TRAINING

Keep an eye out for PCI training update coming early 2018. This training is recommended for all eComm users, but required for all Cvent users.

eComm Training | Data Security Training

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus
ECOMM

Questions? Reach out via TaskRay to schedule a meeting with Kate.