MARKETING CLOUD | CONTENT BUILDER

DESIGN AND SEND YOUR COMMUNICATIONS

FOLDER STRUCTURE & UPLOAD ASSETS

FOLDER STRUCTURE
Create a folder structure that works for you and your team to help stay organized.

ASSET LOCATION
Save all assets — images, content areas, templates, and emails — in the folder that makes sense to you.

SEARCH & FILTER FUNCTIONS

SEARCH
Search for an asset by name, within a specific folder, or across all content.

FILTER
Filter based on content type or drill down further to find a specific type of content block, such as text or an image.

TEMPLATES & CONTENT BLOCKS

TEMPLATES
Access and reuse:
- 20 basic templates
- 6 empty templates
- 14 themed templates
- Saved (custom) templates

CONTENT BLOCKS
An area of an email where you can insert text, links, images, and buttons. You design the layout and input the content of each individual content box.
DRAG-AND-DROP CONTENT AREAS

DRAG-AND-DROP
Entire content blocks can be rearranged simply by dragging and dropping into the desired area of the email, making rearranging content easy.

SAVE & REUSE
Save content areas that you will use over and over again, such as your department footer or social media links.

CUSTOMIZE
Create a custom message, newsletter, or invitation that works for you and your audience.

PASTE HTML
Create emails with HTML so you can copy code and paste it into Marketing Cloud to distribute.

PREVIEW & TEST

PREVIEW
Preview your email in real-time so you can see your changes right away.

TEST
Send a test to five (5) email addresses, so your team can review the final product.

SEND & SCHEDULE

SEND
Distribute your message to the relevant audience immediately. Be sure to select the correct from information.

SCHEDULE
Schedule your email to send at a future date and time. If for some reason you need to cancel the scheduled send, you can.