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eComm User Newsletter | March 2024 [1]

March 25, 2024 by lauren.galena [2]



True or False Users are not able to make small changes to Campaigns, such as adding a contact to an existing campaign.

General Updates

Marketing Cloud

- **Session Recordings Available:** Recordings available from training sessions that took place in January:
  - **Marketing Cloud, Salesforce Send Emails** | See wiki and view recording [3]
  - **Marketing Cloud, Folder Structure** | See wiki and view recording [4]
  - **eComm Data Model** | See wiki and view recording [5]
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [6] and you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.

Cvent

- **Session Recording Available:** Recording available from the training session that took place in January:
  - **Cvent, Track Participation** | See wiki and view recording [7]
- **Cvent Quarterly Updates:** Cvent rolls out updates every quarter. Find a summary of updates [8] that impact eComm along with a link to the full release notes.
- **Collaborative Communities:** Interested in being part of a collaborative community devoted to eComm? Start by updating your Chatter Group(s) email frequency [6] and

you'll receive posts via email (i.e., every post, daily digest, or weekly digest). There is one group devoted to Marketing Cloud & Salesforce and a second group for Cvent. Chatter allows you to collaborate with others, share experiences, and stay informed about eComm resources and updates.
- **Cvent Express is Sunsetting:** We have been informed that Express events are to be sunset September 2024. That means all events will need to be created in the more robust Flex/Standard format [9]. eComm users will be communicated with as the sunset date approaches. There is no need to take immediate action.

Featured Resources of the Month

Checklists and simple how-tos are an easy and effective method to ensure a quality product goes out the door every single time. eComm's most successful users embrace checklists regardless of how many successful emails or events they have already sent or hosted.

Marketing Cloud and Salesforce

Check out the various checklists for creating and sending an email in Marketing Cloud [10]. Using a checklist helps you send a quality and accessible email every time. Available resources include:

- Marketing Cloud Email Checklist
- Testing Checklist
- Sending Emails Quick Tutorials

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Cvent

There are a number of helpful checklists and quick guides for creating effective and accessible events in Cvent [10] covering topics from planning and strategy to the final steps of approval and launch. Checklists include:

- Cvent Build
- Event Strategy
- Event Testing
- Event Approval
- And more!

Tip: Bookmark these resources, as well as any others you use often, to access them easily whenever needed.

Upcoming Training Sessions

Be on the lookout for invites to upcoming training sessions. Topics to be announced.

Celebrations & Success Stories

Have an eComm celebration/success story you'd like to share? Submit it here [11] to be featured on the eComm website [12] and in a future newsletter. **We can help with expanding upon your story. No need to submit a final version. Consider this a rough draft.**

Share any impressive metrics, milestones, ways you've used data to optimize, or achievements that stand out. Your story is a powerful testimony to the incredible results that can be achieved as a user of the eComm suite of tools.

New & Updated Resources

- ?Marketing Cloud Recycling Bin [13] (new)
- ?Send Marketing Cloud Emails [3] (updated)
- Marketing Cloud Folder Structure [4] (updated)
- Subscriptions [14] (updated)
- Salesforce Reporting [15] (New Template: Engagement tab > Email Performance > Which Links Are Clicked How Often? [16])
- Cvent Quarterly Updates [8] (new)
- Early Adopters of Tracking Participation in Cvent [7] (new)
- eComm Event Templates [17] (note Express is sunsetting timeline)
- New User Training | Cvent [9] (note Express is sunsetting timeline)
- Use Event Participation Data [18] (significantly updated)
- eComm Data [5] (new decision tree added)

Answer: False Users can add and remove a handful of contacts from an audience, without involving their eComm specialist (if the Report is based on a Campaign). Learn more about managing campaign members as a user. [19]

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