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New User Training [1]

October 10, 2022 by Melanie Jones [2]

Want to learn the eComm suite of tools? Find out where to find complete new user training for Salesforce, Marketing Cloud and Cvent. We encourage you to pause the videos periodically and allow yourself time to put the material into practice.

Training | 1-2 hours

Data & Tool Model | 5 min. [3]

Required for all new users.

Learn more about how eComm's suite of tools (Salesforce, Marketing Cloud & Cvent) work together along with CU source systems.

Understand CAN-SPAM | 5 min. [4]

Required for all new users.

Understand the importance of CAN-SPAM and our user's role in keeping CU compliant.

Marketing Cloud | 45 min. [5]

Required for all new Marketing Cloud users.

Learn how to create and deliver an email in Marketing Cloud.

Cvent | 45 min. [6]

Required for all new Cvent users.

Create a customized registration form to manage a simple or complex event in Cvent.

Salesforce | 15 min. [7]

Optional for new Marketing Cloud users.

Salesforce holds all of eComm's data, which makes it critical to our use of Marketing Cloud - namely for creating targetted audiences. Your eComm specialist creates your audiences in Salesforce, so your expertise is not essential (although beneficial). New users are encouraged to focus their attention on Marketing Cloud and/or Cvent first and later learn Salesforce to avoid being overwhelmed.

Quiz

After new users complete on-demand training, a short verification quiz needs to be completed to become an 'official' eComm user. That will permit sending emails in Marketing Cloud and/or getting your Cvent events approved.

Login All new users will recieve an email with credentials, login instructions [8], and next steps around the 5th of the month.

Related Wiki Posts

- How to Login [8]

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