

Send Emails in Marketing Cloud ^[1]

March 14, 2025 by [Melanie Jones](#) ^[2]

There's two ways to send emails through Marketing Cloud (Guided Send and Salesforce Send Emails), each with their own benefits. Explore both and determine which you prefer. Included are quick reference guides for both paths.

Salesforce Send Emails

[Salesforce Send Checklist | 3-Page Quick How-To](#) ^[3]

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Create Salesforce Send Email ^[5]	0:58 - 6:20
Send Salesforce Send Email ^[6]	6:21 - 7:45

Excluded Audience

Senders can exclude an audience while sending. See the screenshot below to see where to apply exclusions while sending via a Salesforce Send Email. Individuals on an audience list are excluded based on subscriber/contact ID.

Triggered Sends

Excluded Audience

Senders can exclude an audience while sending. See the screenshot below to see where to apply exclusions while sending via Guided Send. Individuals on an audience list are excluded based on subscriber/contact ID.

null

	PROS	CONS
SALESFORCE SEND EMAILS	<ul style="list-style-type: none"> • Reuse a previous send to reduce the need to configure all send components at every send (<i>efficient and less risk for error</i>) • Name the Email Send as desired (<i>valuable for reporting & troubleshooting</i>) • Stay organized by placing email sends in folders 	<ul style="list-style-type: none"> • Less modern interface
GUIDED SEND	<ul style="list-style-type: none"> • Send via an intuitive, step-by-step wizard which is easily navigated to while creating an email 	<ul style="list-style-type: none"> • Must configure send components for every send (<i>inefficient & increased room for error</i>) • Randomly named email send (<i>difficult to troubleshoot and creates reporting limitation</i>)

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