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Send Emails in Marketing Cloud II

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.

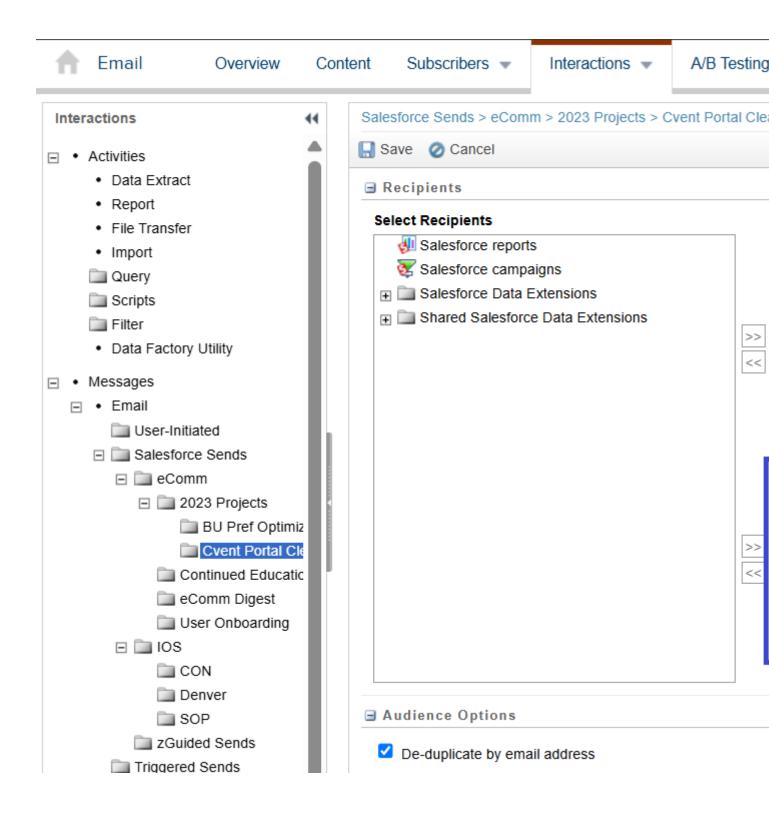
Salesforce Send Emails

Salesforce Send Checklist | 3-Page Quick How-To [3]

TOPIC	JUMP TO
Navigate to Salesforce Send Email [4]	0:00 - 0:57
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.

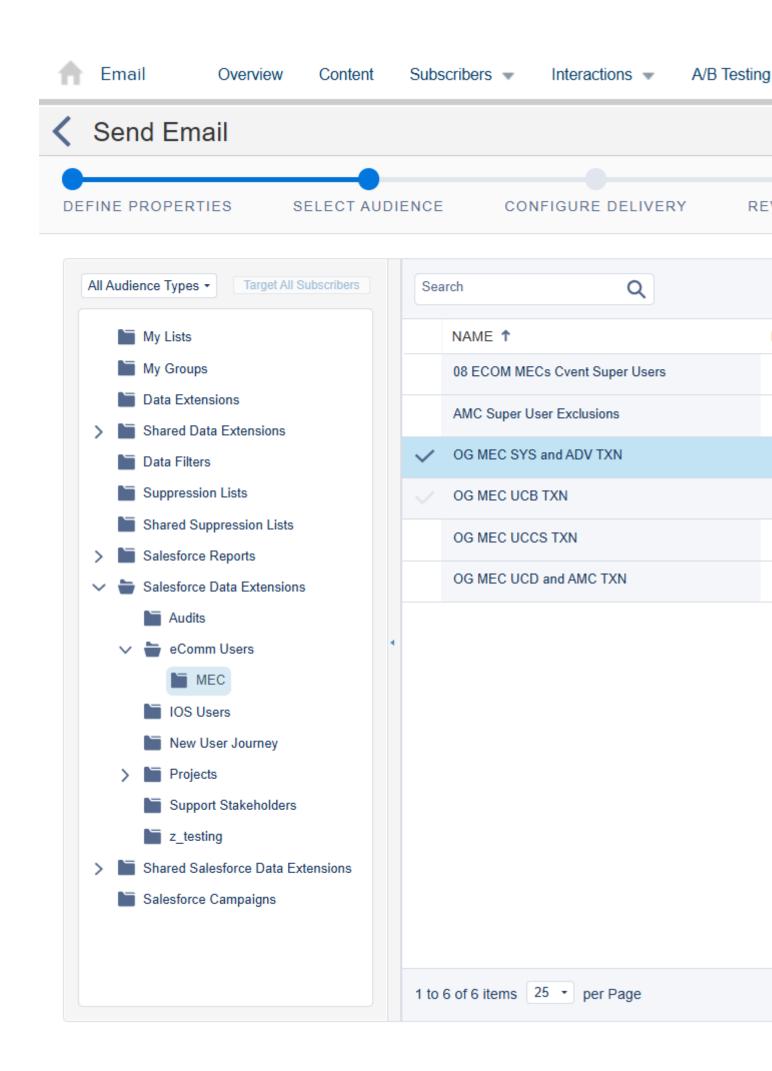


Guided Send

Guided Send Checklist | 2-Page Quick How-To [7]

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.



	PROS	CONS
SALESFORCE SEND EMAILS	 Reuse a previous send to reduce the need to configure all send components at every send (efficient and less risk for error) Name the Email Send as desired (valuable for reporting & troubleshooting) Stay organized by placing email sends in folders 	• Less modern interface
GUIDED SEND	 Send via an intuitive, step-by- step wizard which is easily navigated to while creating an email 	 Must configure send components for every send (inefficient & increased room for error) Randomly named email send (difficult to troubleshoot and creates reporting limitation)

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39kc2E/edit?usp=sharing [4] https://youtu.be/uERMSUuZyMc [5] https://youtu.be/uERMSUuZyMc?t=57 [6] http://youtu.be/uERMSUuZyMc?t=380 [7]

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