

## Send Emails in Marketing Cloud <sup>[1]</sup>

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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](#) <sup>[3]</sup>

TOPIC	JUMP TO
<a href="#">Navigate to Salesforce Send Email</a> <sup>[4]</sup>	0:00 - 0:57
<a href="#">Create Salesforce Send Email</a> <sup>[5]</sup>	0:58 - 6:20
<a href="#">Send Salesforce Send Email</a> <sup>[6]</sup>	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.

Home Email Overview Content Subscribers Interactions A/B Testing

Salesforce Sends > eComm > 2023 Projects > Cvent Portal Cle

Save Cancel

Recipients

Select Recipients

- Salesforce reports
- Salesforce campaigns
- + Salesforce Data Extensions
- + Shared Salesforce Data Extensions

Audience Options

De-duplicate by email address

Interactions

- Activities
  - Data Extract
  - Report
  - File Transfer
  - Import
  - Query
  - Scripts
  - Filter
    - Data Factory Utility
- Messages
  - Email
    - User-Initiated
    - Salesforce Sends
      - eComm
        - 2023 Projects
          - BU Pref Optimiz
          - Cvent Portal Cle
          - Continued Educatio
          - eComm Digest
          - User Onboarding
        - IOS
          - CON
          - Denver
          - SOP
        - zGuided Sends
        - Triqqered Sends

## 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.



# Send Email



DEFINE PROPERTIES



SELECT AUDIENCE



CONFIGURE DELIVERY

REVIEW

All Audience Types ▼

Target All Subscribers

- My Lists
- My Groups
- Data Extensions
- > Shared Data Extensions
- Data Filters
- Suppression Lists
- Shared Suppression Lists
- > Salesforce Reports
- ▼ Salesforce Data Extensions
  - Audits
  - ▼ eComm Users
    - MEC
  - IOS Users
  - New User Journey
  - > Projects
  - Support Stakeholders
  - z\_testing
- > Shared Salesforce Data Extensions
- Salesforce Campaigns

Search



NAME ↑

08 ECOM MECs Cvent Super Users

AMC Super User Exclusions

✓ OG MEC SYS and ADV TXN

✓ OG MEC UCB TXN

OG MEC UCCS TXN

OG MEC UCD and AMC TXN

1 to 6 of 6 items 25 ▼ per Page

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

## Related Content

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### Display Title:

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### Send email when Published:

No

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[6] <https://youtu.be/uERMSUuZyMc?t=380> [7]

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