

# 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>

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<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

## Guided Send

[Guided Send Checklist | 2-Page Quick How-To](#) <sup>[7]</sup>

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## 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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