

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

April 15, 2026 by [Melanie Jones](#) <sup>[2]</sup>

There are two ways to send emails through Marketing Cloud, Guided Send and Salesforce Send Emails. Guided Send has a sleeker interface but Salesforce Send Emails can be reused bringing efficiency and minimizing room for error.



**GUIDED SEND**

## 1 | Guided Send

Guided Send has a sleek interface and is the most intuitive sending method. New users are encouraged to leverage this route as they learn Marketing Cloud initially.

[Guided Send Checklist | 2-Page Quick How-To](#) <sup>[3]</sup>

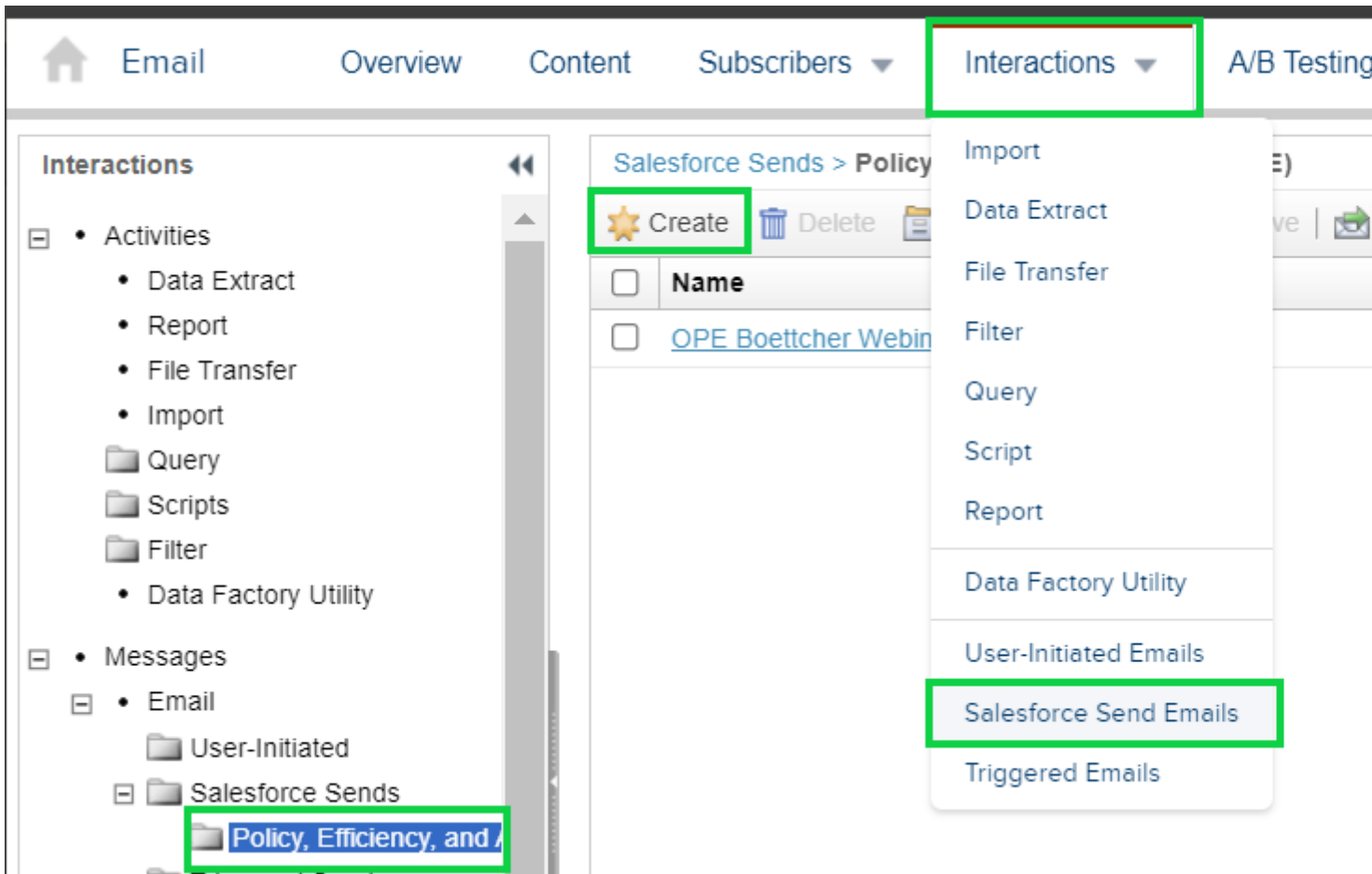
## 2 | Salesforce Send Emails

Salesforce Send Emails are the original method of sending emails, without the sleek interface. This method opens the door for efficiency and minimizes room for error. Users are encouraged to adapt to this method of sending as soon as possible.

- Create New
- Re-Use (recommended)

## Navigate to Salesforce Send Emails

1. Hover **Email Studio** in the top left of the navigation >> click **Email** in the dropdown
2. Hover **Interactions** in the top navigation>> Select **Salesforce Send Emails** >> Click the **Create** button



## Create a Salesforce Send Email

### Properties

1. Select the Create button at the top
  - o **Name** | Provide your email with a descriptive name - this will only be seen by you.
  - o **Message** | Select the message content you want to deliver
  - o **Subject Line & Preheader** | Confirm you are happy with these two elements

### From Information or Send Management

1. **Send Classification** | A combination of the Sender Profile and Delivery Profile.
  - o **Sender Profile** | The friendly name and email address your message comes from. This can be overwritten from what is automatically selected by the Send Classification.
  - o **Delivery Profile Email** | Commercial emails use CU FOOTER FOR ALL EMAILS. Those with Transactional send needs will have an alternative Delivery Profile (and Send Classification).



Email

Overview

Content

Subscribers

Interactions

A/B Testing

### Interactions

- Activities
  - Data Extract
  - Report
  - File Transfer
  - Import
  - Query
  - Scripts
  - Filter
    - Data Factory Utility
- Messages
  - Email
    - User-Initiated
    - Salesforce Sends
      - Policy, Efficiency, and Audit
      - Triggered Sends
      - Journey Builder Sends

Salesforce Sends > Policy, Efficiency, and Audit (OPE) > New S

Save Delete Cancel

#### Properties

##### Name (required)

OPE Boettcher Webinar 20240117

##### External Key

##### Description

##### Message (required)

- Policy, Efficiency, and Audit (OPE)
  - Boettcher
    - 2017
    - 2024
      - 20230116\_Boettcher\_Deadline Approaching
      - 20231127\_Boettcher\_Invitation to Apply
      - 20220103\_Boettcher\_Deadline Approaching

##### Subject (required)

Deadline Approaching: 2024 Boettcher Webb-Waring Biomed Grants

##### Preheader

Up to five grants of \$250,000 (covering up to three years of re...  
be awarded to promising and talented early career investigat...

#### Send Management

##### Send Classification (required)

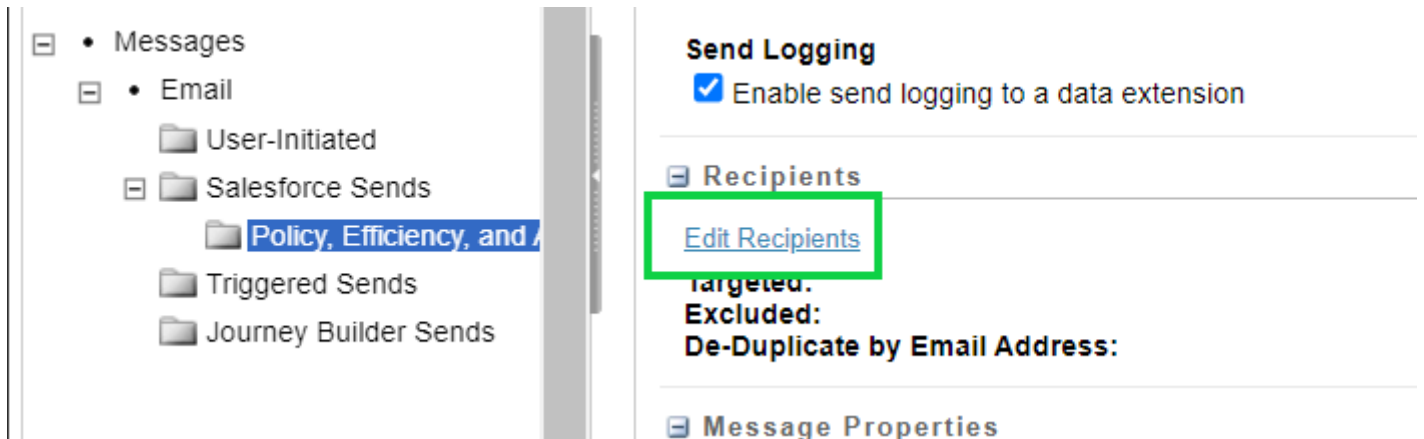
OPE Boettcher Foundation Webb-Waring Awards (COMMERCIAL)

- Override Sender Profile with OPE Boettcher Foundati...
- Override Delivery Profile with CU FOOTER FOR ALL

## Recipients

**Important!** Regardless of how you send, you MUST 'Start' your Data Extension(s) [4] before every send for the audience to be updated and accurate.

### Select **Edit Recipients**



### Select Recipients -

#### 1. Targeted

1. Your audience might be a Salesforce Report(s) or a Salesforce Data Extension(s). You will NEVER include a Campaign.
2. You cannot combine Reports with Data Extensions.
3. Read the name carefully. View your report(s) in Salesforce to see a full audience description.

#### 2. Excluded (optional) | Audiences can be excluded from a send (based on Subscriber ID).

1. If the Targeted audience includes Data Extensions, Data Extensions can be Excluded.
2. If the Targeted audience includes Reports, Reports and/or Campaigns can be Excluded.

#### 3. Select **Save** to confirm the audience(s) you selected

The screenshot shows a web interface for managing email sends. At the top, there are navigation tabs: Home, Email, Overview, Content, Subscribers, Interactions, and A/B Testing. The 'Interactions' sidebar on the left lists various activities like Data Extract, Report, File Transfer, Import, Query, Scripts, Filter, and Data Factory Utility. Under 'Messages', it shows 'Email' with sub-categories like 'User-Initiated', 'Salesforce Sends', 'Policy, Efficiency, and Audit (OPE)', 'Triggered Sends', and 'Journey Builder Sends'. The main content area shows a breadcrumb trail: 'Salesforce Sends > Policy, Efficiency, and Audit (OPE) > OPE B...'. Below this, there are 'Save' and 'Cancel' buttons. A 'Recipients' section is titled 'Select Recipients' and contains a list of folders and sub-items. The folder 'Policy, Efficiency, and Audit (OPE)' is expanded, showing several sub-items. The item '08 OPE OG Fac UCCS SUB OPE' is highlighted with a green box. To the right of the list, there are navigation arrows '>>' and '<<'. Below the list, there is an 'Audience Options' section with a checked checkbox for 'De-duplicate by email address'.

### Save New Email Send

1. Confirm the recipients
2. Select the **Tracking Destination Folder**
3. Select **Save**

Home Email Overview Content Subscribers Interactions A/B Testing

**Interactions**

- Activities
  - Data Extract
  - Report
  - File Transfer
  - Import
  - Query
  - Scripts
  - Filter
    - Data Factory Utility
- Messages
  - Email
    - User-Initiated
    - Salesforce Sends
      - Policy, Efficiency, and Audit (OPE)
      - Triggered Sends
      - Journey Builder Sends

Salesforce Sends > Policy, Efficiency, and Audit (OPE) > OPE B

Save Delete Cancel

Enable send logging to a data extension

**Recipients**

[Edit Recipients](#)

**Targeted:**  
Salesforce Data Extensions : 08 OPE OG Fac UCB S  
OG Fac UCD SUB OPE (9,836 Subscribers)

**Excluded:**  
**De-Duplicate by Email Address: Yes**

**Message Properties**

**User Tracking**

Track all links found within this email.  
 Suppress this Send from Reports.  
 Send Salesforce Tracking Data

**Tracking Destination**

- + 1 Office of Information Security (OIS)
- + 2 Office of the Treasurer
- + 3 Office of the University Controller (OUC)
- + 4 Policy, Efficiency, and Audit (OPE)
- + 5 Procurement Service Center (PSC)

## Send Email

1. Check the box next to the email send name
2. Select **Send Email**
3. A new window will appear.
  1. Please review all the information to confirm it is accurate.
  2. **Send or Schedule** when the email will be delivered to your audience
  3. Check the box next to **'This Information is correct and this email is ready to send'**.
  4. Select **Send Email** across the top



Email

Overview

Content

Subscribers ▾

Interactions ▾

A/B Testing

### Interactions

- ☐ • Activities
  - Data Extract
  - Report
  - File Transfer
  - Import
  - ☐ Query
  - ☐ Scripts
  - ☐ Filter
    - Data Factory Utility
- ☐ • Messages
  - ☐ • Email
    - ☐ User-Initiated
    - ☐ Salesforce Sends
      - ☐ **Policy, Efficiency, and A**
      - ☐ Triggered Sends
      - ☐ Journey Builder Sends

### Salesforce Sends > Policy, Efficiency, and Audit (OPE)

Create Delete View Active Sends Move

**Successfully deleted the predefined email(s)**

<input checked="" type="checkbox"/>	Name
<input checked="" type="checkbox"/>	<a href="#">OPE Boettcher Webinar 20240116</a>

Home Email Overview Content Subscribers Interactions A/B Testing

Salesforce Sends > Policy, Efficiency, and Audit (OPE) > Salesforce Sends

Send Cancel

Start immediately, run once  
 Start on the following date and time, run once  
 1/17/2024 6 : 00 PM

Opt In Certification

I certify all of these people have opted in. [View Certifications]

Message Summary

**Type :** Email Send to Data Extensions  
**Name :** 20230116\_Boettcher\_Deadline Approaching  
**Subject :** Deadline Approaching: 2024 Boettcher Webb-Warner  
**Preheader :** Up to five grants of \$250,000 (covering up to three grants) from the University of Colorado.

Audience Summary

**Targeted :**  
**Salesforce Data Extensions :** 08 OPE Dan Jim Lucille  
 SUB OPE (1,387 Subscribers), 08 OPE OG Fac UCD S

**Excluded :**  
**De-duplicate by email address :** Yes

Send Properties

**Send Classification :** OPE Boettcher Foundation Webb-Warner  
**Sender Profile :** OPE Boettcher Foundation Webb-Warner  
**Delivery Profile :** CU FOOTER FOR ALL EMAILS

Print Salesforce Send Tutorial [5]

For many Marketing Cloud users, sends are recurring, meaning the email content will change, but other elements, such as the audience, from information, tracking folder destination, and more, remain the same. Re-using a send is efficient and minimizes room for error compared to a send created from scratch. Good candidates for re-using a send include a newsletter (any frequency), event invitations, updates/alerts, and more. Once identified, review all the email

details to confirm the accuracy of the previous send, then:

1. **Rename the send**
2. **Select the new email content** (after being finalized).
3. Review the audience. **If Data Extensions, successfully re-run them before sending the email.**
4. **Send/schedule Email**

#### Convert Previous Guided Send to Salesforce Send Email

- Rather than creating a Salesforce Send Email from scratch, use a Guided Send from before.
- Rename the send to something you and your team understand, rather than the random combination of characters it originally got.

### 3 & 4 | Automation Studio & Journey Builder

Automation Studio is a more robust function that can be used to execute a defined task, either manually or automatically, on a regular cadence. Most often, it's used to run Data Extensions in combination with Salesforce Send Emails. This advanced option is supported by an eComm specialist, only in cases that make sense.

- [Scheduling Data Extension Imports in Automation Studio](#) <sup>[6]</sup>
- [Scheduling Salesforce Send Emails in Automation Studio](#) <sup>[7]</sup> (not currently available)
  - *Users cannot Send Emails via Automation Studio at the moment. If you wish to schedule an email to Data Extension audiences well into the future, you should follow the [instructions for scheduling Data Extension Imports in Automation Studio](#) <sup>[6]</sup>, then schedule your email to send in the future via Email Studio. We hope to make the process available to all users in the future (date not determined).*
- [Organizing Your Work for Ongoing Automation Studio Sends](#) <sup>[8]</sup>

If you have a series of emails that you've been able to send, it might be a good candidate for a Journey. Journeys require ample planning, finalized content well in advance, and a solid technical understanding to be successful.

- [Journey Builder](#) <sup>[9]</sup>

**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 sent 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 that 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 limitations*)

## Related Content

- [Can I send to reports and campaigns and data extensions?](#) <sup>[10]</sup>
- [Why do I need an email footer and what should be in it?](#) <sup>[11]</sup>
- [What is throttling and how do I do it?](#) <sup>[12]</sup>
- [How do I view/cancel a scheduled send?](#) <sup>[13]</sup>
- [Update broken link in email already sent](#) <sup>[14]</sup>

### Display Title:

Send Marketing Cloud Emails

### Send email when Published:

No

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**Source URL:**<https://www.cu.edu/blog/ecomm-wiki/send-marketing-cloud-emails>

### Links

[1] <https://www.cu.edu/blog/ecomm-wiki/send-marketing-cloud-emails> [2] <https://www.cu.edu/blog/ecomm-wiki/author/39>

[3]

<https://docs.google.com/document/d/1iizBvtuhP9oYUVFraMZ7RC9cTsomKE7KhPEkZHCoz8k/edit?usp=sharing>

[4] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-data-extensions>

[5] <https://docs.google.com/document/d/1Th6uDSmHSYXAGR8IAH97sGDiWCLeX8WzNBEZ-39kc2E/edit?usp=sharing> [6] <https://www.cu.edu/blog/ecomm-wiki/scheduling-data-extension-imports-automation-studio> [7] <https://www.cu.edu/blog/ecomm-wiki/scheduling-salesforce-send-emails-automation-studio> [8] <https://www.cu.edu/blog/ecomm-wiki/organizing-your-work-ongoing-automation-studio-sends> [9] <https://www.cu.edu/blog/ecomm-wiki/understanding-email-journeys>

[10] <https://www.cu.edu/blog/ecommerce-wiki/sending-reports-vs-data-extensions-vs-campaigns>  
[11] <https://youtu.be/qf0cGHvDIto?t=263> [12] <https://www.cu.edu/blog/ecommerce-wiki/throttling-your-email-marketing-cloud> [13] <https://www.cu.edu/blog/ecommerce-wiki/viewing-and-or-canceling-scheduled-email-send>  
[14] <https://www.cu.edu/blog/ecommerce-wiki/marketing-cloud-update-broken-link-after-send>