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Tool Overview [1]

June 3, 2024 by Melanie Jones [2]

Not sure what can be accomplished with the suite of tools? Watch product demos and learn about the most common features used at CU by expanding the items below. If you are interested in a more in-depth understanding of how the three tools integrate with each other, our 10 min. overview might be of use [3].

Salesforce for Data

eComm uses Salesforce to house constituent data [4]. Check out the 1-pager below summarizing the most frequently used items [5]. Already licensed? Follow along with our Salesforce training for new users [6] to learn how to navigate the tools.



[5]

Download [7]?

Marketing Cloud for Emails

eComm leverages Email Studio and Content Builder within Marketing Cloud. Check out a 1-pager summarizing the most frequently used features [8] below. **Already have a license?**

Follow along with our Marketing Cloud training for new users [9] to learn how to clone a pre-existing CU branded template [10] to customize as needed.

MARKETING CLOUD | CONTENT BUILDER

DESIGN AND SEND YOUR COMMUNICATIONS

FOLDER STRUCTURE & UPLOAD ASSETS



FOLDER STRUCTURE

Create a folder structure that works for you and your team to help stay organized.



ASSET LOCATION

Save all assets — images, content areas, templates, and emails — in the folder that makes sense to you.

SEARCH & FILTER FUNCTIONS



SEARCH

Search for an asset by name, within a specific folder, or across all content.



FILTER

Filter based on content type or drill down further to find a specific type of content block, such as text or an image.

TEMPLATES & CONTENT BLOCKS



TEMPLATES

Access and reuse:
- 20 basic templates
- 6 empty templates
- 14 themed templates
- Saved (custom) templates



CONTENT BLOCKS

An area of an email where you can insert text, links, images, and buttons. You design the layout and input the content of each individual content box.

DRAG-AND-DROP CONTENT AREAS



DRAG-AND-DROP

Entire content blocks can be rearranged simply by dragging and dropping into the desired area of the email, making rearranging content easy.



SAVE & REUSE

Save content areas that you will use over and over again, such as your department footer or social media links.



CUSTOMIZE

Create a custom message, newsletter, or invitation that works for you and your



PASTE HTML

Create emails with HTML so you can copy code and paste it into Marketing Cloud to distribute.

[11]

Download [11]?

Cvent for Events

Cvent is eComm's event management application that supports simple (Express) events or complex ones (Flex). Check out a 1-pager summarizing Cvent's most frequently used items [12] below. Are you already licensed? Follow along with our Cvent training for new users [13] to learn how to clone a pre-existing CU-branded template [14] to customize as needed.

MANAGE YOUR EV
WEBSITE, POST-RE



HELP, TR

[12]

Download [12]???

Related Wikis

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- Submit Help Ticket [16]
- Tool and Data Model [4]
- New User Training | Marketing Cloud [9]
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