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You attended new user training. Now what? [1]

December 27, 2018 by Melanie Jones [2]

You attended new user training and got the basics under your belt. Now it's time to meet with your eComm specialist. Together you can make sure you have everything you need to send your first email or launch an event.

Marketing Cloud

Access Audiences

- Give you access to your audiences
- Confirm the name of your included & excluded audiences
- Some audience lists are in the form of Data Extensions. You eComm specialist will give you the run down.

From Information or Send Classification

- Get as many Email Addresses and From Names as you wish!
- Confirm that you will use the 'CU FOOTER FOR ALL EMAILS' for your sends

Template Help

- Make sure your template/email looks good across all platforms.
- Confirm the footer for your email is CAN-SPAM compliant with full contact information.
- Not sure if your email is brand compliant? Your eComm specialist can help with these questions.

ADVANCED TOPICS

- I screwed Up. Now What? [3]
- Designing for Mobile [4]
- Testing Checklists [5]
- Consider Accessibility [6]
- Complete Training | Marketing Cloud [7]

Cvent

Event Approval

- All events MUST be approved by an eComm specialist. Submit your event for approval 1-3 days before desired launch.

Event Planner Email Address

- Ask your eComm specialist to add your event planner(s) email address to Cvent. Once added, users can select the appropriate event planner email address while creating each event.

Finance Information

- Collecting fees? You'll need to have your department's speedtype added to Cvent so the money collected can make it's way back to you.

Test & Report Users

- Need others on your team to test your registration form before it's launched to the public? We can add as many test users as you wish.
- Are you constantly being asked to pull reports on your event to share with others? We can create Report users to access the information they need, whenever they want.

ADVANCED TOPICS

- When to contact your eComm specialist [8]
- Complete Training | Cvent [9]
- Event & Session Emails [10]
- Consider Accessibility [6]
- OnArrival App [11]
- Testing Checklists [5]
- I screwed Up. Now What? [3]
- Designing for Mobile [4]
- How-to ask for Event Approval from your eComm specialist [12]

Salesforce

Watch recorded Salesforce training videos to learn how to leverage data to get the right message to the right audience. We encourage you to pause the video periodically and allow yourself time to put the material into practice.

TOPIC	ACTION	TIME
Salesforce - Understanding Data	View [13]	15 mins
Salesforce - Navigating Salesforce	View [14]	20 mins
Salesforce - Reports & Campaigns	View [15]	10 mins

Related Articles

- Add to my Account [16]
- Complete Training | Marketing Cloud [7]

- [Complete Training | Cvent](#) [9]
- [Complete Training | Salesforce](#) [17]

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