

Marketing Cloud | Clever Content ^[1]

February 21, 2018 by [Kate O'Connell](#) ^[2]

Content. It's the heart of effective marketing. While you certainly can't replace quality content, you can utilize it in clever ways to ensure that you achieve the greatest impact when it comes to achieving key metrics. Check out these Marketing Cloud resources to get started.

Marketing Strategy and Customer Journeys:

| Marketing Cloud Blog Post ^[3]

Highlights include:

- Definition of (constituent) experience
- Journey influences
- Mapping out a journey

6 Ways to Recycle Content in Email Marketing:

| Marketing ^[4] **Cloudcast** ^[5]

Highlights include:

- 03:30 | Impact of email
- 12:00 | Connecting social and email
- 16:30 | Think creatively

Questions? Send Kate an [email](#) ^[6].

[Marketing Cloud](#) ^[7], [webinar](#) ^[8], [podcast](#) ^[9], ^[10], [Journey Builder](#) ^[11], [Strategy](#) ^[12]

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[4]

<http://event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=1380481&sessionid=1>

[5] <https://soundcloud.com/marketingcloudcast/recycle-email-marketing-content>

[6]

[mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20Marketing%20Cloud%20Content%](mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20Marketing%20Cloud%20Content%20)

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