

Marketing Cloud | Content Marketing Podcast and Email Structure Blog ^[1]

June 28, 2017 by [Kate O'Connell](#) ^[2]

Salesforce Marketing Cloud has great online resources to help you stay on the cutting edge of email marketing. Their tailored blogs and informational booklets provide a wealth of information and insight. Shinning a spotlight on a couple of these resources, we'll take a look at a blog post and podcast that both contain useful insight on marketing best practices.

5 Most Critical Elements of Every Email:

| Marketing Cloud Blog Post ^[3]

Highlights include:

- Information about tight copy
- Tips for appealing visuals
- Mobile optimization explanation

How to Use Data and Research in Your Content Marketing:

| Marketing Cloudcast ^[4] ^[5]

Highlights include:

- 04:00 | Focus on the why, not the what
- 15:30 | Common content marketing mistakes
- 24:00 | Value of interpersonal connections

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

[Marketing Cloud](#) ^[7], [webinar](#) ^[8], [podcast](#) ^[9], ^[10]

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[4]

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

[5] <https://soundcloud.com/marketingcloudcast/how-to-use-data-and-research-in-your-content-marketing?in=marketingcloudcast/sets/episodes-1>

[6]

<mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20Marketing%20Cloud%20Content%20Marketing>

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