

## **Marketing Cloud | A-Z Strategy and Data-Driven Decisions**

[1]

September 20, 2017 by [Kate O'Connell](#) [2]

Properly implementing strategy is essential for driving effective communications. In a recent Marketing Cloudcast episode and blog post, the folks at Marketing Cloud present helpful tools to enable simple, effective strategy that is well-informed by data and analytics.

### **Effective Email Marketing Strategies from A-to-Z:**

#### **| Marketing Cloud Blog Post** [3]

Highlights include:

- Glen hidden intelligence
- Provoke quick results
- Send triggered updates

### **How To Make More Data-Driven Decisions As A Marketer:**

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

Highlights include:

- 06:30 | Common blind spot
- 08:15 | Data driven strategy
- 17:15 | Long term strategy

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

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

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

[5] <https://soundcloud.com/marketingcloudcast/how-to-make-more-data-driven-decisions-as-a-marketer>

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