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November Recap [1]

November 30, 2017 by Kate O'Connell [2]

Hard as it may be to believe, the new calendar year is just around the corner! Take a few minutes to grab a cup of coffee or tea and catch up on this month's SET happenings including a training program recap and checklist for year-end action items.

eComm Program Updates

The eComm program recently launched **a new and improved website**. Thanks to the hard work and organizational genius of eComm Director Jennifer Hane and eComm Training Manager Melanie Jones, the redesigned website is a trove of useful information. In addition to a site redesign, the eComm team also launched **a new training program**. eComm training now includes two custom training tracks for both new users and continuing users. I highly recommend that all SET users attend 1 - 2 eComm trainings per month so that your eComm skills stay in tip-top shape.

Year-End Checklist

As this year comes to a close, take time to walk through the following checklist items with your team:

Checklist Item	Step	Description	Resource
1	**METRICS**	Review your 2017 communication and event metrics. Outline your goals for 2018.	June User Group Meeting | Marketing Cloud Tracking [3]
2	**STRATEGY**	Collaborate with your team to finalize your 2018 marketing strategy.	Marketing Cloud | A-Z Strategy [4]
3	**MEETINGS**	Save the date for 2018 SET user group meetings.	Upcoming User Group Meetings [5]
4	**TRAINING**	Keep an eye out for a PCI training update coming in early 2018.	eComm [6] Training | Data Security Training [6]

You can download a PDF version of this checklist below. Questions? Reach out to Kate via TaskRay to schedule a meeting.

Finally, keep an eye out for the invitation to the next user group meeting, scheduled for February 21st. In the mean time, be sure to check out the SET news page and eComm Wiki [7].

Monthly Memo:

Out of Office

Kate will be out of the office on the following dates:

- December 27 - 28
- January 2 - 5

Resource Roundup:

Measuring Event ROI

Check out this Bizzabo [8] blog titled "Measuring Event ROI and Event Marketing Attribution [9] ," for information on everything from the meaning of event ROI through to measurement tools.

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eComm App Spotlight: Salesforce

Dreamforce 2017 was hosted in San Francisco earlier this month. You can catch up on the new, announcements, and conference keynotes by visiting Salesforce Live [10]. This page contains on-demand videos that cover the best of Dreamforce.


November User Group Meeting Agenda [11]


November User Group Meeting Presentation Slides [12]


Year-End Checklist [13]

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