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SET Up for Success | Support Steps and Resources [1]

February 24, 2017 by Kate O'Connell [2]

As an eComm user, you love leveraging better data to build better emails and host better events. That said, building emails and hosting events can require TLC and attention to detail. In order to meet your business needs and reach your goals with eComm, there are several steps that you can take to make sure that you've dotted every "i" and crossed every "t."

Step 1) Use the Email Checklist and Event Checklist for all of your eComm projects	These step by step guides will help you check and double check your work. Print out the PDF version and use it to drive each step. These checklists will also help you to set up your schedule so that you can meet all of the request and approval deadlines. Plus, using the checklists will give Kate better insight into how to best support you in if a question comes up. You can find both the Email Checklist [3] and the Event Checklist [4] on SET News [5].
Step 2) Test, test, and test again	Before sending an email or launching an event, it is absolutely essential that you conduct rigorous testing. Have you verified that all of the links in your email work correctly? Did you use accurate contact information? Is the time of your event listed as a.m. or p.m.? Was the graphic updated on the registration confirmation page of your event? The devil is in the details, so be sure to test and check every component of your eComm project.
Step 3) Check out eComm Resources	SET News [5] has great resources tailored to SET members. This includes everything from checklists to tips and tricks with using Google Drive. Additional training resources and support materials are available on the eComm Wiki. Both the SET blog and the eComm Wiki are troves of information to help you troubleshoot, learn, and hone your eComm skills. When in doubt, go to these resources first.
Step 4) Request Support	If you still have questions after searching SET News [5] and eComm Wiki [6], it may be time to request additional support. Rather than reaching out to Kate via phone or email, attend an office hour session [7] or submit a help ticket [8]. This will ensure that you receive the best support in the timeliest manner.

Together, these four steps will help ensure that your eComm project is set up for success.

While these steps are instrumental in helping you to leverage eComm tools, the eComm team knows that sometimes the unexpected or unplanned can happen. If you recognize a mistake

or need to adjust for a change, take action to troubleshoot.

For instance, a bad link can quickly be fixed in Marketing Cloud and event details can be modified after launching an event. In moments like this, there is a wide array of resources available to you. SET News [5] and eComm Wiki [6] are great places to research and learn; Cvent also has a great help and training center [9]. Don't be hesitant to dig in and checkout these resources.

If you are dealing with a larger issue, contact Kate immediately. Examples of issues that require immediate support include sending to the wrong report, receiving an error message in Marketing Cloud during a send process, and deleting an event in Cvent.

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