New User Training

Devote the second and third week of the month to new user training. Build your knowledge of eComm's suite of tools along with federal laws that pertain to you as a communicator.

PREVIOUS STEP | Login Details

You will receive login credentials, instructions and an invitation to register for training prep on the first Wednesday of the month.

CURRENT STEP | New User Training

- In-Person Training
- Virtual, On-Demand Training

Login
Don't forget to verify you can login before coming to training. You should have received a phone call from the eComm Training Manager upon receiving your license.

Intro to Training | Understand CAN-SPAM
Watch eComm's Intro to Training to understand the importance of CAN-SPAM and your role in keeping CU compliant.

Understand CAN-SPAM

Marketing Cloud | 10 AM - Noon
Learn how to create and deliver an email invitation via Marketing Cloud.

RSVP for In-Person Training

Cvent | 1 - 3 PM
Cvent is eComm's event management platform. Forms can be built to support simple or complex events. You can easily customize the look of your event form and website.

RSVP for In-Person Training

Salesforce | Virtual
Learn how to leverage data to get the right message to the right audience.
Navigate Salesforce [5]

Login
Don't forget to verify you can login before coming to training. You should have received a phone call from the eComm Training Manager upon receiving your license.

Intro to Training | Understand CAN-SPAM
Attend Intro to Training to understand the importance of CAN-SPAM and your role in keeping CU compliant.

Understand CAN-SPAM [3]

Marketing Cloud
Learn how to create and deliver an email invitation via Marketing Cloud.

Create & Send an Email [6]

Cvent
Cvent is eComm's event management platform. Forms can be built to support simple or complex events. You can easily customize the look of your event form and website.

Create an Event Registration Site [7]

Salesforce
Learn how to leverage data to get the right message to the right audience.

Navigate Salesforce [5]

NEXT STEP | Deep-Dive Training

Once you attend new user training and understand the basics, graduate to deep-dive training. You'll be invited to join virtual webinars hosted throughout the month to learn advanced features and share best practices.

Can't attend? Register anyway and we'll send you the recording.

NEXT [8]

Groups audience:
eComm

Source URL: https://www.cu.edu/ecomm/access-training/new-user-training

Links
[1] https://www.cu.edu/ecomm/access-training/new-user-training
[2] https://www.cu.edu/ecomm/access-training/login-details
[4] https://www.cu.edu/ecomm/calendar
[8] https://www.cu.edu/ecomm/access-training/continued-education