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System eComm Team | Non-Licensed User Resources [1]

- OVERVIEW
- EMAIL
- EVENT

Need an email or event invitation distributed but don't have an eComm license? We are here to help.

Submit the form for your communication(Email or Event) 2+ weeks prior to your desired delivery date.

Has eComm helped you with this project before, such as an annual event? Ask Melanie Jones [2] to provide an overview of what was done last year for you to build off of.

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EMAIL REQUEST [3]
EVENT REQUEST [4]

Melanie Jones



eComm Training Manager
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303-860-5737

eComm **Email** | Four Steps To Send SUBMIT REQUEST [3]



STRATEGIZE | Identify goal, message, audience & desired action for your communication(s)

CONTENT | Write or acquire content for communication, including a line and pre-header. Make sure to have an editor review your work.

Subject [5] Preheader [6]

AUDIENCE | Identify your audience(s)

OTHER PROMO | Identify other promotional material (e.g.; website, postcards, etc.)

CAPITALIZE ON EXISTING CHANNELS | Request to have your content added to existing communications

Campus Resources [7]

SUBMIT REQUEST | Submit a request for your eComm Specialist to create a new

communication

Submit Request [3]

REVIEW SUBMISSION | Your eComm Specialist will review your submission and send a calendar invitation for a Discovery session

DISCOVERY | Discovery session to review communication details, set deadlines and define Statement of Work (SOW)

STATEMENT OF WORK | Deliver SOW document that represents details about event invitation(s) and registration form, including deadlines and responsible parties

CREATE AUDIENCE LIST(S) | Create audience list(s) within Salesforce

CREATE COMMUNICATION(S) | Create communication(s) in Marketing Cloud

TESTING | Email clients(e.g. Outlook, Gmail, Hotmail, Yahoo, etc.) browsers (e.g. FireFox, Chrome, Safari, Internet Explorer, etc.) and devices (e.g. desktop, mobile, tablet, etc.)

Marketing Cloud [8]

SEND FOR APPROVAL | Deliver communication to client for review and approval

REVIEW | Review all aspects of communication per Statement of Work and send feedback to eComm Specialist

Approve Communication [9]

ITERATIONS | Make final changes to email communications, deliver communication to client for review and approval

APPROVAL | Approve communication per Statement of Work defined during Discovery

Approve Communication [9]

SEND | Send/schedule communication

POST-SEND REVIEW | Review communication send analytics

Tracking [10]

eComm **Event** | Four Steps To Send SUBMIT REQUEST [4]



STRATEGIZE | Identify goal, message, audience & desired action for your event invitation(s)

CONTENT | Write or acquire content for event invitation. Make sure to have an editor review your work.

AUDIENCE | Identify your audience(s)

EVENT DATE(S) | Identify your event date(s)

EVENT DETAILS | Define event goal & objective(s), identify roles and responsibilities, create budget

EVENT INVITE SEND DATE(S) | Set event invitation send date(s)

COMMUNICATION(S) TO ATTENDEES | Identify Your Audience(s)

FORM COMPONENTS | Identify what you need to collect during registration

OTHER PROMO | Identify other promotional material (e.g.; website, postcards, etc.)

CAPITALIZE ON EXISTING CHANNELS | Request to have your content added to existing communications

SUBMIT REQUEST | Submit a request for your eComm Specialist to create a new event invitation and registration form

Submit Request [4]

REVIEW SUBMISSION | Your eComm Specialist will review your submission and send a calendar invitation for a Discovery session

DISCOVERY | Discovery session to review event invitation and form details, set deadlines and define Statement of Work (SOW)

STATEMENT OF WORK | Deliver SOW document that represents details about event invitation(s) and registration form, including deadlines and responsible parties

CREATE AUDIENCE LIST(S) | Create audience list(s) within Salesforce

CREATE EVENT INVITATION(S) | Create event invitation(s) in Marketing Cloud

CREATE CVENT FORM | Build Cvent registration form & post-registration communications (e.g.; confirmation emails, post-event surveys, etc.).

TESTING | Email clients(e.g. Outlook, Gmail, Hotmail, Yahoo, etc.) browsers (e.g. FireFox, Chrome, Safari, Internet Explorer, etc.) and devices (e.g. desktop, mobile, tablet, etc.).

Marketing Cloud [8]

SEND FOR APPROVAL | Deliver event invitation and registration form to client for review and approval

REVIEW | Review all aspects of event invitation and registration form per Statement of Work and send feedback to eComm Specialist

Approve Invite [9] Approve Form [11]

ITERATIONS | Make final changes to event invitation and deliver to client for review and approval

APPROVAL | Approve event invitation and Cvent event registration form per Statement of Work defined during Discovery

Approve Invite [9] Approve Form [11]

SEND | Send/schedule event invitation

POST-SEND REVIEW | Review event invitation send analytics

Tracking [12]

INVITEE MANAGEMENT | Update, modify, cancel registrations in Cvent

PRE-EVENT PREP | Prepare for your event with a final attendance list, pre-print name badges, etc.

DAY OF EVENT | Check-in attendees with the OnArrival app or Kiosk mode

OnArrival App [13] Kiosk Mode [11]

POST-EVENT REVIEW | Analyze event data and document lessons learned

Campus Resources [7]

Groups audience:
eComm

Source URL:https://www.cu.edu/ecomm/build

Links
[1] https://www.cu.edu/ecomm/build [2] mailto:melanie.jones@cu.edu
[3] https://www.cu.edu/ecomm/forms/build-me-communication [4] https://www.cu.edu/ecomm/forms/build-me-event-invitation
[5] https://www.salesforce.com/blog/category/marketing.html?d=marketingcloud.com/blog/subject-line-best-practices&internal=true
[6] https://help.salesforce.com/articleView?id=mc_es_preheader.htm&type=5
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