

Getting Started: Email Studio: Email Personalization Basics

Accelerator Webinar

Presenter Name, Title of Presenter email@salesforce.com. @twitterhandle

 This webinar will begin at 1:05 pm EDT

CUSTOMER
SUCCESS



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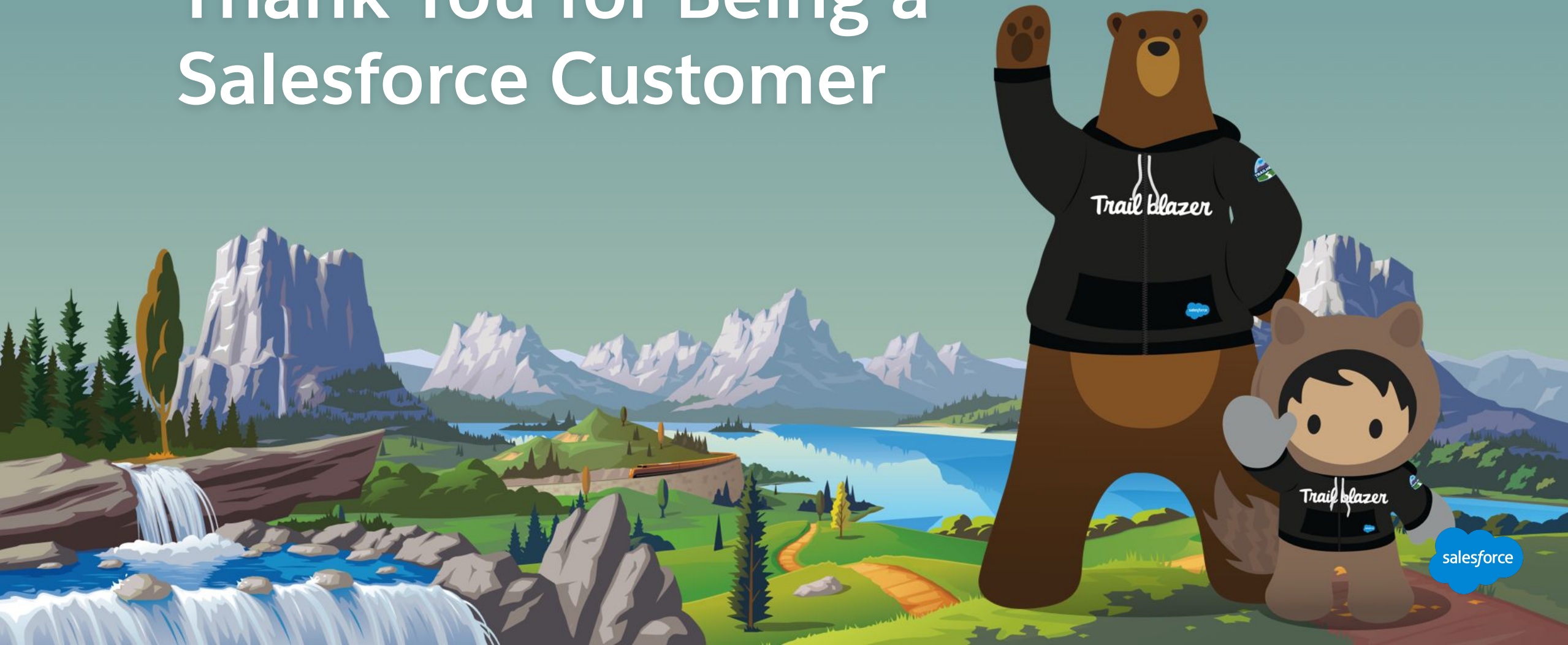
Premier Plan Customers
Don't forget to request
your 1:1 session
follow-up in the survey
after this call.

Welcome to this Accelerator Webinar!

In this session, we'll give you an overview of how to create basic personalization in email, to get started using Marketing Cloud, so you can get the most out of your Salesforce investment.



Thank You for Being a Salesforce Customer





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Agenda

Accelerator Webinar

- Accelerators
Overview. Reach success faster with targeted engagements.
- What We'll Cover, Key Steps, and Timelines
Discuss the scope of this Accelerator Webinar.
- <Engagement-Specific Content>
<Description here>.
- <Engagement-Specific Content>
<Description here>.
- <Engagement-Specific Content>
<Description here>.
- Demo
<Description here>.

1:1 Follow Up (upon request)

- Review Common Use Cases
<Engagement-specific description>
- Hands-on Activity
<Engagement-specific description>
- Recommendations
Learn next steps.
- Product Roadmap
See what's coming next.

Agenda

Accelerator Webinar

- **Overview**
What challenge are we solving for you?
- **Personalize Emails**
We'll define what's needed to start personalizing emails in Marketing Cloud.
- **Dynamic Content**
Let's review the features available to build dynamic content blocks in email and templates.
- **Personalization Strings**
Learn how to use personalization in content blocks, subject lines, and preheaders.
- **AMPscript**
Walk through at a high level what is AMPscript.
- **Marketing Cloud Einstein**
Walk through at a high level what is Marketing Cloud Einstein and how it's used for personalization.
- **Next Steps & Resources**
Learn about other resources and Accelerators to continue your progress.

Overview

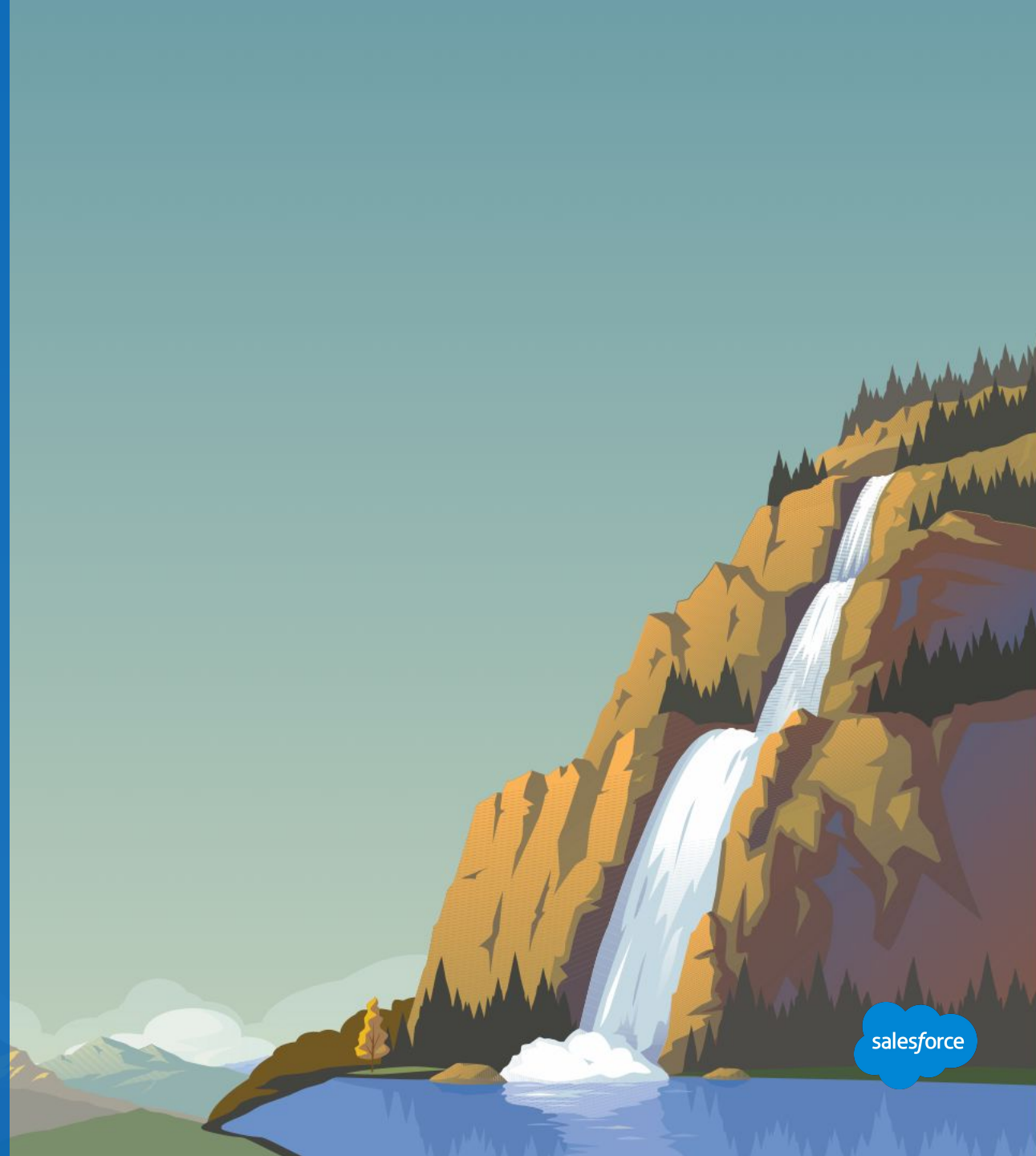
What challenge are we solving for you?

What you can Expect from this Accelerator:

- Learn about personalization features available in Marketing Cloud to build 1-to-1 emails.
- Demonstrate how to create dynamic content blocks, personalization strings, and AMPscript.
- Understand best practices to build and send personalized emails.
- Provide recommendations and resources for future Accelerators.



Personalizing Emails



DIRECTIONS HOW TO USE THIS SECTION

Many slides in this delivery are simply the outline for discussion.

This Accelerator will walk customers through the basics of personalization in email.

You will be jumping back and forth between slides and demos in this accelerator.

When you see the yellow **“Walk with Me”** banner, we suggest you demo the capabilities outlined directly in your account and encourage customers to follow along in their accounts.

Turn Your Data Into 1-to-1 Email Experiences

Crawl, walk, and run into email personalization

By using your data to create personalized messages, you can:

- Understand your subscriber data first.
- Decide how content could vary by audience.
- Build templates and content blocks to reuse logic and standardize personalization.
- Build two or three segments first, and then test, measure, and expand.

Personalized emails create a 14% increase in click-through rates and a 10% increase in conversions.

Aberdeen Group

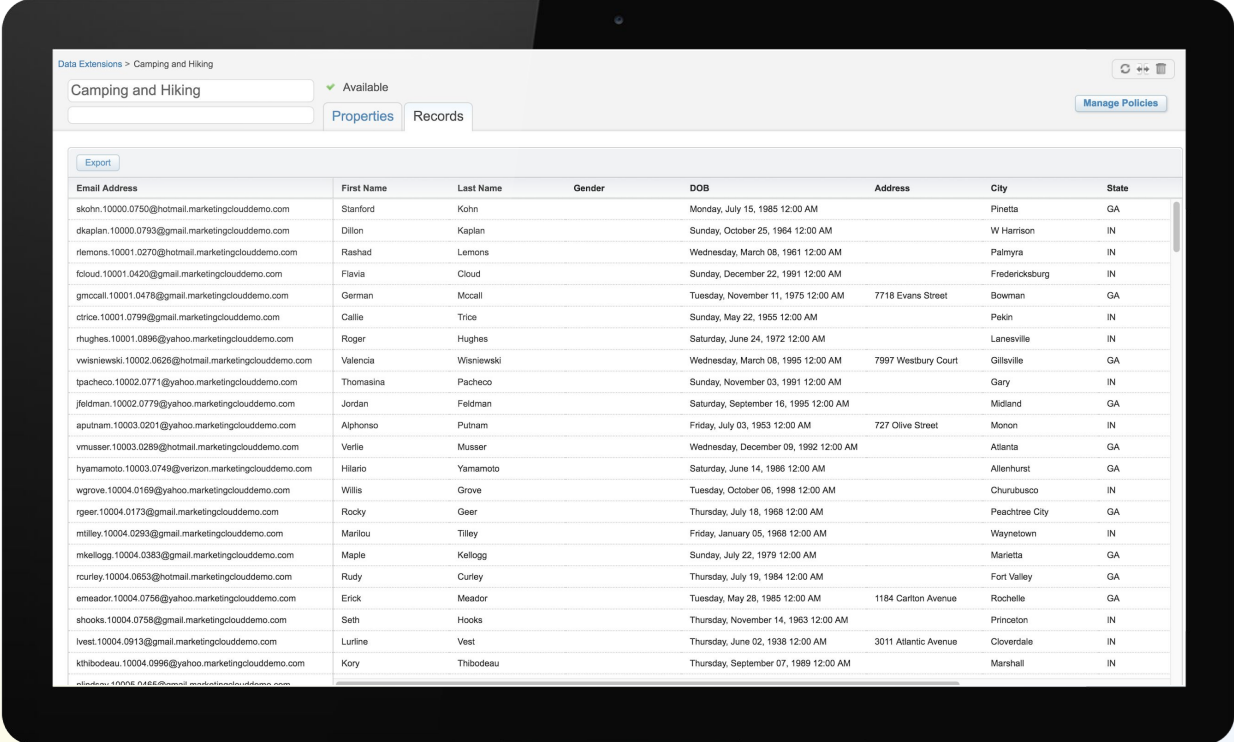
Data Extensions for Personalization

A table within the application that contains your data

A data extension typically relates to a subscriber, but does not fit in the subscriber profile and preferences attribute.

With data extensions, you can:

- Import information from other systems into Email Studio.
- Include customer-specific information from a data extension in a message.
- Collect the subscriber information of people who trigger a triggered send.
- Create dynamic content in an email content area.



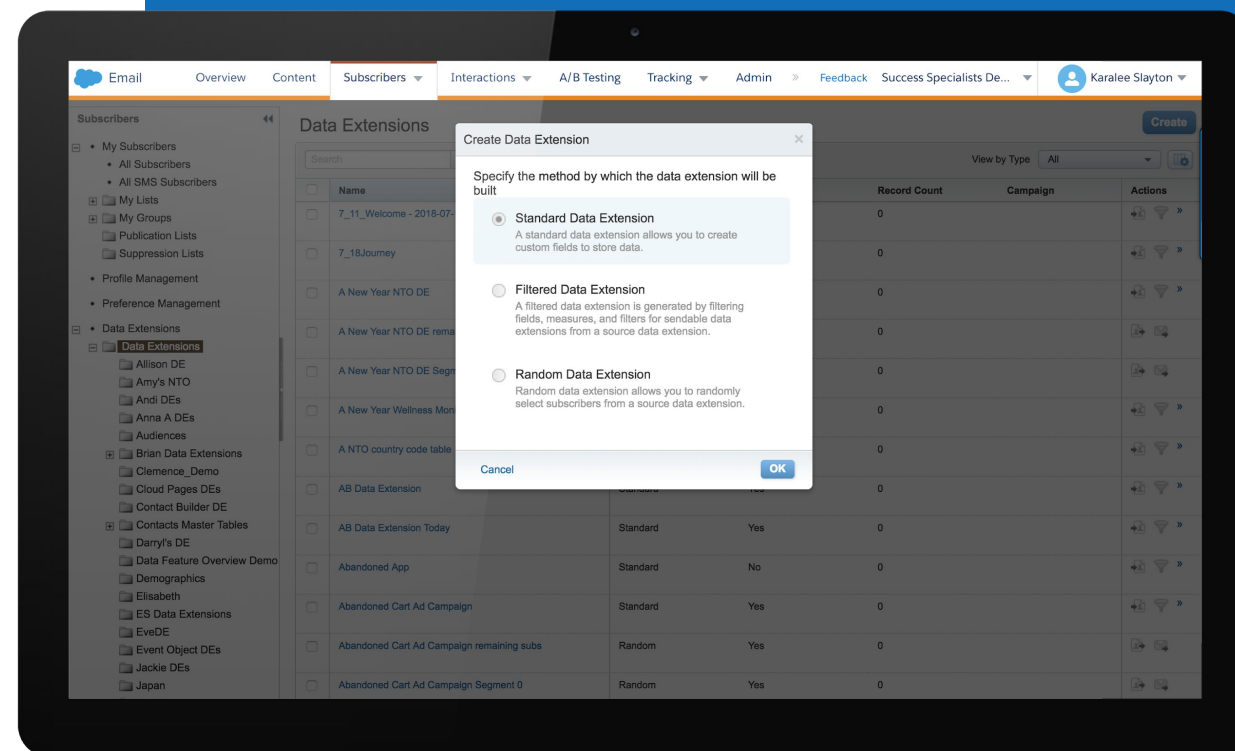
The screenshot displays a Salesforce interface for a Data Extension named 'Camping and Hiking'. The interface includes a search bar, a status indicator 'Available', and tabs for 'Properties' and 'Records'. An 'Export' button is visible above the table. The table contains the following data:

Email Address	First Name	Last Name	Gender	DOB	Address	City	State
skohn.10000.0750@hotmail.marketingclouddemo.com	Stanford	Kohn		Monday, July 15, 1985 12:00 AM		Pinetta	GA
dkaplan.10000.0793@gmail.marketingclouddemo.com	Dillon	Kaplan		Sunday, October 25, 1964 12:00 AM		W Harrison	IN
rlemons.10001.0270@hotmail.marketingclouddemo.com	Rashad	Lemons		Wednesday, March 08, 1961 12:00 AM		Palmyra	IN
fcicloud.10001.0420@gmail.marketingclouddemo.com	Flavia	Cloud		Sunday, December 22, 1991 12:00 AM		Fredericksburg	IN
gmccall.10001.0478@gmail.marketingclouddemo.com	German	Mccall		Tuesday, November 11, 1975 12:00 AM	7718 Evans Street	Bowman	GA
ctrice.10001.0799@gmail.marketingclouddemo.com	Callie	Trice		Sunday, May 22, 1955 12:00 AM		Pekin	IN
rhughes.10001.0896@yahoo.marketingclouddemo.com	Roger	Hughes		Saturday, June 24, 1972 12:00 AM		Lanesville	IN
vwisniewski.10002.0626@hotmail.marketingclouddemo.com	Valencia	Wisniewski		Wednesday, March 08, 1995 12:00 AM	7997 Westbury Court	Gillsville	GA
tpacheco.10002.0771@yahoo.marketingclouddemo.com	Thomasina	Pacheco		Sunday, November 03, 1991 12:00 AM		Gary	IN
jfeldman.10002.0779@yahoo.marketingclouddemo.com	Jordan	Feldman		Saturday, September 16, 1995 12:00 AM		Midland	GA
aputnam.10003.0201@yahoo.marketingclouddemo.com	Alphonso	Putnam		Friday, July 03, 1953 12:00 AM	727 Olive Street	Monon	IN
vmusser.10003.0289@hotmail.marketingclouddemo.com	Vertie	Musser		Wednesday, December 09, 1992 12:00 AM		Atlanta	GA
hyamamoto.10003.0749@verizon.marketingclouddemo.com	Hilario	Yamamoto		Saturday, June 14, 1986 12:00 AM		Allenhurst	GA
wgrove.10004.0169@yahoo.marketingclouddemo.com	Willis	Grove		Tuesday, October 06, 1998 12:00 AM		Churubusco	IN
rgeer.10004.0173@gmail.marketingclouddemo.com	Rocky	Geer		Thursday, July 18, 1968 12:00 AM		Peachtree City	GA
mtilley.10004.0293@gmail.marketingclouddemo.com	Marlou	Tilley		Friday, January 05, 1968 12:00 AM		Waynetown	IN
mkellogg.10004.0383@gmail.marketingclouddemo.com	Maple	Kellogg		Sunday, July 22, 1979 12:00 AM		Marietta	GA
rcurley.10004.0653@hotmail.marketingclouddemo.com	Rudy	Curley		Thursday, July 19, 1984 12:00 AM		Fort Valley	GA
emeador.10004.0756@yahoo.marketingclouddemo.com	Erick	Meador		Tuesday, May 28, 1985 12:00 AM	1184 Carlton Avenue	Rochelle	GA
shooks.10004.0758@gmail.marketingclouddemo.com	Seth	Hooks		Thursday, November 14, 1963 12:00 AM		Princeton	IN
lvest.10004.0913@gmail.marketingclouddemo.com	Lurline	Vest		Thursday, June 02, 1938 12:00 AM	3011 Atlantic Avenue	Cloverdale	IN
khibodeau.10004.0996@yahoo.marketingclouddemo.com	Kory	Thibodeau		Thursday, September 07, 1989 12:00 AM		Marshall	IN

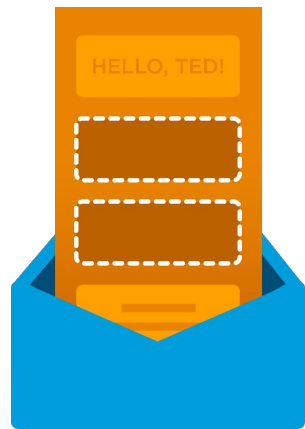
Create a Simple Data Extension

Configure a single data extension to store data for dynamic content

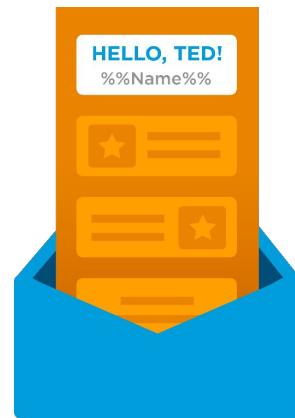
- Dynamic content rules are based on fields in your data extension.
- Send to the same data extension you use for your dynamic content.



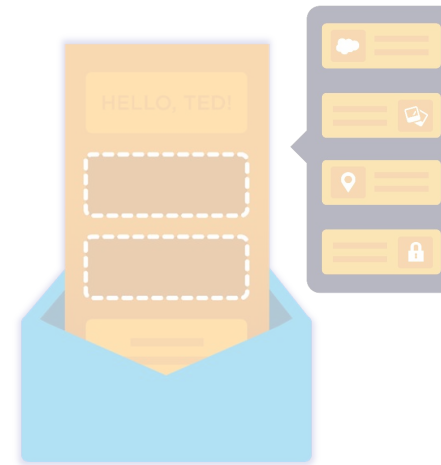
Marketing Cloud Features for Personalized Email Content



Dynamic Content



Personalization Strings



AMPscript



Einstein

Dynamic Content



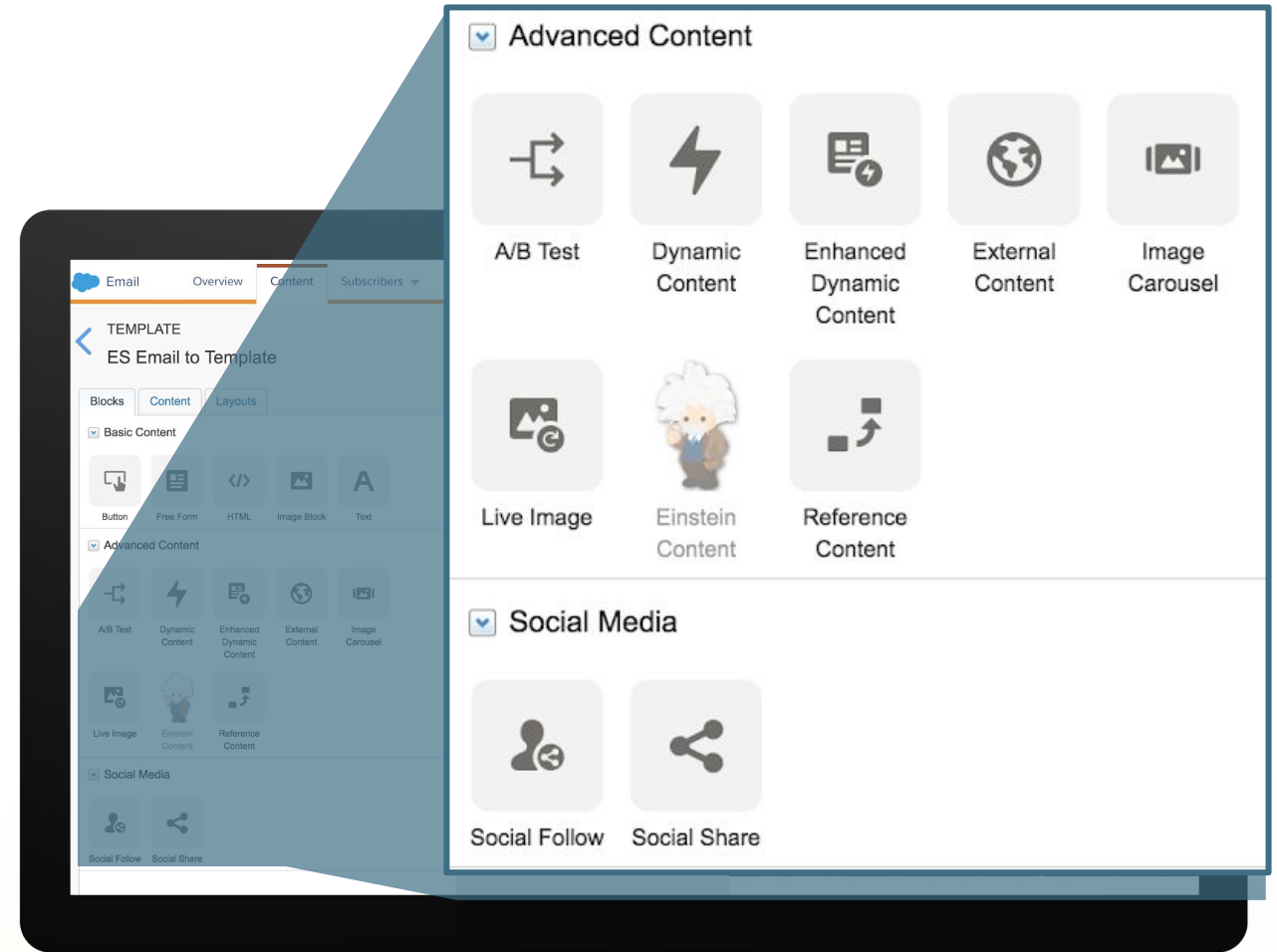
Content Blocks for Personalization

Easily build and modify content

You can create reusable content to easily drag and drop into layouts. You can also reuse content across campaigns.

Blocks used for personalization include:

- **HTML:** Edit or modify HTML directly in a block to add indentation or spacing code snippets – this is accessible through a drop-down menu.
- **Text:** Type in content to reuse.
- **Dynamic content:** Include content based on data in a data extension.
- **Einstein content:** Select personalized content that's based on subscriber attributes, behaviors, and rules.



Create Dynamic Content

Personalize your emails

Things to consider when working with dynamic content:

- Send specific content to a subscriber that's based on the data in a data extension.
- Individualized content will display based on the rules that you create.
- Rules can be very simple or very complex, depending on your needs.



Roberto,

Hello and welcome! Thanks for signing up by social - you're officially registered with NTO. Expect to hear from us about the latest outdoor news and all of our best offers and discounts. In the meantime, here's a few things to get you started...



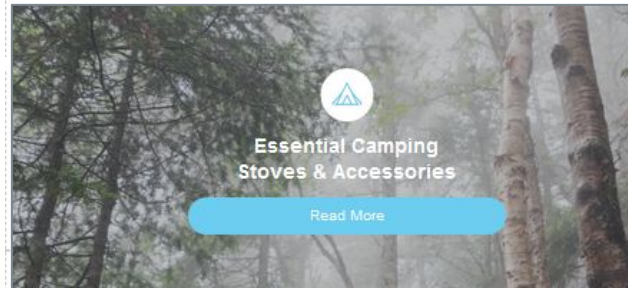
Join myNTO for exclusive discounts.
Exclusive offers and rewards have never been so easy! Join myNTO and start earning points on every purchase.

myNTO Rewards



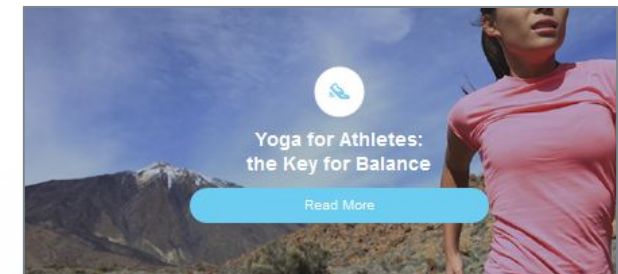
Start earning rewards with myNTO.
As an exclusive member of myNTO, you're on your way to earning points on every NTO purchase. Keep it up!

Earn myNTO Reward Points today



Essential Camping
Stoves & Accessories

Read More



Yoga for Athletes:
the Key for Balance

Read More



Check out our latest gear.
We get new gear every week and we want you to be the first to know about it. Check out our newest arrivals and always enjoy free shipping on orders over \$100.

Drop blocks or content here

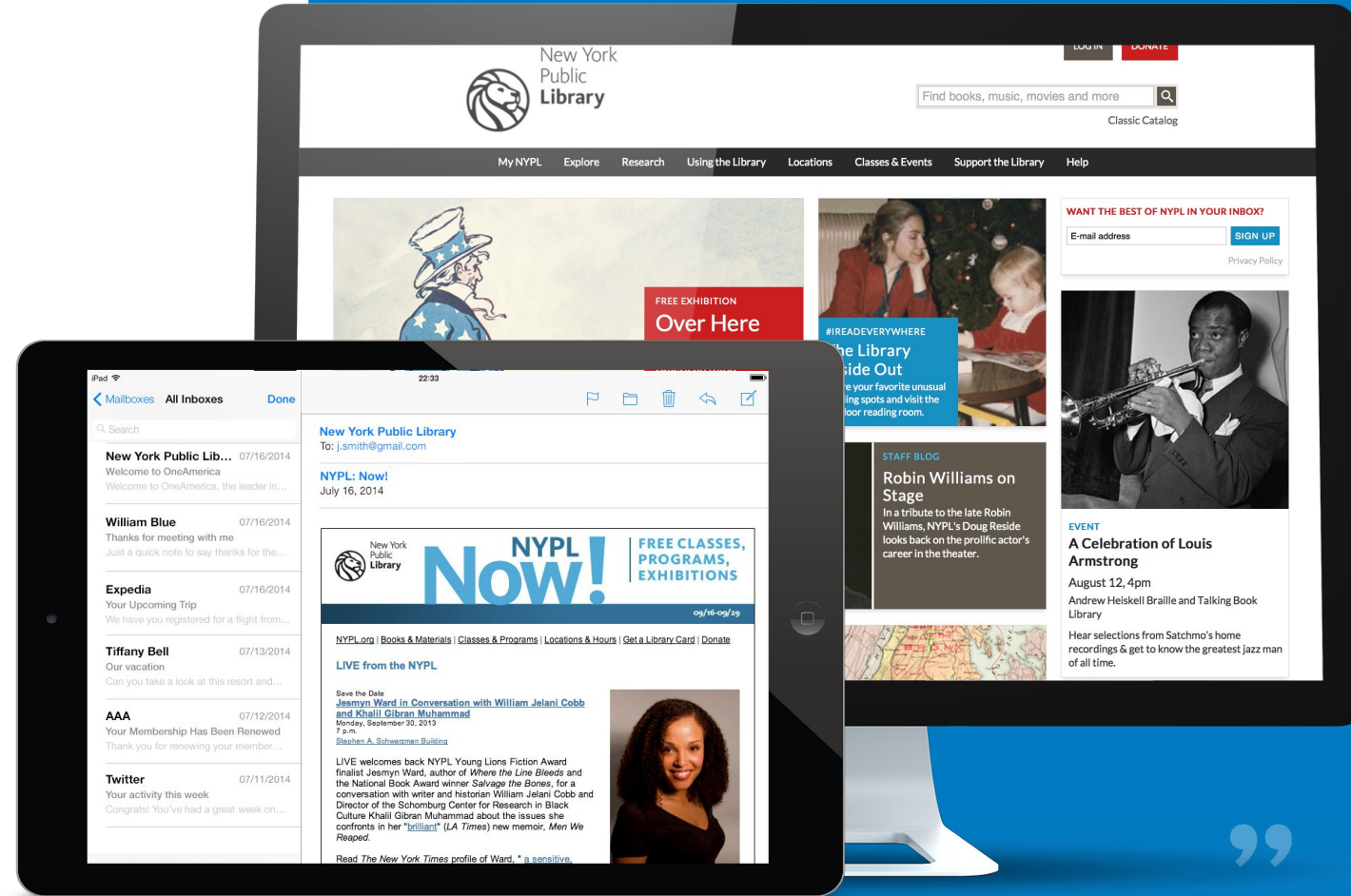


Dynamic Content Use Case



New York Public Library uses Marketing Cloud to:

- Send event recommendations to patrons from 90+ locations using dynamic content.
- Create campaigns featuring a combination of curated top picks and automated content.
- Send messaging with conditional content offering special benefits to donors.



“We want to send personalized emails to all our patrons to inspire lifelong learning.”

salesforce

Dynamic Templates Use Case

Hotels.com®

Goal: Use simple, yet flexible email design using customer behavior and data to create personalized content.

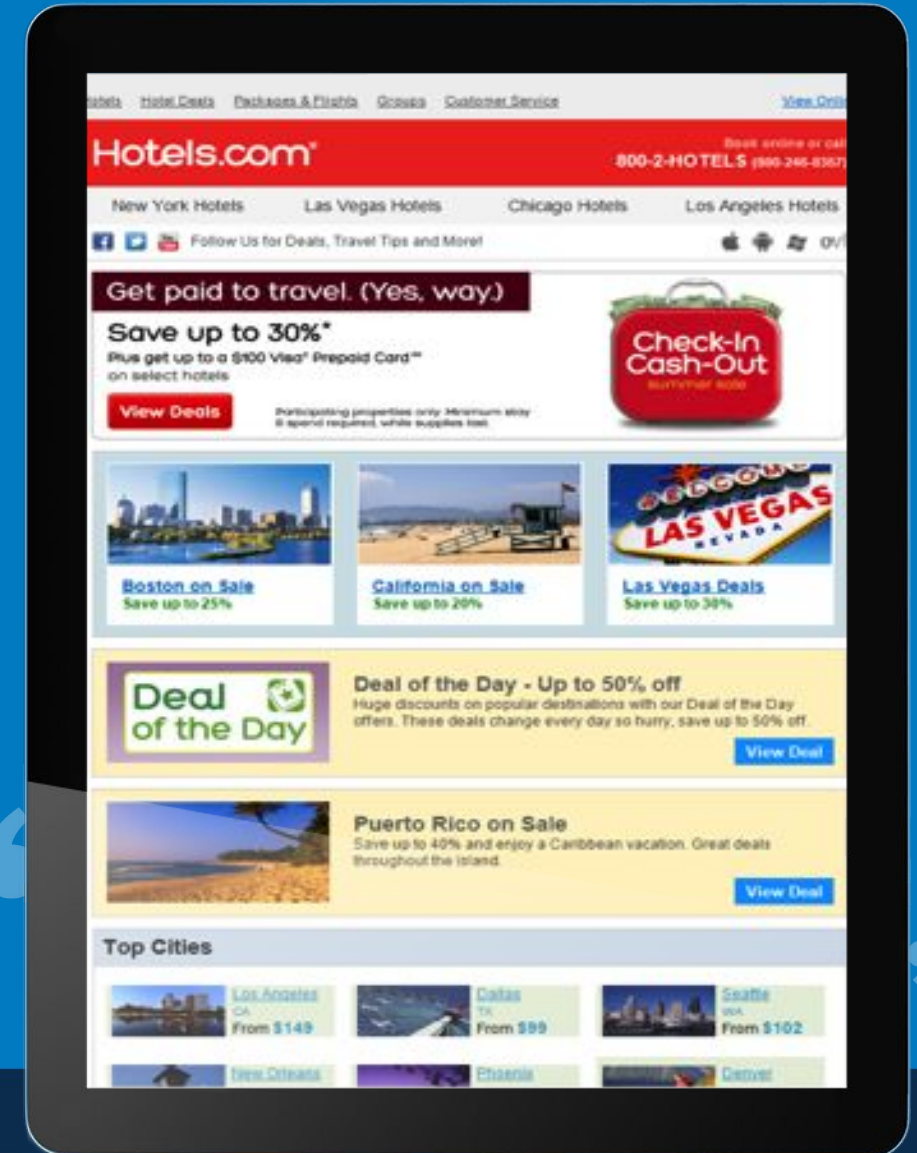
Solution:

Content areas are based on:

- Search history
- Customer click activity
- Past purchase behavior
- Top destinations by locale based on our customers' profile information
- Top deals based on current local and global offerings and customer activity
- Top offerings driven by a custom algorithm to populate email content and subject lines

Result:

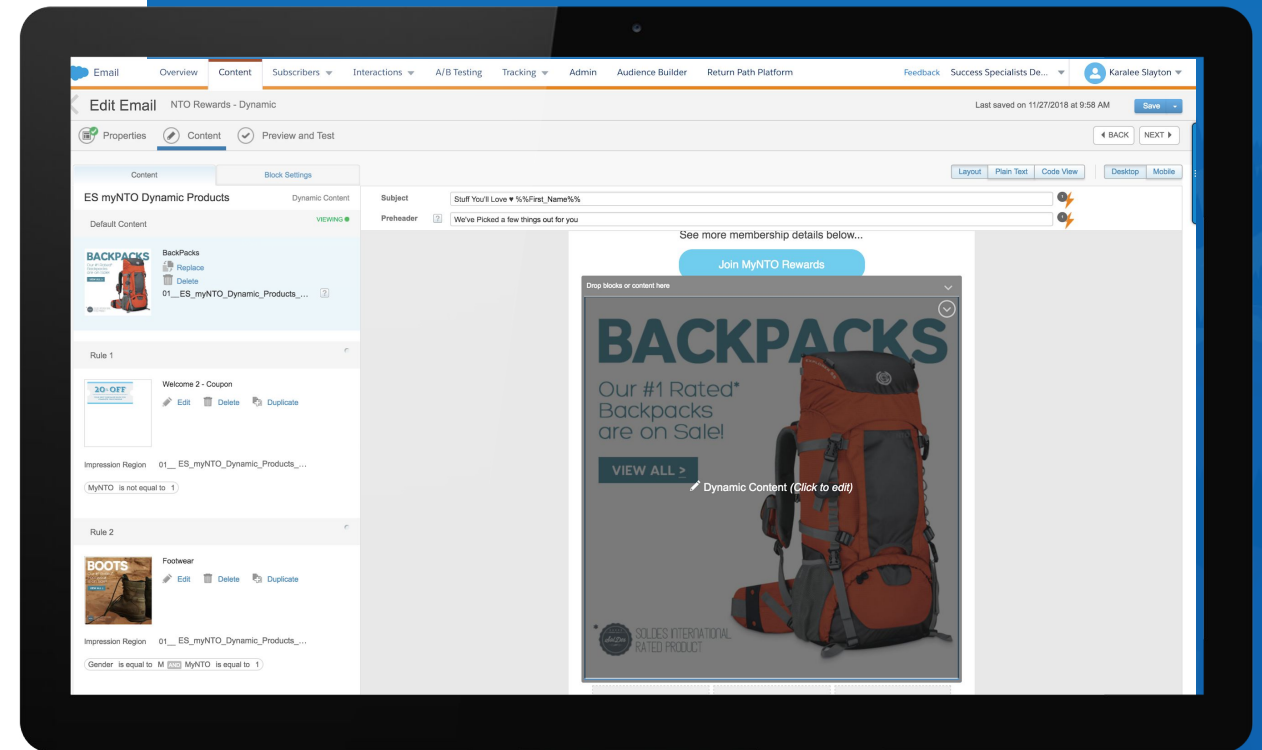
- **Open Rate Lift:** 12% from highly relevant and personalized subject lines
- **Click thru Rate Lift:** 53% from short and focused content with highly targeted deals and offerings



Create a Dynamic Content Block

Dynamic content that's based on subscriber attributes

1. Select your data source.
2. Set your default content.
3. Define the rules to match your audience and content:
 - a. Attribute: The profile on which you want to base which subscribers see this content.
 - b. Value: The attribute values to be used in determining which subscribers see this content.
 - c. Operator: The relationship between the attribute and the value that you select.
 - d. Content: The content to be displayed for a subscriber who meets the attribute requirement you defined.
4. Lock down dynamic content in templates.



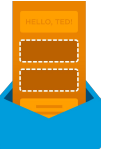
Walk With Me



Dynamic Content

Best Practices

- Understand your subscriber data first.
- Decide how content could vary by audience.
- Load your content into Content Builder first, before creating dynamic content rules.
- Dynamic content rules will be based on fields in your data extension.
- Send email to the same data extension you use for your dynamic content.
- Dynamic content blocks can be saved and reused.



Personalization Strings



Personalization Strings

Personalized at time of send

Personalization strings can be in the email or in the subject line.

Using your data, you can use substitution strings to replace and populate the email with:

- Subscriber's data:
(%%First Name%%)
- Email data:
(%%xtshortdate%%)
- Recipient data:
(%%_subscriberkey%%)
- Standard link data:
(%%profile_center_url%%)



Use your points on the products below | [Shop Now](#) | Can't see the images? [View the Online Version](#)

my NTO Rewards

3x REWARDS POINTS on Ski Gear

my NTO Rewards

%%First Name%% %%Last Name%%
Member #:
%%_subscriberkey%%

Points Balance
%%myNTO_Balance%% Points as of %%xtshortdate%%

myNTO Status
%%myNTO_Status%% Member

VISIT myNTO >

my NTO Rewards

Brigitte Kelleher
Member #: 105420714

Points Balance
1688 Points as of 8/19/2013

myNTO Status
Gold Member

VISIT myNTO >

Using Personalization Strings

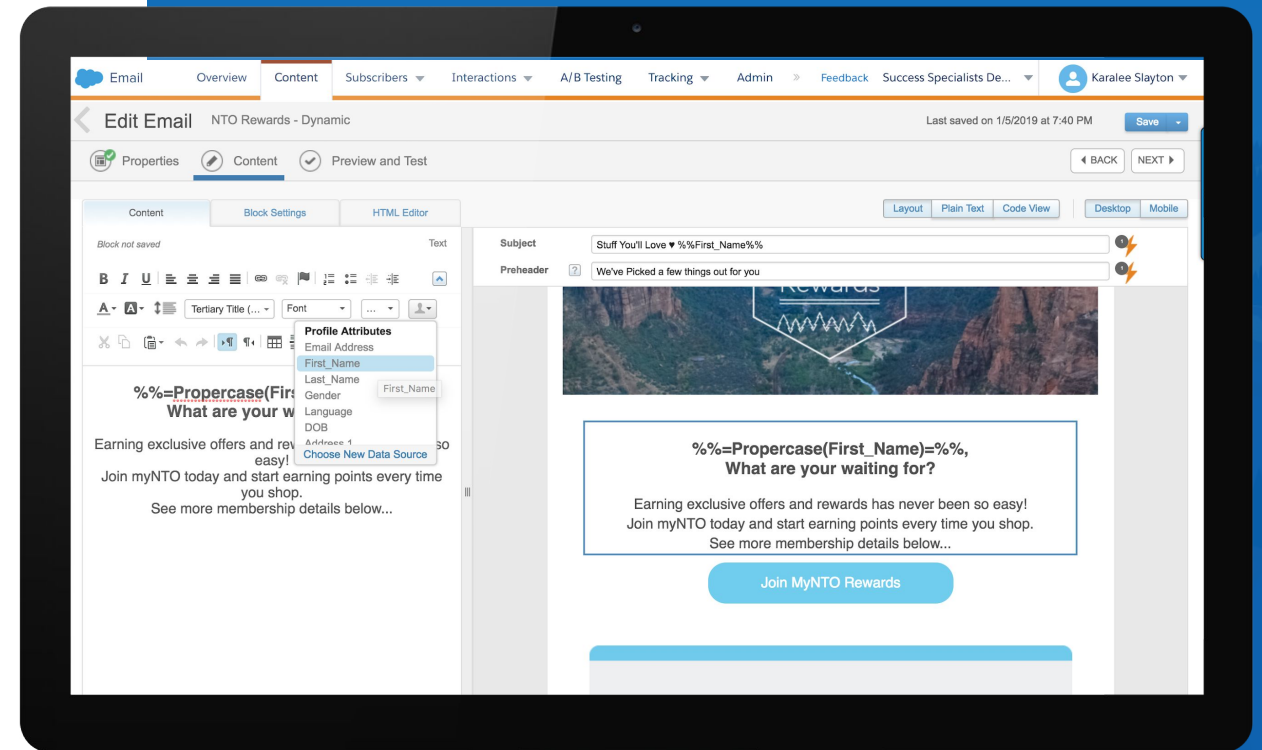
Personalized at time of send

Create content blocks with personalization:

- Type personalization string directly into a text block.
- Include personalization strings in HTML content block.
- Use the new AMPscript drop-down on HTML tab.

Create personalized subject lines and preheaders by typing directly in the subject line and preheader fields.

[See a full list of personalization strings.](#)



Walk With Me



Personalization Strings

Best Practices



- All personalization strings are case-insensitive.
- Type a personalization string directly into a content area or subject line by including two sets of percentage signs around the attribute, such as, %%First_Name%%.
- It's important that you define a default value for every attribute you intend to use with a personalization string. If a value for an attribute used in a personalization string is missing, a null or blank value will appear in the email if you don't have a default value set. Personalization strings are space sensitive.
- If you're inserting a personalization string in line with other data, add a space before and after the personalization string. Include a space before and after the personalization string as needed.
- Remember, This personalization done at the time the email is sent. So you will only see the personalization string in the email. You'll need to perform a preview or a test send to see how the attribute will be rendered.
- Be sure to ALWAYS test your emails when using any personalization, and check out your DE. If you have a blank attribute for a customer, it will be blank on the email too!

Always Preview and Test

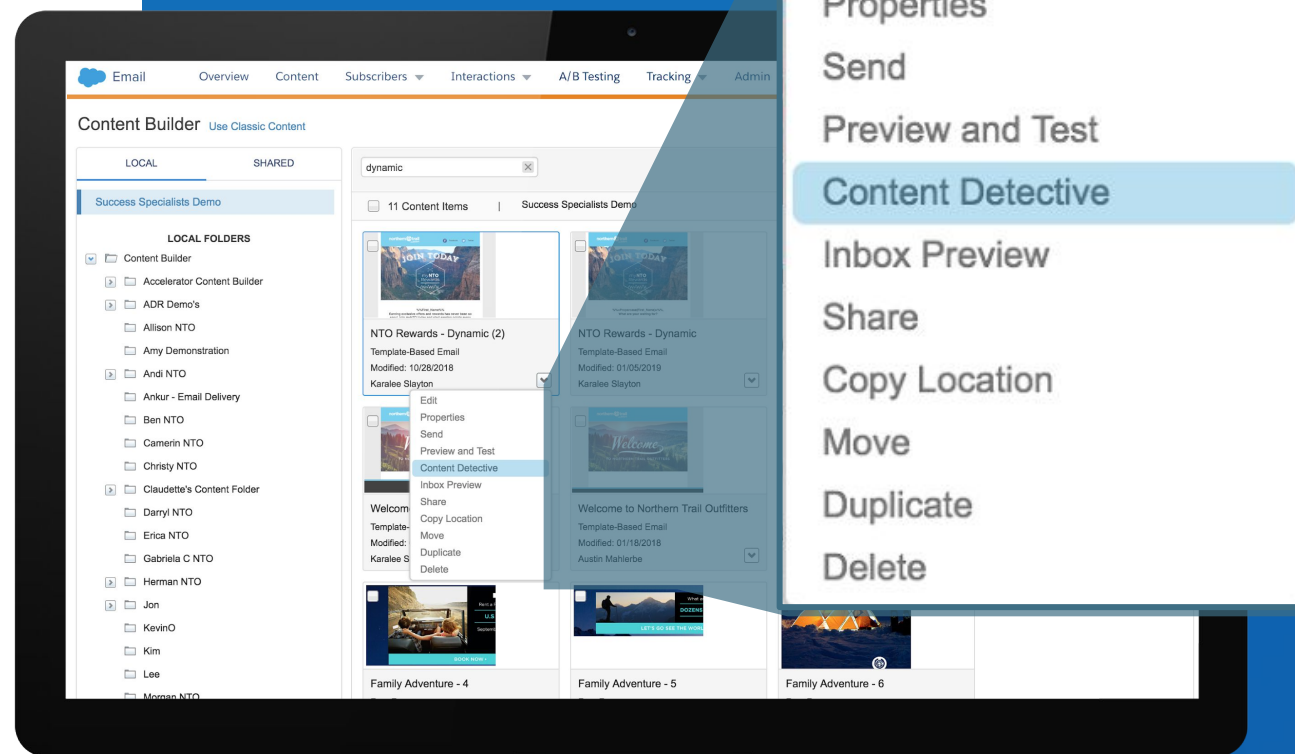
Ensure the accuracy of your email content

Be proactive:

- It's important to take steps prior to sending an email to ensure accuracy before sending.
- Preview tools allow you to see how your email will render across desktop, mobile, and plain text.
- Testing tools help you ensure your email is rendering correctly and that it has all of the required elements for sending.

The two testing tools available to test personalization strings are:

- Content Detective
- Validation



Always Preview and Test

Ensure the accuracy of your email content

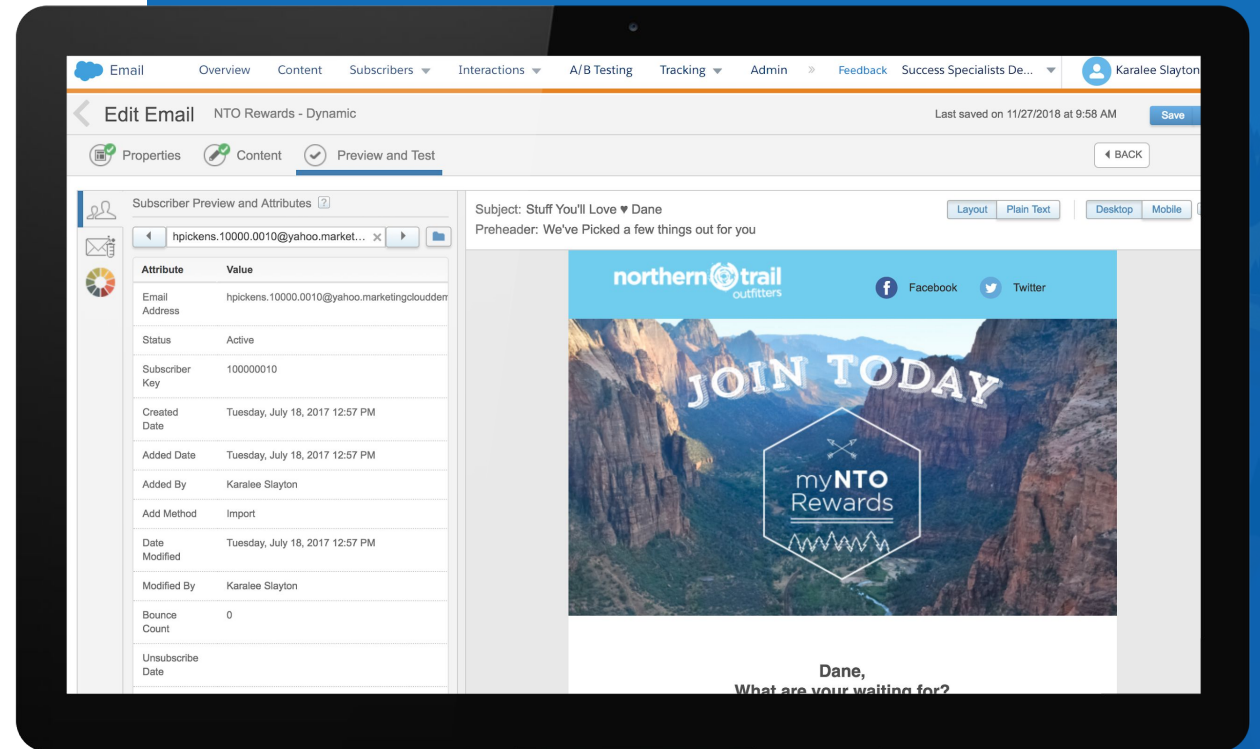
Be proactive:

- It's important to take steps prior to sending an email to ensure accuracy before sending.
- Preview tools allow you to see how your email will render across desktop, mobile, and plain text.
- Testing tools help ensure your email renders correctly and that it has all of the required elements for sending.

The two testing tools available to test dynamic content are:

- Subscriber preview
- Test send

Walk With Me



AMPscript



What Is AMPscript?

A proprietary scripting language used within Marketing Cloud



Using AMPscript, you can interact with your data to:

- Create personalized 1-to-1 messages.
- Display and format subscriber data.
- Look up relational data for personalized content.
- Query, manipulate, and update data in data extensions.
- Make simple and complex decisions on content generation.
- Build data sets from a string or block of XML.
- Reference personalization strings in AMPscript.

Scripting Concepts

AMPscript specific, but common to all programming



Syntax

Structure and language of how code needs to be written to work properly

%%=v(@myVariable)=%%

Variables

Containers that hold information and are designated with @

Should be declared with VAR, but not required

@myVariable

Functions

Special commands that tell the system to do something

100+ functions for general to very specific use

v()

AMPscript

A few simple uses cases

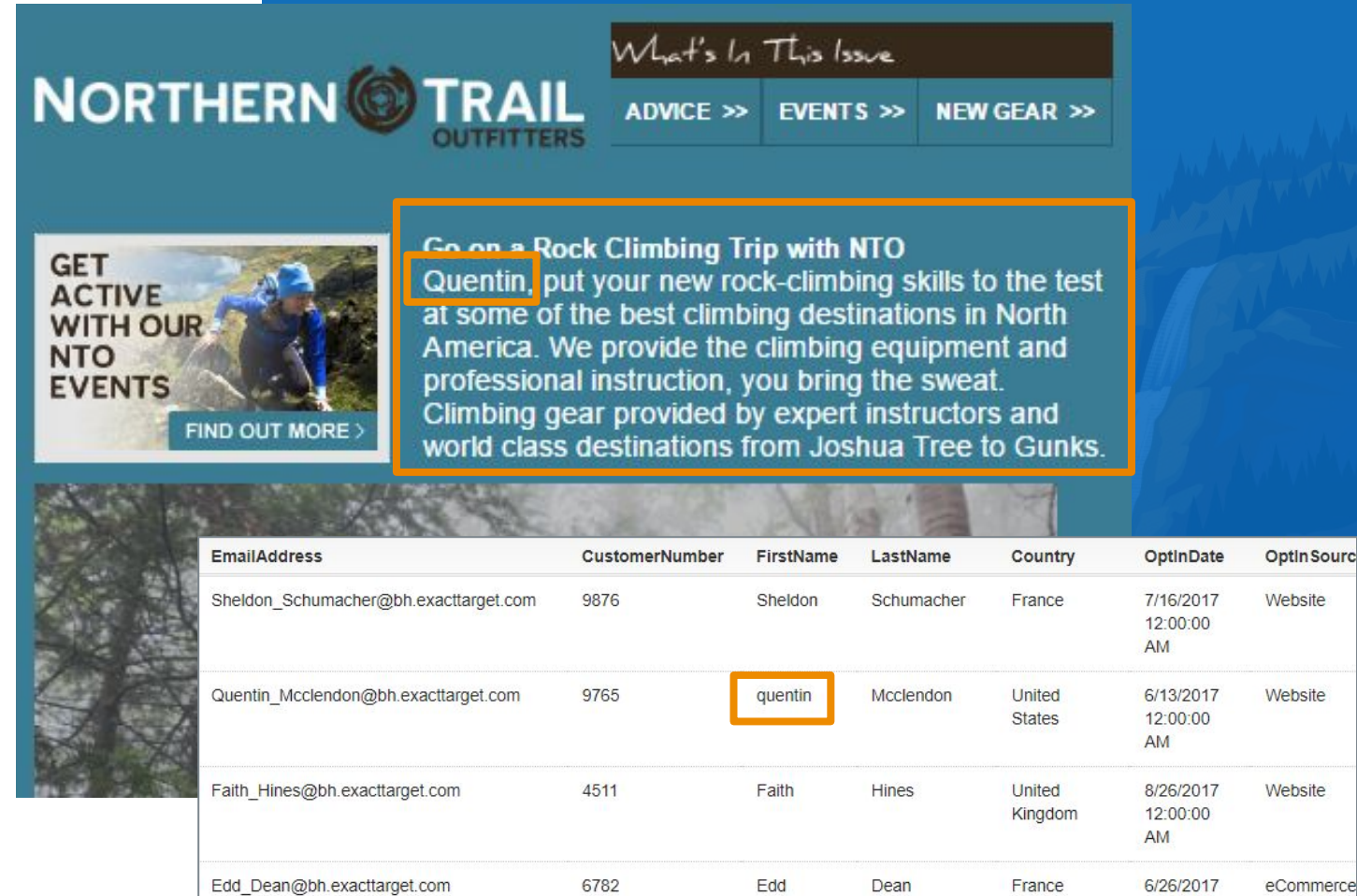
Use AMPscript to perform operations such as:

- Personalization
- Look up relational data
- Display metadata
- Provide control logic
- Format values

Examples of AMPscript:

%%=ProperCase (FirstName)=%%

%%=LowerCase(OptInSource)=%%



The screenshot shows an email header for Northern Trail Outfitters with navigation links for 'What's In This Issue', 'ADVICE >>', 'EVENTS >>', and 'NEW GEAR >>'. Below the header is a promotional banner for rock climbing trips. The main body of the email features a personalized subject line: 'Go on a Rock Climbing Trip with NTO Quentin, put your new rock-climbing skills to the test at some of the best climbing destinations in North America. We provide the climbing equipment and professional instruction, you bring the sweat. Climbing gear provided by expert instructors and world class destinations from Joshua Tree to Gunks.' The name 'Quentin' is highlighted in orange. Below the text is a table of customer data.

EmailAddress	CustomerNumber	FirstName	LastName	Country	OptInDate	OptInSource
Sheldon_Schumacher@bh.exacttarget.com	9876	Sheldon	Schumacher	France	7/16/2017 12:00:00 AM	Website
Quentin_Mcclendon@bh.exacttarget.com	9765	quentin	Mcclendon	United States	6/13/2017 12:00:00 AM	Website
Faith_Hines@bh.exacttarget.com	4511	Faith	Hines	United Kingdom	8/26/2017 12:00:00 AM	Website
Edd_Dean@bh.exacttarget.com	6782	Edd	Dean	France	6/26/2017	eCommerce



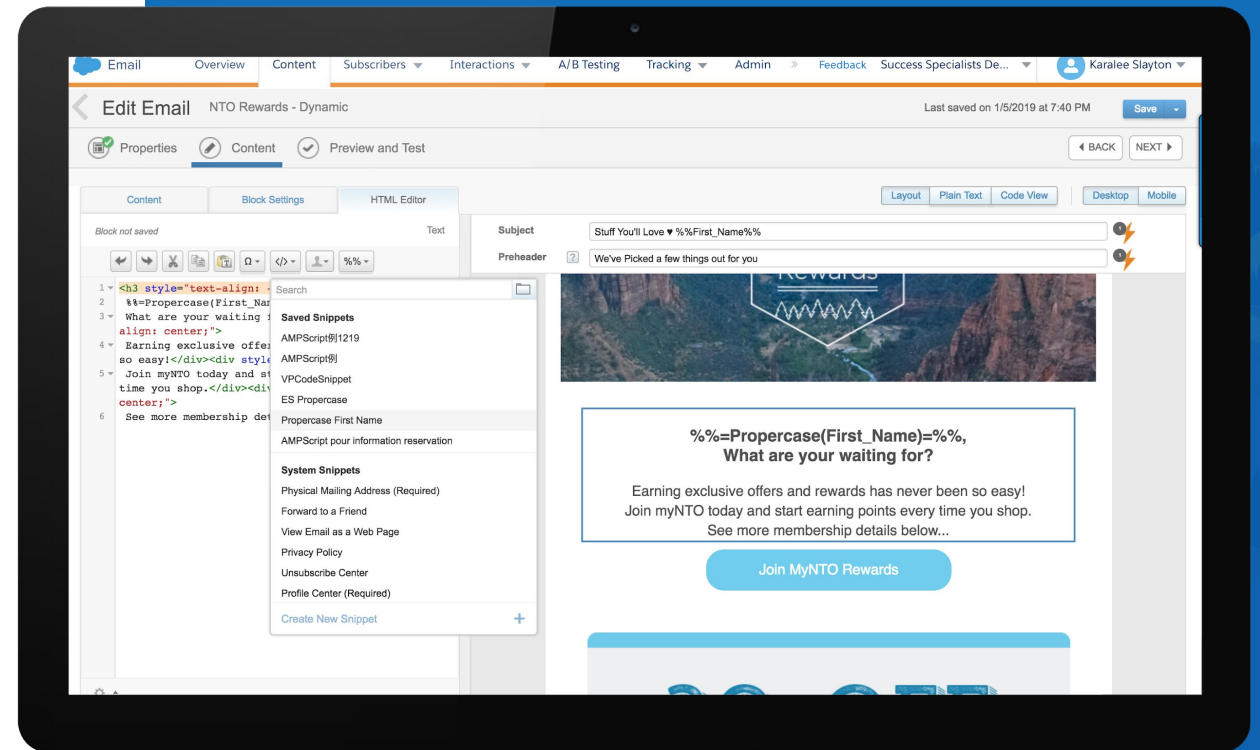
Code Snippets

Reusable bits of HTML and AMPscript

- Now you don't have to know code to use code when creating your email content.
- Create and save reusable bits of code to use with hotkeys. Easily insert these snippets when editing HTML through the code snippets toolbar selector, or by typing the customer key value for the snippet followed by the tab key.
- You can also reference code snippets with AMPscript.

Note: The snippet behaves like a content block, but it is not a content block in that it does not include an additional HTML table that wraps the content.

Learn more about [How to Create a Code Snippet](#)



AMPscript

Best Practices

- You need to understand scripting languages to use AMPscript.
- AMPscript is case-insensitive.
- Always plan for bad data and default content.
- Test with data identical to your live send data.
- Comment code for future development.
- Create code snippets for non-coders.



Marketing Cloud Einstein



Intelligent Marketing with Einstein

Einstein features across Marketing Cloud



Einstein Recommendations

Automatically deliver the next best product, content, or offer for each individual (in Personalization Builder).

Einstein Engagement Scoring

Build actionable lists of customers based on predicted likelihood to engage (in Audience Builder and Journey Builder).**

Einstein Segmentation

Discover behavioral patterns and personas to reach new segments with your message (in Salesforce DMP).

Einstein Journey Insights

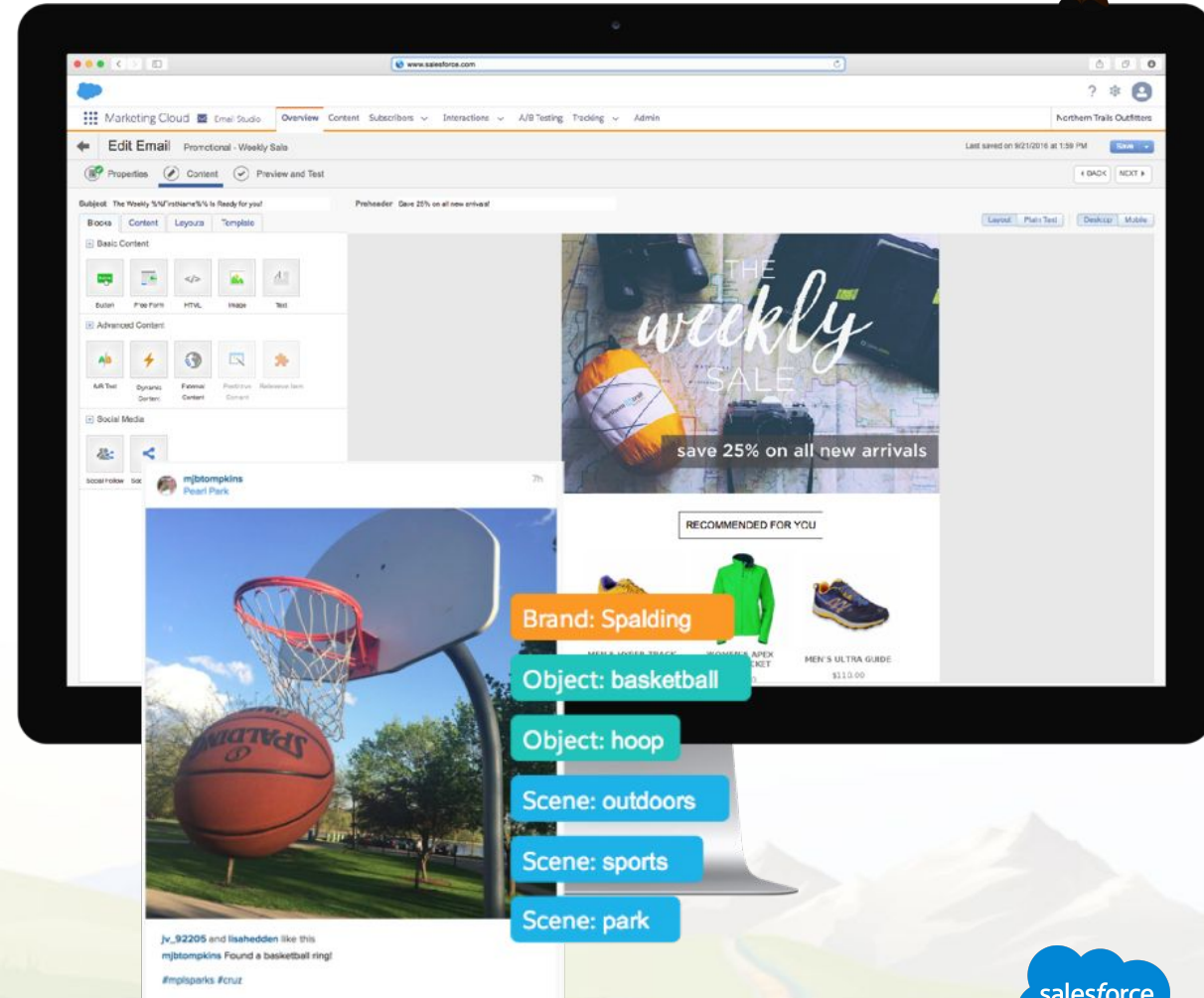
Track the customer journey and discover the optimal path to conversion (in Salesforce DMP).

Einstein Social Insights

Uncover customer sentiment, route posts to the appropriate teams automatically, detect real customers from bots (in Social Studio).

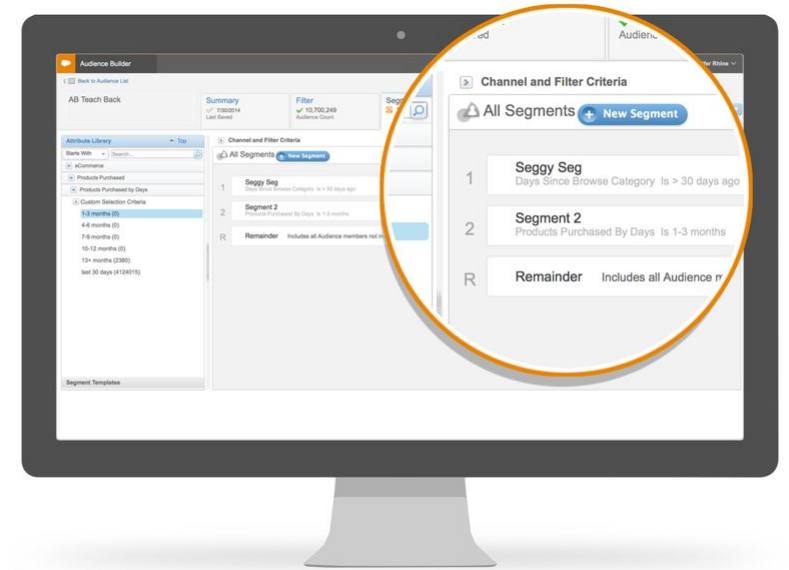
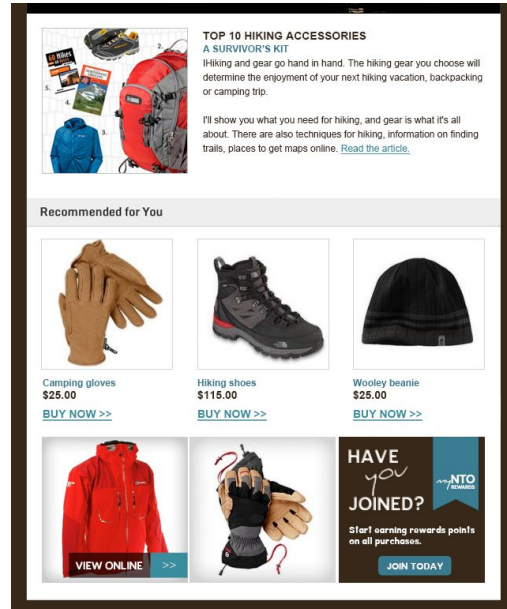
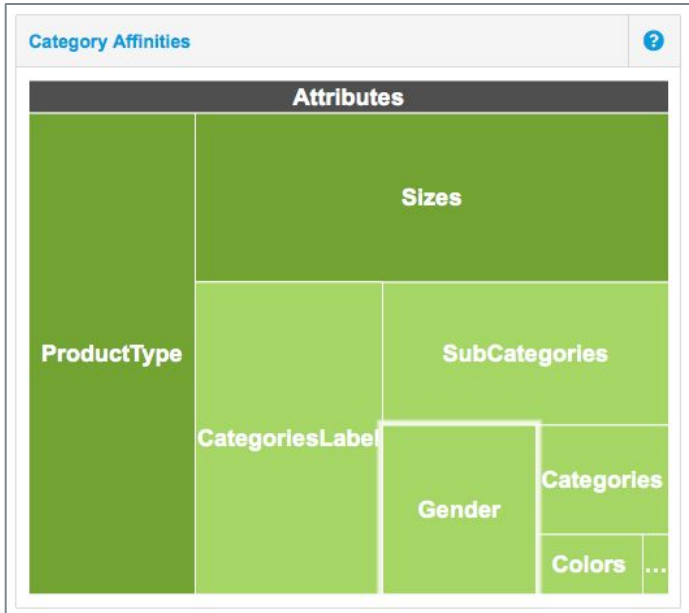
[Marketing Cloud Einstein Overview Video](#)

**Available at no additional charge for Corporate or Enterprise Edition upon execution of an Order Form with Additional Terms



Personalization with Einstein Recommendations

Add personalization to every email and website with recommendations



Understand Customer Behavior

Collect JavaScript + Item Attribution
= Customer Affinity

Predict and Automate Decisions

- 1-to-1 recommendations
- Behavioral triggers

Personalize Each Customer Journey

- Audience segmentation
- Conversion reporting



Einstein Engagement Scoring

Predict audience engagement to segment and personalize more effectively



Discover What Customers Will Do Next

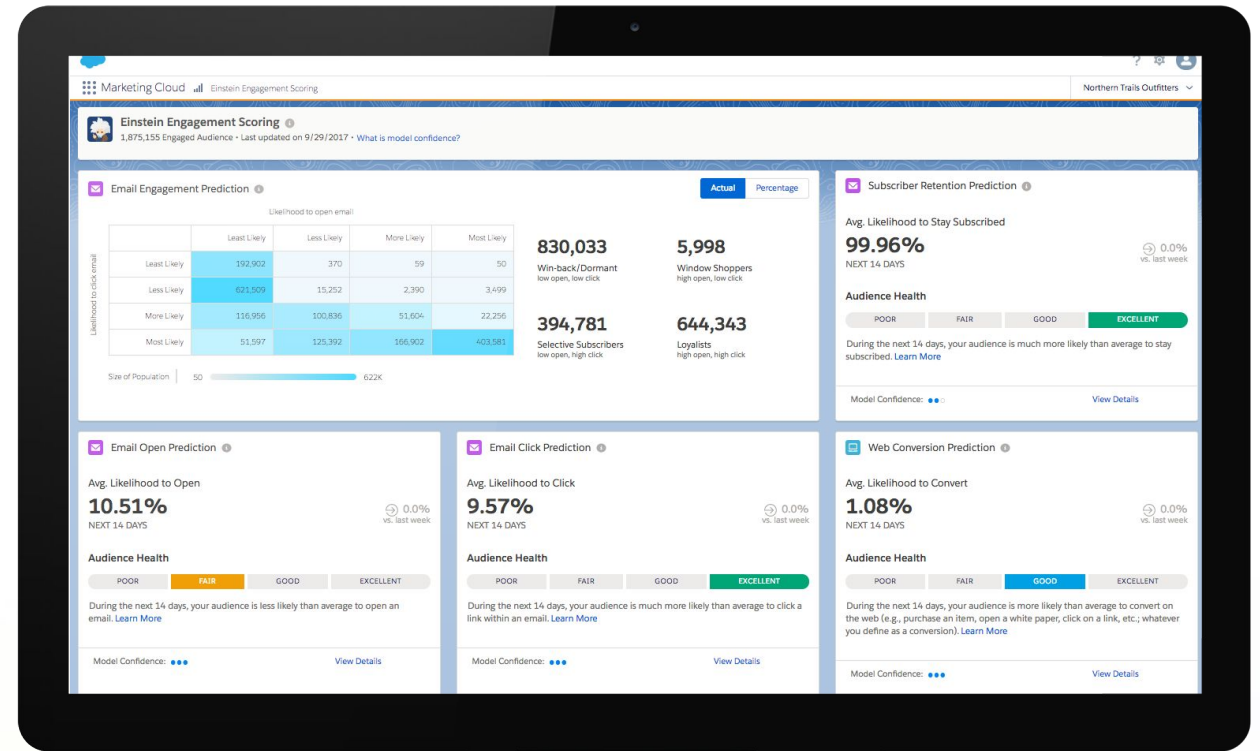
Score every individual on their likelihood to open, click, and stay subscribed to an email and convert on the web.

Gain Audience Insights

- Understand the factors that predict engagement.
- See trends and measure audience health.

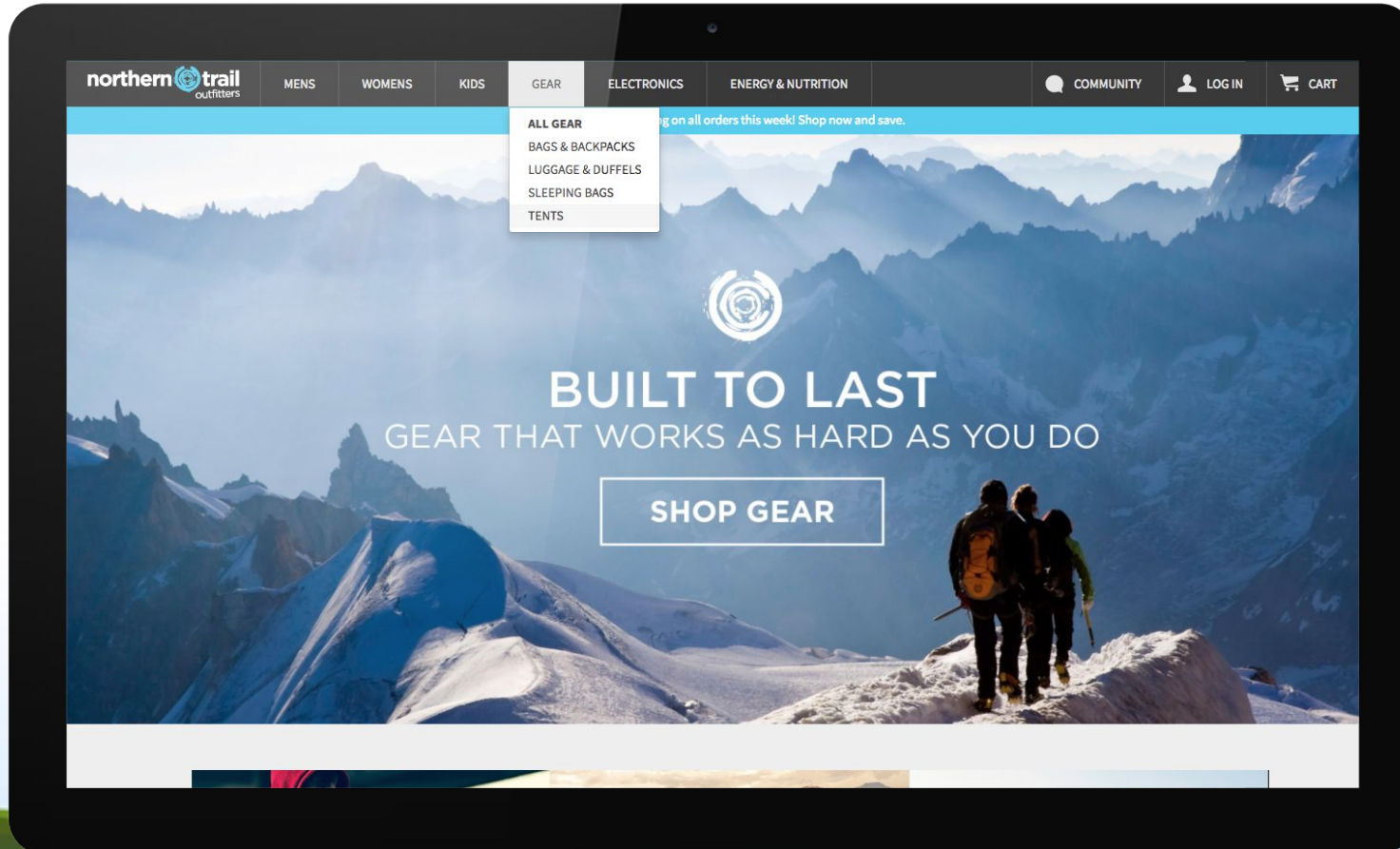
Take Action on the Data

- Target recommended segments or create your own.
- Build decision splits in Journey Builder-based scores.
- Personalize content based on future behavior.



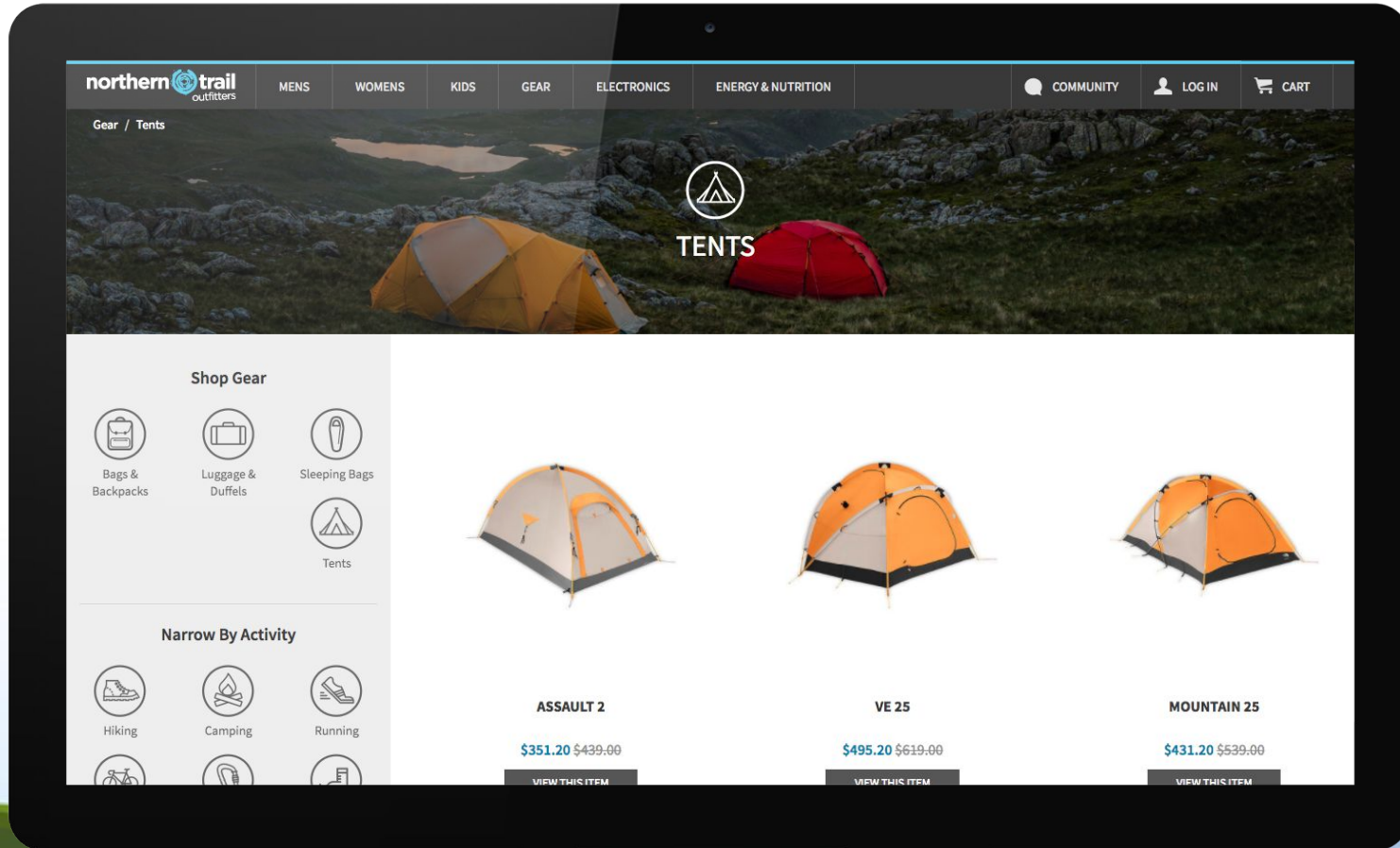
Marketing Cloud Einstein Use Case - Let's Follow Sierra

Search the Website



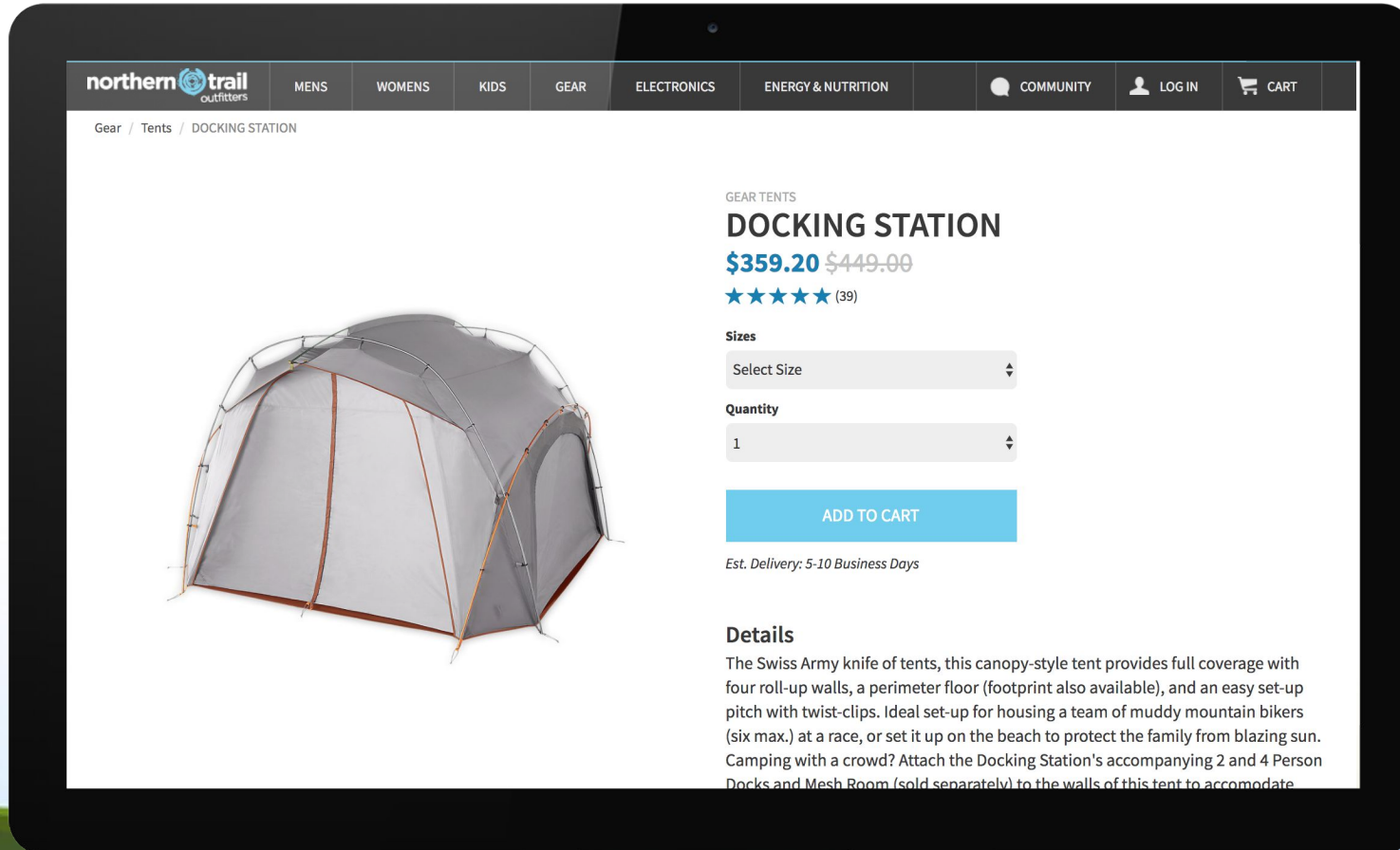
Marketing Cloud Einstein Use Case - Let's Follow Sierra

Browsing Tents



Marketing Cloud Einstein Use Case - Let's Follow Sierra

Looking at a Specific Product



The screenshot shows the product page for the 'DOCKING STATION' tent on the Northern Trail Outfitters website. The navigation bar includes categories like MENS, WOMENS, KIDS, GEAR, ELECTRONICS, and ENERGY & NUTRITION. The breadcrumb trail is 'Gear / Tents / DOCKING STATION'. The product is priced at \$359.20, down from \$449.00, and has a 5-star rating from 39 reviews. A 'Select Size' dropdown menu and a 'Quantity' dropdown set to 1 are visible. A blue 'ADD TO CART' button is present, along with an estimated delivery time of 5-10 business days. The 'Details' section describes the tent as a canopy-style tent with roll-up walls and a perimeter floor.



Marketing Cloud Einstein Use Case - Let's Follow Sierra


Adding a Product to Her Cart



northern trail outfitters

MENS WOMENS KIDS GEAR ELECTRONICS ENERGY & NUTRITION COMMUNITY LOG IN CART

My Cart
You've made some nice choices.
Continue Shopping

ITEM	SIZE / QTY	PRICE
 DOCKING STATION GEAR TENTS	OS / 1	\$ 359.20

Subtotal: \$ 359.20
Tax: \$ 25.14
Shipping: FREE
Total: **\$ 384.34**

Ready to purchase? We need some additional info from you:

First Name *
First Name

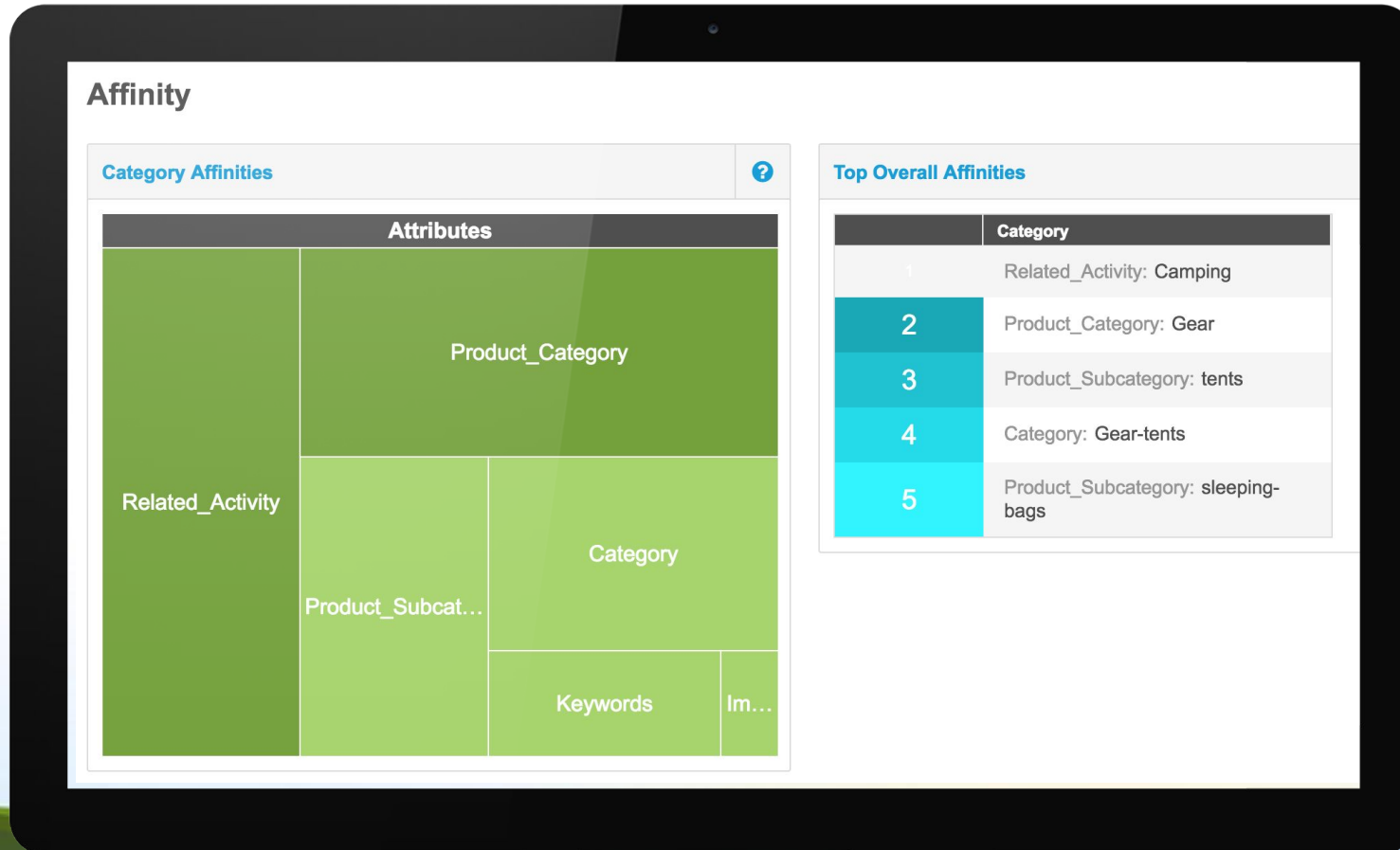
Email address *
Enter email

Phone Number
X-XXX-XXX-XXXX

By checking this box, I agree to receive SMS updates from NTO.
 Ship to Store

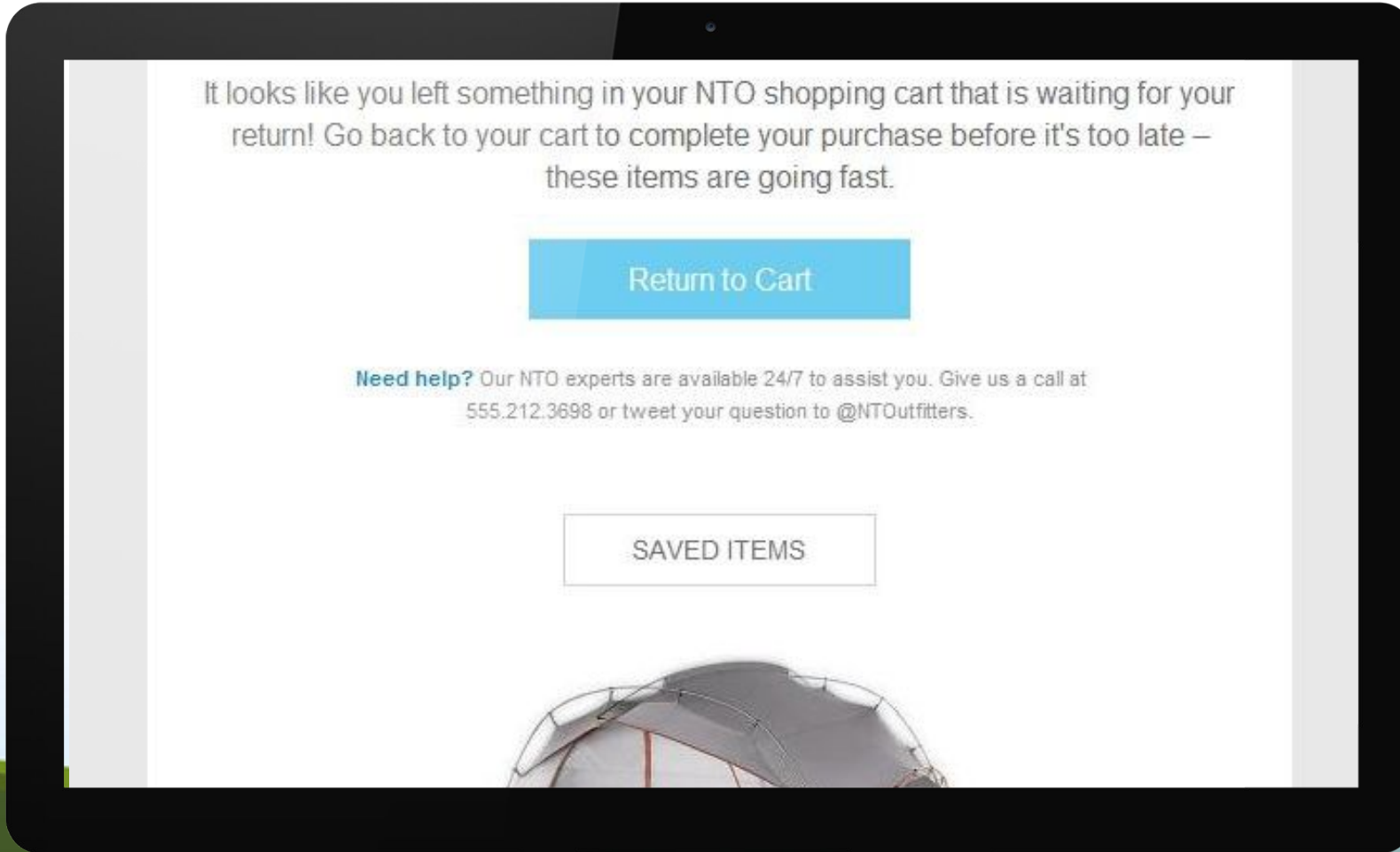
Marketing Cloud Einstein Use Case - Let's Follow Sierra

See Sierra's Affinity in Marketing Cloud



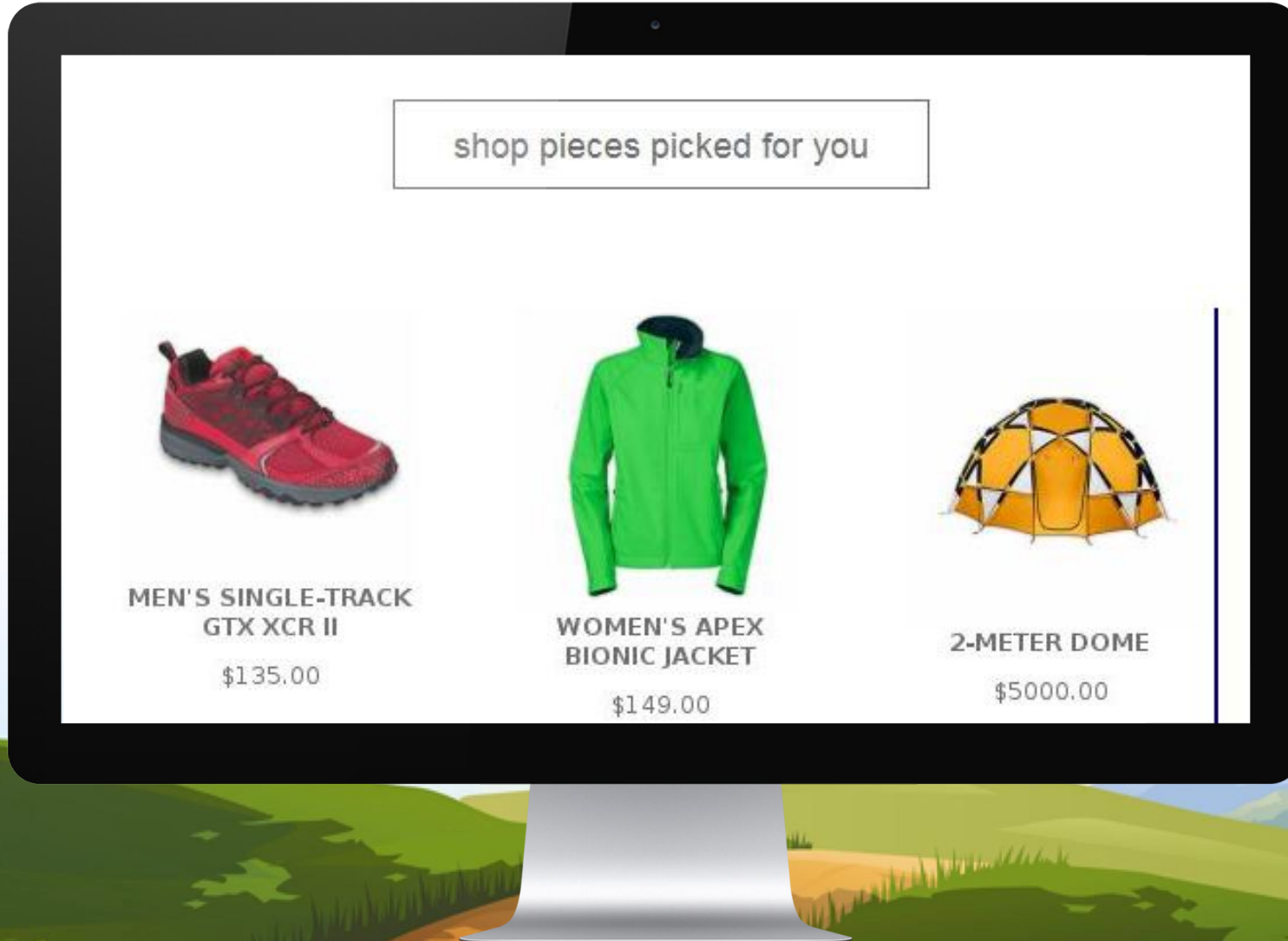
Marketing Cloud Einstein Use Case - Let's Follow Sierra

Email Abandon Cart: Email One Hour Later



Marketing Cloud Einstein Use Case - Let's Follow Sierra

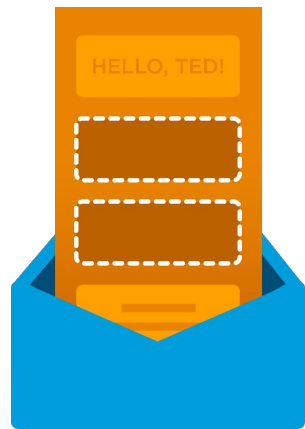
Email Marketing Campaigns: Weekly Email



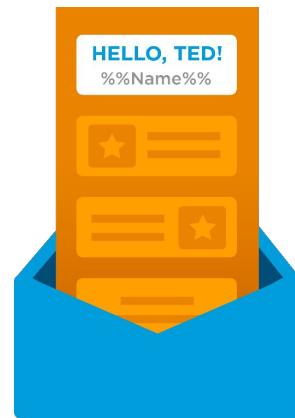
Summary



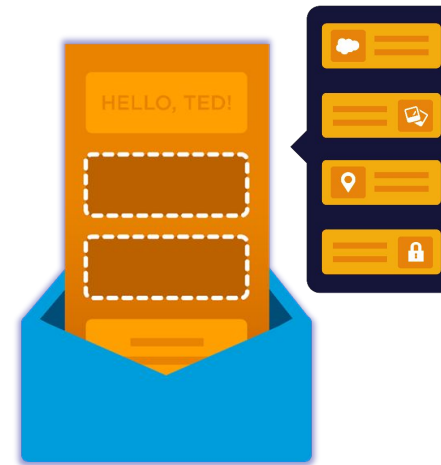
Marketing Cloud Features for Personalized Email Content



Dynamic Content



Personalization Strings



AMPscript



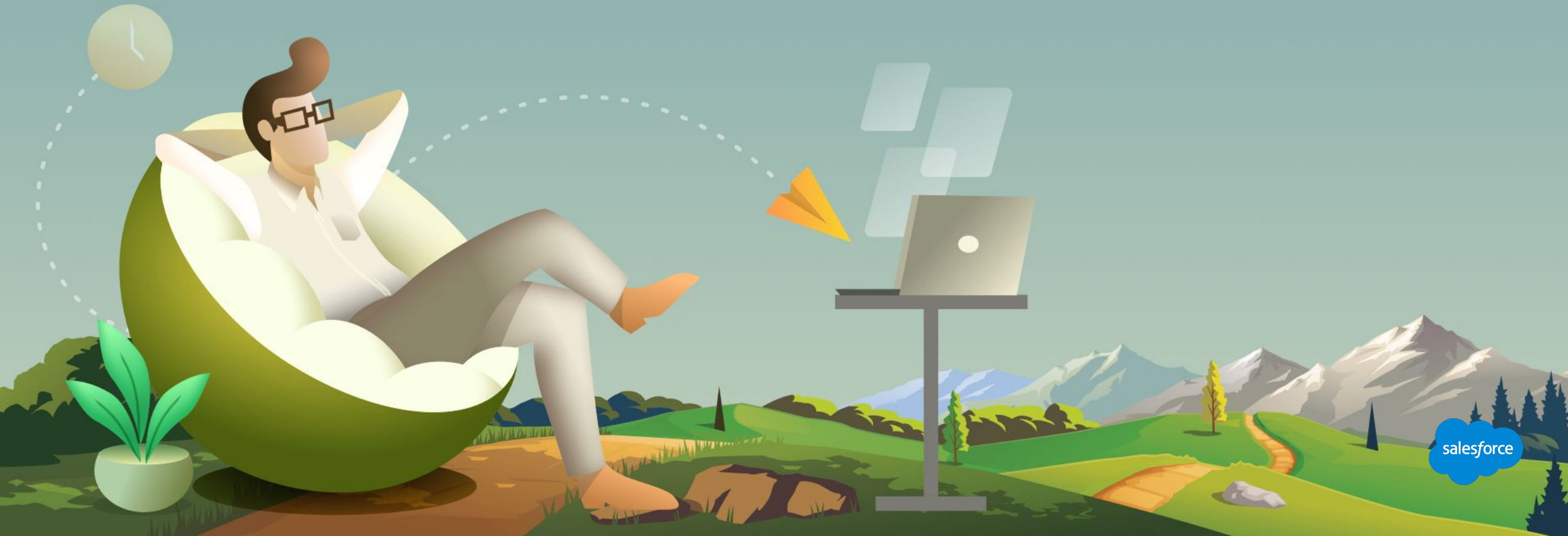
Einstein

Summary

Reminders and Tips to get started

- Personalization always depends on your data.
- A template is a shell for an email and can be reused, a great place to standardize personalized or dynamic content.
- Keep in mind, Content blocks are content areas that can be reused. Design personalization based on the attributes you are collecting and enable every email to be personalized.
- Personalization strings can be used inline in a Text block and in the Subject and preheaders for individualized content.
- AMPscript and Einstein are advanced Marketing Cloud features for more personalization.
- Preview allows you to review your email prior to sending. Individualized content for the subscriber will be rendered in the preview.
- Test send allows you to send a specific email version or multiple versions to up to five recipients to ensure personalization and business logic is set up correctly.
- Baby steps- Crawl, walk, and run into email personalization.

Resources and Next Steps



Marketing Cloud Resources

Content Builder

- **[Get Started with Content Builder](#)**: Consolidate images, documents, and content in a single location for use in the Marketing Cloud. ([Video](#))
- **[Content Builder Permissions](#)**: Review the permissions settings for the users and roles in your account.
- **[Import Content from Classic to Content Builder](#)**: Follow the steps on how to import folders and content.
- **[Content and Email Creation Tools](#)**: Learn more about Content Builder's creation and management tools.
- **[Customer Key](#)**: Assign a unique 36-character identifier when creating content.
- **[Search for Content](#)**: Review the different ways to locate specific content.
- **[Folder Management](#)**: Learn how to create your own folder structures.
- **[Create Emails](#)**: Learn how to create an email using Content Builder. ([Video](#))
- **[Create Templates](#)**: Find out how to create a template with Email Studio and Content Builder. ([Video](#))
- **[Create Content Blocks](#)**: Create content to be used in messages and managed in Content Builder.
- **[Upload Files](#)**: Drag and drop existing content, browse your computer for the content, or upload from an external URL.
- **[Create Code Snippet](#)**: Save reusable bits of HTML, AMPscript, and Guide Template Language.
- **[Share Content](#)**: Share content, templates, and emails with other business units in your account.
- **[Duplicate Content](#)**: Use duplicate content to copy the style or format of a previously created piece of content.
- **[Approvals](#)**: Submit an email for approval before it can be sent to an audience.
- **[Folder Management](#)**: Learn how to create your own folder structures.

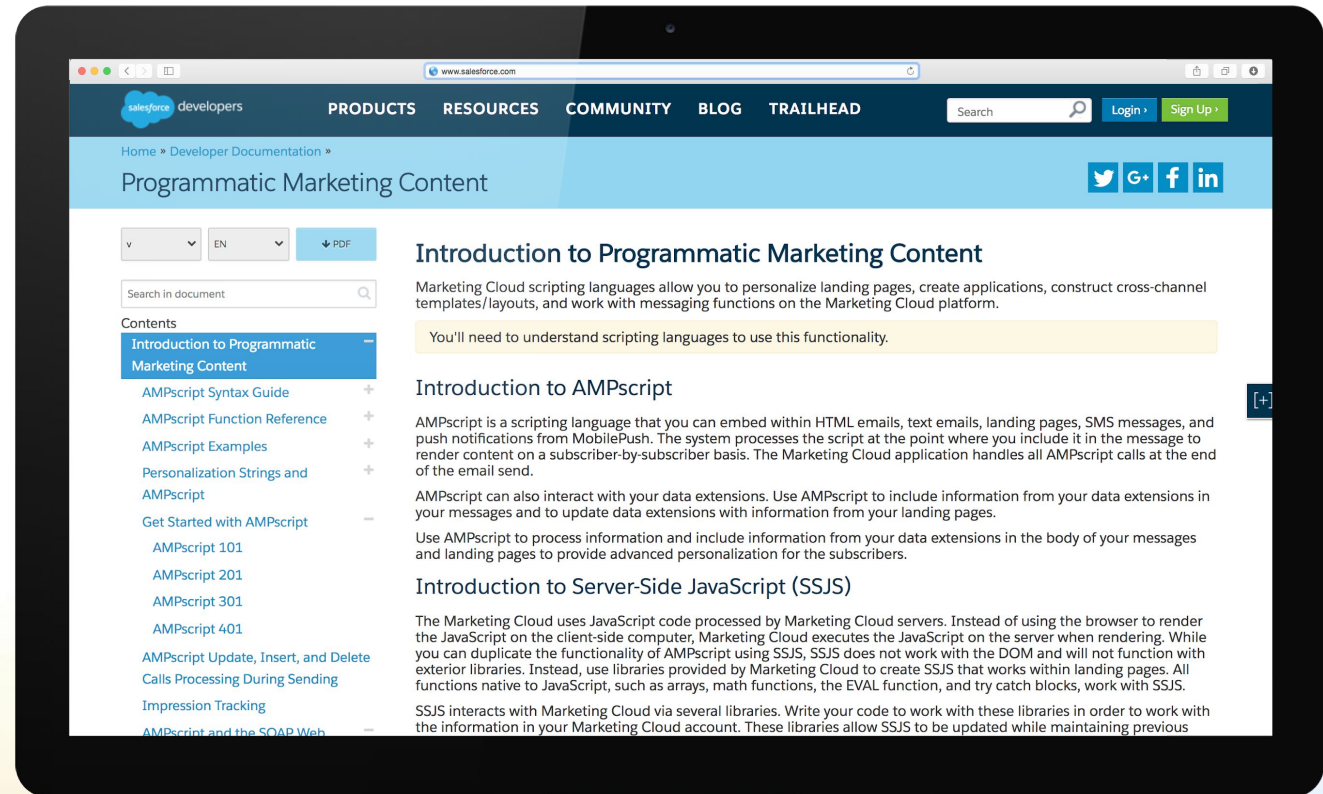
Marketing Cloud Scripting Languages

AMPscript, SSJS, and GTL

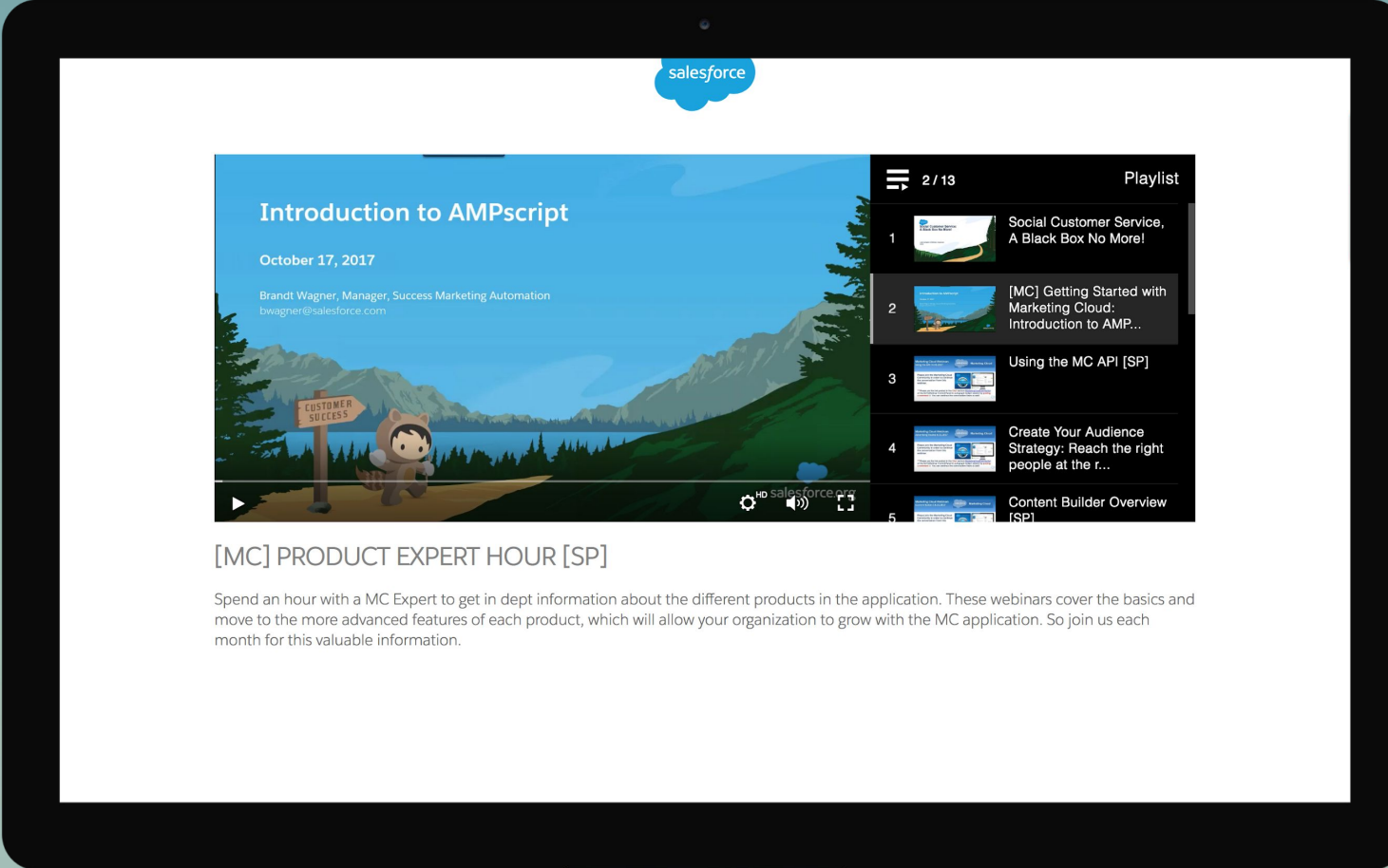
Marketing Cloud scripting languages allow you to personalize landing pages, create applications, construct cross-channel templates and layouts, and work with messaging functions on the Marketing Cloud platform.

- [Introduction to Programmatic Marketing Content](#)
- [Get Started with AMPscript](#)

SOAP APIs and partner or custom solutions:
Use the new [Content Builder REST APIs](#)



Check Out More On Ampscript In This On-demand Webinar



The monitor displays a Salesforce webinar interface. At the top center is the Salesforce logo. The main content area is divided into two sections:

- Video Player:** The video is titled "Introduction to AMPscript" and was recorded on "October 17, 2017". The presenter is "Brandt Wagner, Manager, Success Marketing Automation" with the email "bwagner@salesforce.com". The video thumbnail shows a character in a hoodie standing next to a sign that says "CUSTOMER SUCCESS" in a scenic landscape.
- Playlist:** A sidebar on the right lists five items:
 - 1 Social Customer Service, A Black Box No More!
 - 2 [MC] Getting Started with Marketing Cloud: Introduction to AMP...
 - 3 Using the MC API [SP]
 - 4 Create Your Audience Strategy: Reach the right people at the r...
 - 5 Content Builder Overview [SP]

Below the video player, there is a section titled "[MC] PRODUCT EXPERT HOUR [SP]" with the following text:

Spend an hour with a MC Expert to get in dept information about the different products in the application. These webinars cover the basics and move to the more advanced features of each product, which will allow your organization to grow with the MC application. So join us each month for this valuable information.



Next Steps

Where to go from here

- 1 Join the [Salesforce Marketing Cloud Trailblazer Community](#)
- 2 Take the [Marketing Cloud Trailmix Trail](#)
- 3 **Premier Customers:** Request your 1:1 with a Salesforce Success Specialist and plan your next Accelerator (1:1 follow-up request is in the survey).
- 4 Not a Premier Customer but Interested in Learning More? **Reach out to your Salesforce Account Team** for more details.

We Can Guide Customers Every Step of the Journey

With resources, programs and experts to fit their needs

Adoption Services

Accelerators
Interactive Webinars & Events
Proactive Engagement

Always On Resources

Trailhead
Success Communities
Help Portal

Advisory Services

Architects
Customer-Centric Design
Strategic Services
Transformation Services

Show Me How

Do It Myself

Do It With Me



customersuccessplatform

salesforce

Blaze Your Path to Success, Faster

With Success Plans to Take You Further

	Standard	Premier
Guided Journeys	✓	✓
Success Community	✓	✓
Trailhead	✓	✓
Accelerators & 1:1 follow up		✓
Developer Support		✓
Success Management		✓
Circles of Success		✓
Interactive Webinars		✓
Admin Assist		optional upgrade
Support	12/5 Online 2-Day Response	24/7 Phone & Online 1-Hour Critical Response

[Learn more about Premier Success](#)



Requirements for 1:1 Follow Up Session

Must be a Premier customer

All set?

You can request your 1:1 Follow-Up with a Salesforce Success Specialist through survey you will receive after this webinar concludes.



Resource requirements

- <Participation of your Business (Marketing Analyst/Manager) tasked to deliver targeted engagements.>
- Time commitment of 90 minutes.

Technical requirements

- <Einstein Engagement Scoring is activated and Scores are available in your org.>
- <If you have not yet activated Engagement Scores but have at least 90 days of email engagement data.>
- <1:1 session is not a good fit, if your Org has enabled Field Level Encryption, Contact Data Encryption, Tokenized Send Caveats.>

Premier Configuration Services

Included with Premier Success Plan, helps keep your instance of Marketing Cloud up to date by adjusting system configurations as your marketing programs and use cases expand.

CONFIGURATION CATEGORIES/TASKS	DESCRIPTION OF CONFIGURATION TASKS
Business Units	Create business units within a parent account
Sender Profiles	Create sender profiles to assign to send definitions
Data Extensions	Create data extensions with fields and data types to facilitate sending or data storage
Lists	Create lists to facilitate sending
Groups	Create groups by segmenting a list
Headers and Footers	Extract the header and footer content assigned to an account to enable customer review/modification ²
Delivery Profiles	Provide methods to manage headers and footers via delivery profiles
Account Settings	Review account settings within Administration to ensure proper configuration and customize settings as needed
Roles	Create roles and assign enabled permissions as requested
Send Logs	Create send log data extensions with additional fields as needed
Send Classifications	Create and configure send classifications with specific sender/delivery profiles
User	Create a user to access the Marketing Cloud
Reports	Create a standard report from the report catalog
Tracking Extract	Create an automation that pulls tracking data for a specific time frame or rolling date range
Automating a Report	Automate the delivery of a report from the report catalog
Data Extract	Create an automation to extract data from a data extension
Creating a Report	Reports Create a standard report from the report catalog

Upcoming Webinars

Marketing Cloud Events

Getting Started: Marketing Cloud: Content Builder Accelerator Webinar

[Register Here](#)

Getting Started: Journey Builder: Journey Strategy Accelerator Webinar

[Register Here](#)

Marketing Cloud Ask an Expert Office Hours

Every Tuesday and Thursday

[Register Here](#)



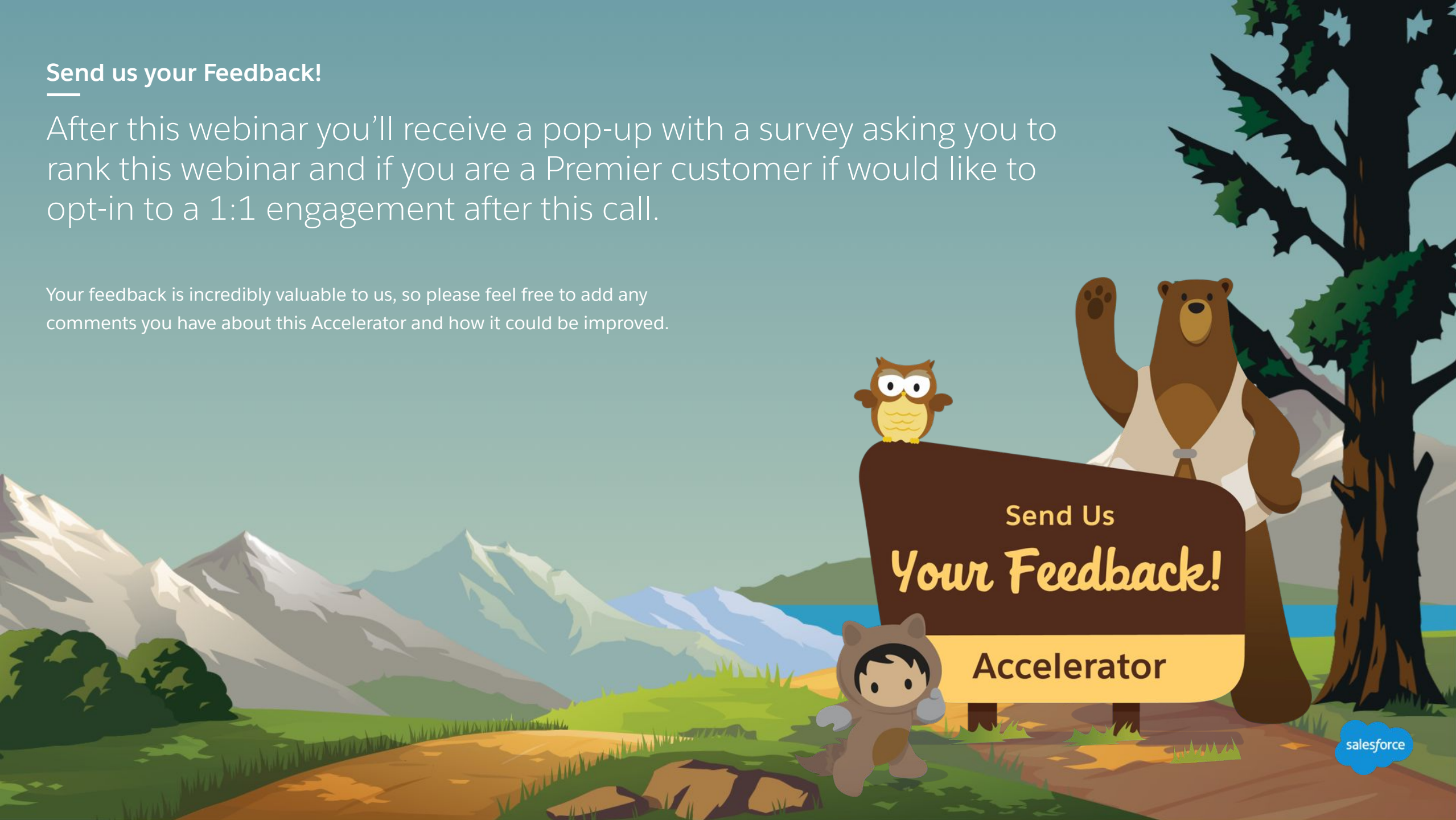
Questions?



Send us your Feedback!

After this webinar you'll receive a pop-up with a survey asking you to rank this webinar and if you are a Premier customer if would like to opt-in to a 1:1 engagement after this call.

Your feedback is incredibly valuable to us, so please feel free to add any comments you have about this Accelerator and how it could be improved.



Thank you



Appendix

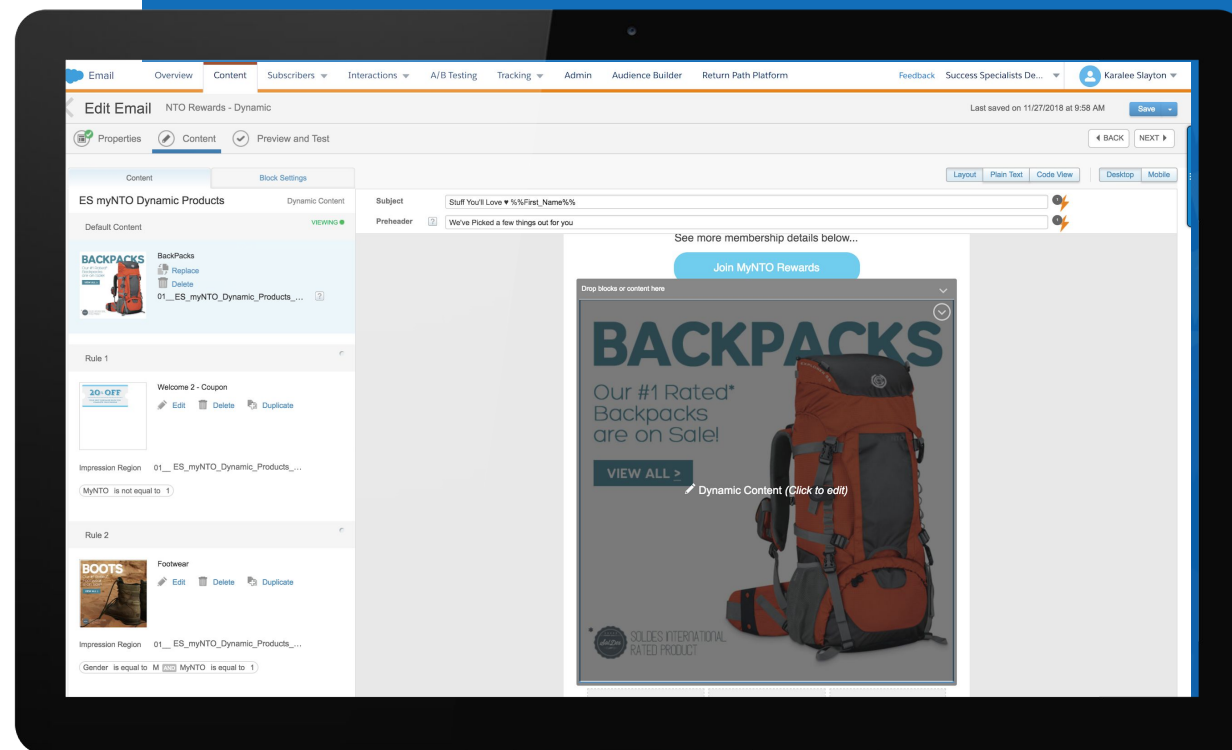




Create a Dynamic Content Block for a Journey

Dynamic content that's based on subscriber attributes that will not change during the Journey

1. Create your Journey and configure your entry source
2. Save the Journey
3. Navigate to email studio to build Dynamic Content Block
4. Select the Data Extension being used in the Entry Source of your Journey
 - a. If using a Salesforce Data entry event → Select the Data Extension created by your Journey (will be named after the name of the Journey plus the Date and a unique string of characters)
5. Define the rules to match your audience and content just as you would with a regular dynamic content block



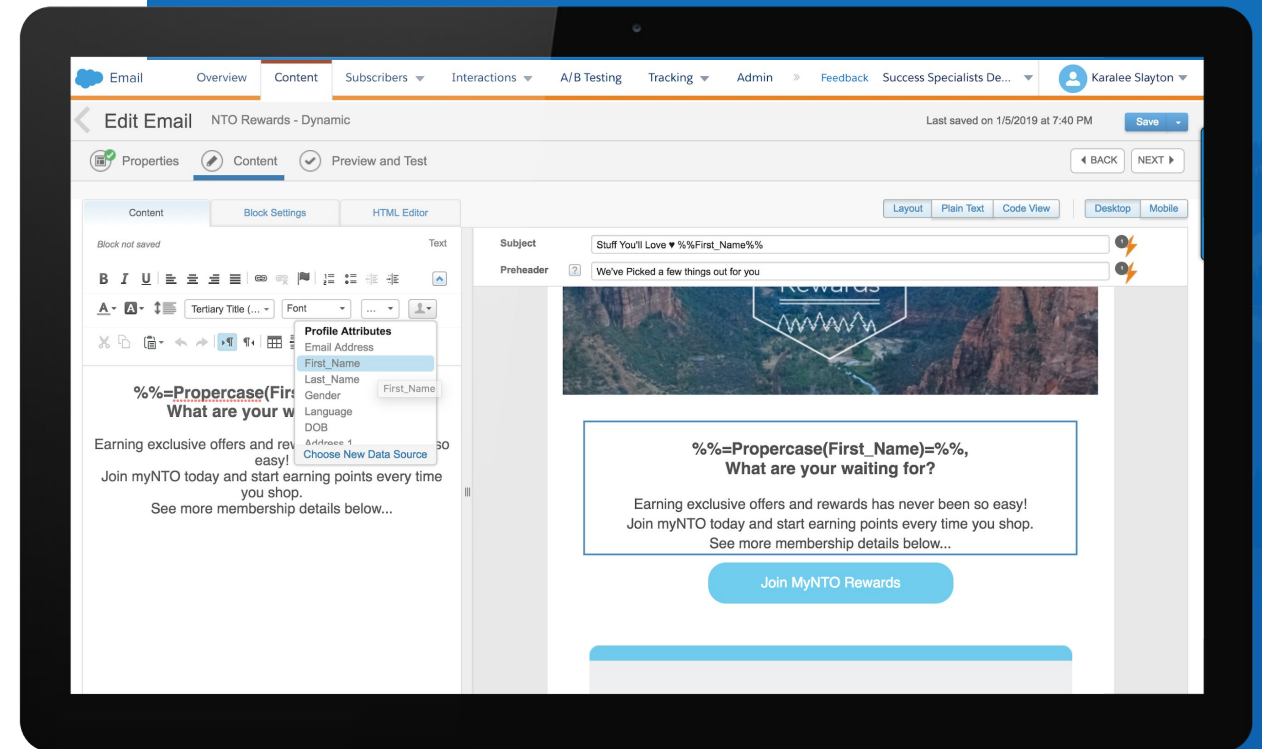
Using Personalization Strings with Journey Builder

Personalized with Journey Data

Create content blocks with personalization:

- Email personalization uses the matching attribute value found in the **Journey Data** as it exists when the contact enters the journey
- To use **Contact Data** or data that does not exist in the entry source instead of Journey Data, use the AMPscript `%%=Lookup()=%%` function

Walk With Me



[Personalization in the Journey Builder Email Activity](#)
[Email Personalization in Journey Builder Example](#)
[Journey Data vs Contact Data](#)

salesforce