

MARKETING CLOUD | CONTENT BUILDER

DESIGN AND SEND YOUR COMMUNICATIONS

FOLDER STRUCTURE & UPLOAD ASSETS



FOLDER STRUCTURE

Create a folder structure that works for you and your team to help stay organized.



ASSET LOCATION

Save all assets – images, content areas, templates, and emails – in the folder that makes sense to you.

SEARCH & FILTER FUNCTIONS



SEARCH

Search for an asset by name, within a specific folder, or across all content.



FILTER

Filter based on content type or drill down further to find a specific type of content block, such as text or an image.

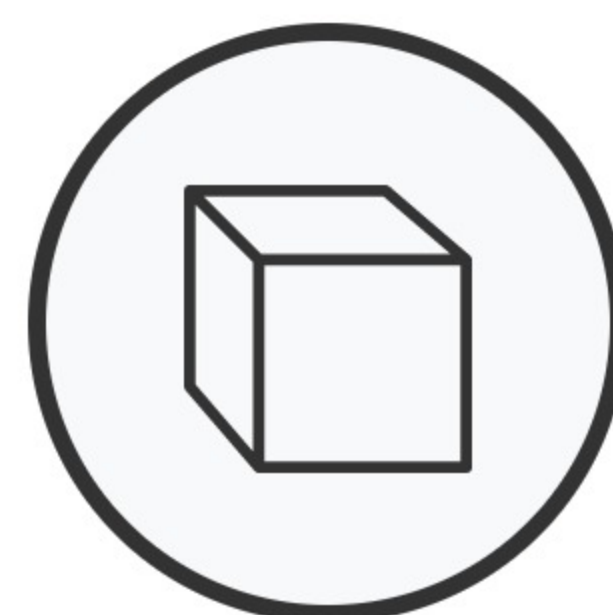
TEMPLATES & CONTENT BLOCKS



TEMPLATES

Access and reuse:

- 20 basic templates
- 6 empty templates
- 14 themed templates
- Saved (custom) templates



CONTENT BLOCKS

An area of an email where you can insert text, links, images, and buttons. You design the layout and input the content of each individual content box.

DRAG-AND-DROP CONTENT AREAS



DRAG-AND-DROP

Entire content blocks can be rearranged simply by dragging and dropping into the desired area of the email, making rearranging content easy.



SAVE & REUSE

Save content areas that you will use over and over again, such as your department footer or social media links.



CUSTOMIZE

Create a custom message, newsletter, or invitation that works for you and your audience.



PASTE HTML

Create emails with HTML so you can copy code and paste it into Marketing Cloud to distribute.

PREVIEW & TEST



PREVIEW

Preview your email in real-time so you can see your changes right away.



TEST

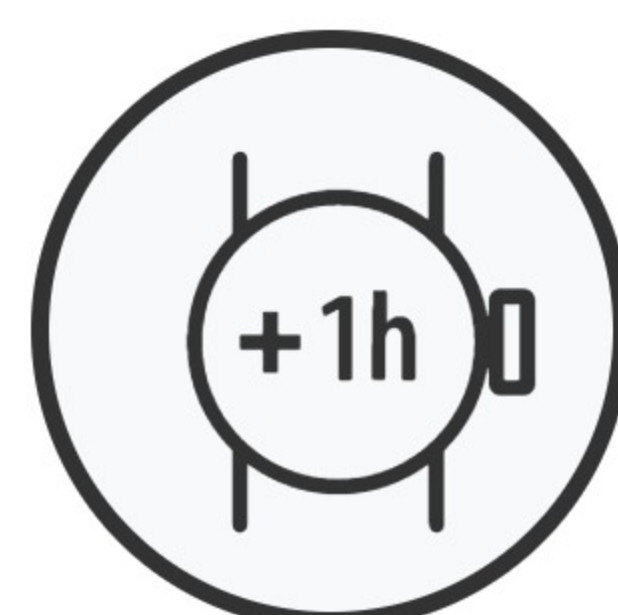
Send a test to five (5) email addresses, so your team can review the final product.

SEND & SCHEDULE



SEND

Distribute your message to the relevant audience immediately. Be sure to select the correct from information.



SCHEDULE

Schedule your email to send at a future date and time. If for some reason you need to cancel the scheduled send, you can.