

Marketing Cloud | Content Editing Tips & March 2017 New Feature Overview ^[1]

April 12, 2017 by [Kate O'Connell](#) ^[2]

The Salesforce Marketing Cloud team has been working hard on new resources and exciting updates. An informational blog and new feature roll out are some of the recent releases from Marketing Cloud. Highlighting general best practices and functionality, these resources may be helpful as you look to fine tune your communication strategy.

Content Editing Tips:

| Marketing Cloud Blog Post ^[3]

Highlights include:

- Translate a marketing strategy into a content plan
- Keeping an eye on how projects are developing
- Manage the production workflow

New Feature Overview:

| Webinar Recording ^[4]

Highlights include:

- 14:27 | Folder breadcrumbs in Content Builder
- 16:00 | Leverage external image URLs
- 17:45 | Test send enhancements

Questions? Send Kate an [email](#) ^[5].

[Marketing Cloud](#) ^[6], [New Feature Overview](#) ^[7], [webinar](#) ^[8]

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Links

[1] <https://www.cu.edu/blog/set/marketing-cloud-content-editing-tips-march-2017-new-feature-overview>

[2] <https://www.cu.edu/blog/set/author/292> [3] <https://www.salesforce.com/blog/2016/12/editing-content-marketing-manager-needs.html?d=7010M000000mXG6>

[4]

<http://event.on24.com/eventRegistration/console/EventConsoleApollo.jsp?&eventid=1380481&sessionid=1>

[5]

<mailto:kate.oconnell@cu.edu?subject=SET%20News%20Question%20%7C%20Marketing%20Cloud%20Content%20>

[6] <https://www.cu.edu/blog/set/tag/marketing-cloud> [7] <https://www.cu.edu/blog/set/tag/new-feature-overview>

[8] <https://www.cu.edu/blog/set/tag/webinar>