

# Marketing Cloud Email Marketing Quick Start Guide

## for Alumni Leaders



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# a. BEFORE YOU BEGIN

Welcome to email marketing! Before you begin this guide, you'll need to request access, and get to know some basics about email marketing and our system-specific terminology.

## Request access to Marketing Cloud

1. Fill out the [Advancement Web Applications Request Form](#) and select "Create and send club/class emails" under the E-mail Marketing ("Marketing Cloud") section on the form.
2. Your request will be reviewed for accuracy and completion.
3. If your request is approved, the GO Desk will contact you with more information about necessary email training.
4. After you complete the training, you'll receive login credentials for Marketing Cloud.

You can begin at [step 1](#) after you've completed training, and when you're ready to set up your first email. Set aside at least an hour so you have enough time to read and understand every step.

**You must complete email training to begin sending your own emails in Marketing Cloud.**

If you have an urgent broadcast email but you haven't yet completed training, get in touch with your Advancement liaison to have them submit a broadcast email request on your behalf.

## Email marketing 101

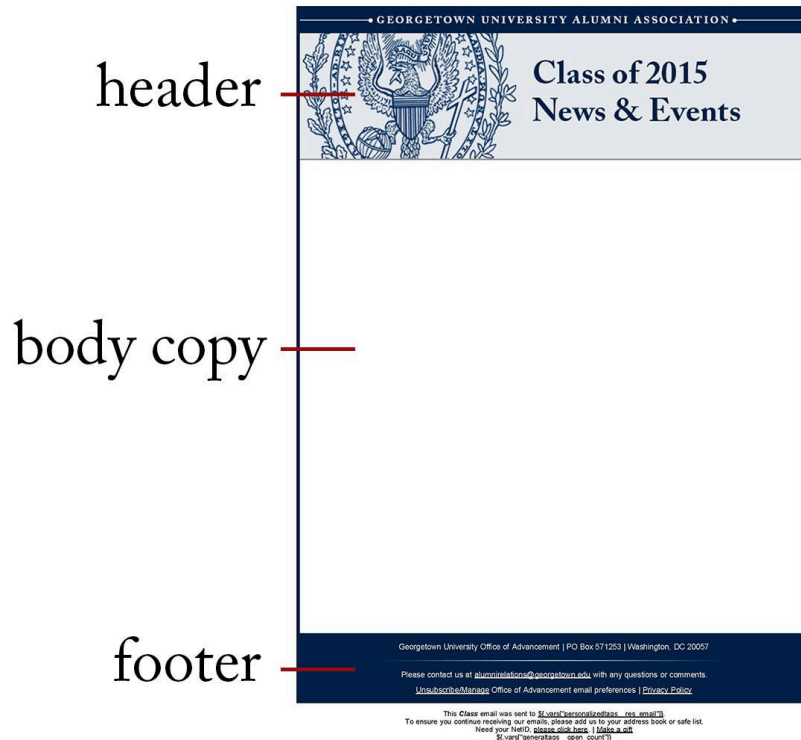
Every email you send should have a very specific goal, which could be to drive RSVPs, inform of a change in the event location, or encourage future engagement. Keep your goal in mind when you compose your email - this will help keep your copy brief and direct.

Keep your subject line short and snappy. Include the recipient's name if appropriate, but don't overuse this feature - recipients might find it annoying to see their name in every subject line.

## Email design and composition 101

### Advancement's standard template format

Advancement uses a standard template with a header, body copy, and footer.



This template format works best for invitations, brief announcements, or letters. Currently, this is the only template format available for use.

### Composing your email in Microsoft Word

If you opt to compose your email in Microsoft Word (or a similar word processor), you must create a plain-text version before pasting the content into Marketing Cloud. Word adds hidden tags to the content, and when you paste it into Marketing Cloud, those hidden tags make it nearly impossible to format your email properly. Creating a plain-text version strips out all of your formatting and links, but strips out those annoying hidden tags as well.

The best way to compose content for email marketing is within the tool itself, which is explained in [step 6](#).

### Creating a plain-text version

Highlight all of your text (Ctrl + A) and copy (Ctrl + C).

Open Notepad (or TextEdit on a Mac) and paste (Ctrl + V). Save. This is your plain-text version.



## Things to keep in mind while you're designing

Your email's design can determine whether recipients receive the information you intend to deliver.

- If your email is text-heavy and lengthy, you won't have many recipients who can find the RSVP link buried at the bottom, or sign up for your event.
- Use **bold**, *italics*, and [links](#) to call attention to relevant information, but use these sparingly to preserve their role as attention-grabbers.
- Consider how the design might affect click-through rates: will recipients actually click, or is there so much information that the recipient stops reading and abandons the email after 10 seconds?

## Things to keep in mind while you're writing copy

In email marketing, brevity is the goal.

- Never use a big word when a diminutive one will suffice, and shorten your phrasing so that the point is clear. Use direct language.
- Avoid "here" or "click here" terminology for links; instead, use [Register for Reunion](#), [RSVP](#), or link relevant text.

Example: Worried about construction during Reunion? View the [campus construction map](#).

- Keep in mind that readers often scan an email rather than reading it word for word. Self-descriptive links that visually stand out from the text make the purpose of the link immediately clear, and don't require the reader to read the surrounding text.

## Training Video Playlist

While you read through this guide, you can also watch the videos in the appropriate playlist below to be trained in "Content Builder."

- [Club Volunteers](#)
- [Class Volunteers](#)

## Terminology

Before getting started, you'll need to be familiar with a few terms specific to email marketing and the Marketing Cloud platform.

**Business Unit** - functional or business area that roughly corresponds to Advancement team structure. Examples include Annual Giving, Career Services, and Law Center.

**Campaign** - a method of grouping emails, images, and templates together for tracking and reporting purposes.

**Data Extension** - Marketing Cloud's name for a recipient list, or the group of people to whom you send an email.

**Marketing Cloud** - Advancement's email marketing system.

**Publication List** - the group of people who have opted-out of receiving a certain type of email, and also functions as a category for your email. Advancement has several dozen Publication Lists (examples include Career Services, Class, Club, Annual Giving, Medical Center, and Alumni Association). The Publication List appears in the footer of your email: "This **Publication List** email was sent to [email address]".

**Sender Profile** - the name and email address the email is sent from (also shows up in email inboxes at the top of the message), plus the name and email address that appear when you click "reply".

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Example

From name: Georgetown Class of 2015

From email: [classof2015@advmail.georgetown.edu](mailto:classof2015@advmail.georgetown.edu)

Reply-to name: Georgetown Class of 2015

Reply-to email: [alumnirelations@georgetown.edu](mailto:alumnirelations@georgetown.edu)

**Can't get enough terminology?** Check out the [glossary](#) for a complete list.

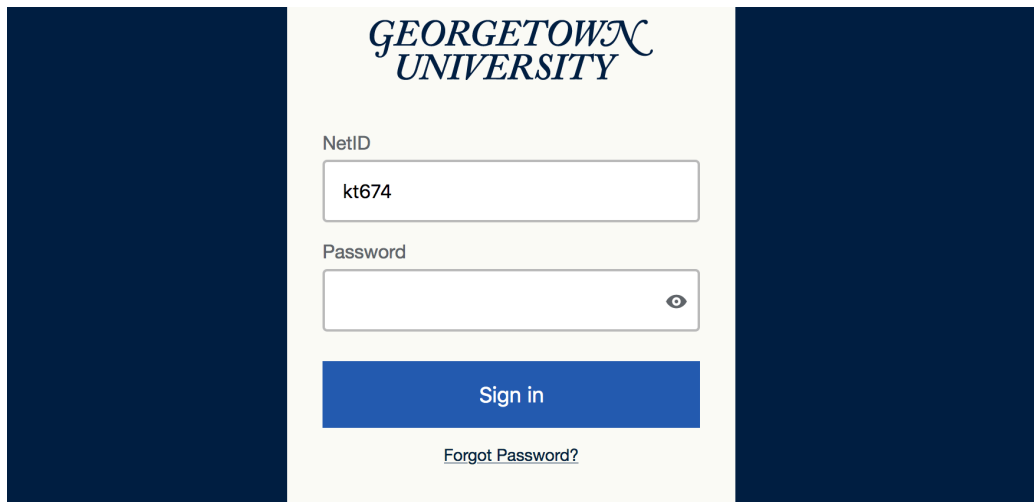
# 1. EMAIL

## Schedule

The first step is to reserve a spot for your email on the calendar in Marketing Cloud.

### 1. Log in to Marketing Cloud. **\*NEW as of 3/02/21\***

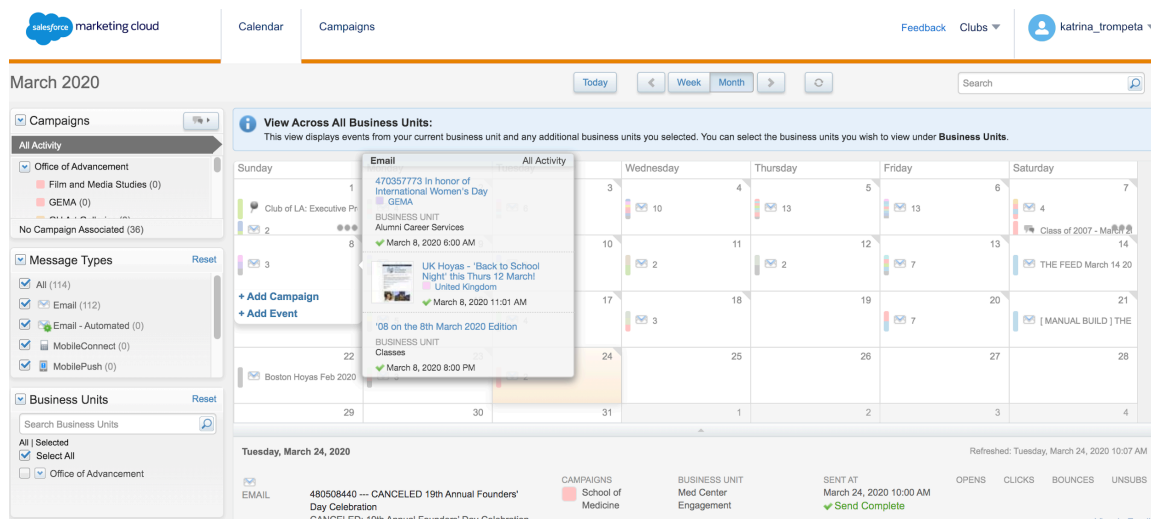
Go to the [login page](#) and use your **NetID username and password** to log in.



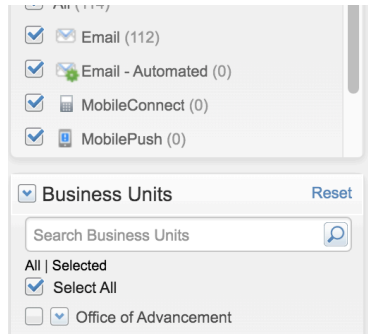
The image shows the Georgetown University NetID login page. It features the university's logo at the top. Below the logo, there are two input fields: "NetID" with the text "kt674" entered, and "Password" which is currently empty. A blue "Sign in" button is positioned below the password field. At the bottom, there is a link that says "Forgot Password?". The page is flanked by dark blue vertical bars on both sides.

**Don't remember your NetID or NetID password?** Click [here](#) to find more information on how to recover them.

### 2. Check the calendar for an available send time.



The image displays the Salesforce Marketing Cloud interface. At the top, there's a navigation bar with "marketing cloud" and "Calendar" tabs. Below this, a sidebar on the left contains sections for "Campaigns" (with filters for "All Activity", "Office of Advancement", "Film and Media Studies", "GEMA", and "No Campaign Associated"), "Message Types" (with filters for "All", "Email", "Email - Automated", "MobileConnect", and "MobilePush"), and "Business Units" (with a search bar and filters for "All", "Selected", "Select All", and "Office of Advancement"). The main area shows a calendar for March 2020. A pop-up window titled "Email" is open, showing details for a campaign: "470357773 In honor of International Women's Day", "GEMA", "BUSINESS UNIT: Alumni Career Services", and a scheduled time of "March 8, 2020 6:00 AM". The calendar grid shows dates from Sunday to Saturday. At the bottom, there's a summary section for "Tuesday, March 24, 2020" showing campaign details, business units, and a "Send Complete" status.



At the bottom left under Business Units, check **Select All** to view all activity across Advancement.

Now you can see all the events and emails that other teams have scheduled.

### Tips for choosing a good send time

- **Avoid** scheduling your email on the same day as other emails.
- If you must schedule your email on the same day as another email, **do not schedule it for the same time of day.**
- Hover over an email on the calendar to see the time it's scheduled for.

### 3. Reserve a spot on the day you plan to send.

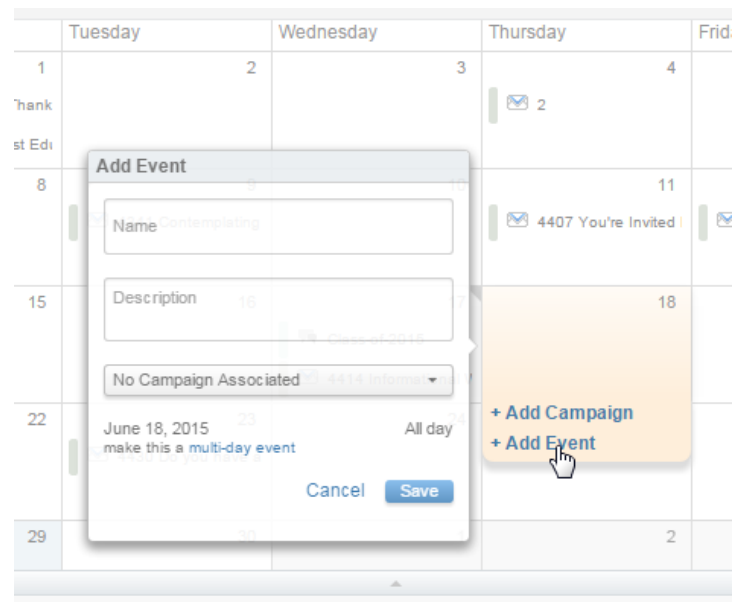
Hover over the day and choose **+ Add Event**.

*Name:* your email's subject line

*Description:* your club or class name, the time of the send, plus a brief description of the email content

Select the campaign associated with this email. **Not sure which campaign to select?** [Read more in the FAQ.](#)

**You must select a campaign in order to enable staff to gather reports on email activity.**



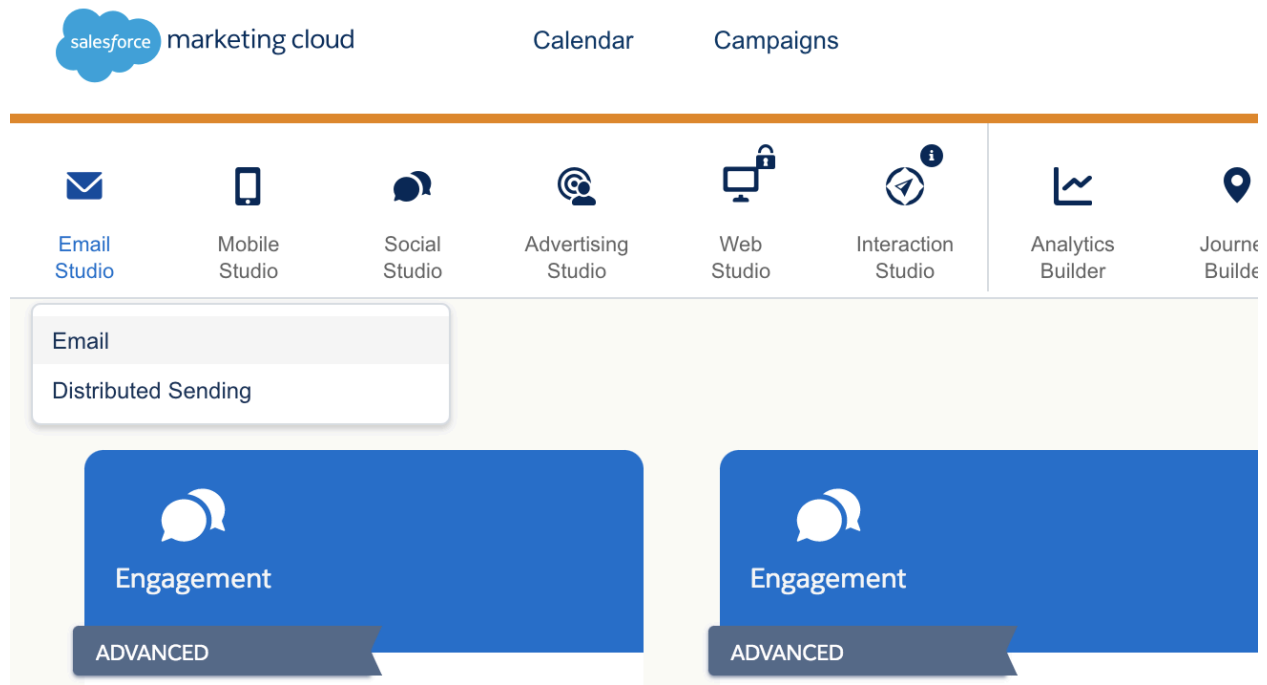
Click **Save**. A pin will appear to indicate the day has been reserved.

## Creating/duplicating an email

Now that you've secured your spot on the calendar, you're ready to create your email!

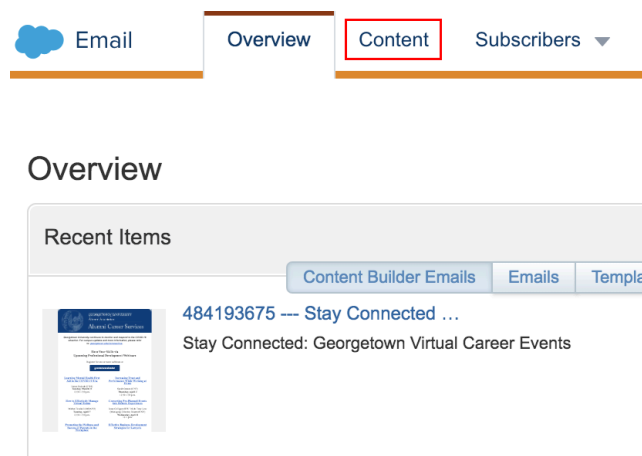
### 4. Open the email module.

Hover over **Email Studio** and click **Email**.



### 5. From the Overview page, select the Content tab.

This will take you into **Content Builder**.

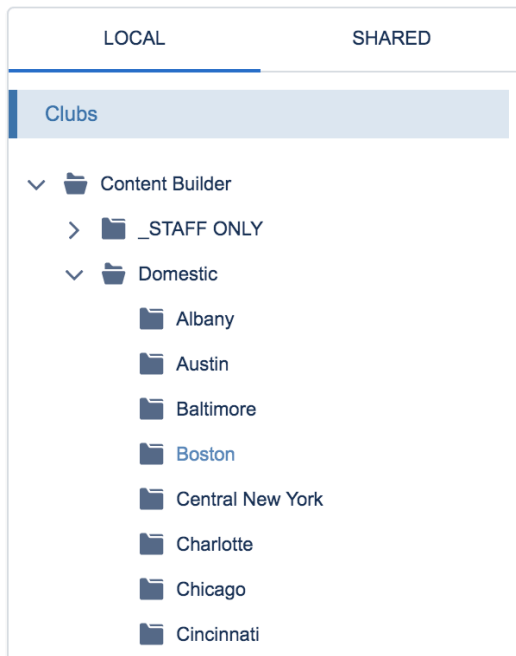


## 6. Locate your club/class folder.

Expand the Content Builder folder. For clubs, expand either the **Domestic** or **International** folder. Locate and select your **region-specific** folder. For classes, locate your **class year** folder.








### Content Builder [Use Classic Content](#)



## 7. Duplicating an existing email.

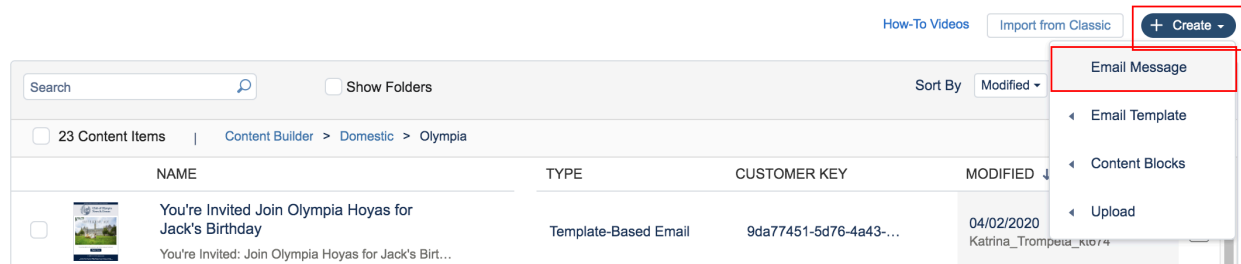
Select the email you want to duplicate and click the drop down button. Click **Duplicate**. You'll now have a copy of the email.

	NAME	TYPE	CUSTOMER KEY	MODIFIED ↓	
<input type="checkbox"/>	 You're Invited Join Olympia Hoyas for Jack's Birthday You're Invited: Join Olympia Hoyas for Jack's Birt...	Template-Based Email	9da77451-5d76-4a43-...	04/02/2020 Katrina_Trombetta_kt674	
<input type="checkbox"/>	 [9.17] -- Last Chance RSVP Today: Join Olympia Hoyas for Jack's Birt...	Template-Based Email	e8181ff8-3792-436e-a...	09/26/20... katrina_tr...	
<input type="checkbox"/>	 [9.17] -- Save the Date Save the Date: Join Olympia Hoyas for Jack's Bi...	Template-Based Email	8165933a-aea2-4431-...	09/17/20... katrina_tr...	
<input type="checkbox"/>	 Feb. 4 2019 Join Olympia Hoyas for Jack's Birthday Bash [test] Join Olympia Hoyas for Jack's Birthday Bash	Template-Based Email	dff606ce-3690-449a-9...	07/03/20... AV_Contr...	

[Edit](#)  
[Properties](#)  
[Send](#)  
[Preview and Test](#)  
[Content Detective](#)  
[Inbox Preview](#)  
[Share](#)  
[Copy Location](#)  
[Move](#)  
[Duplicate](#)  
[Delete](#)

## 8. Creating a new email.

To create a new email, click + **Create** on the upper right-hand side. Select **Email Message**.

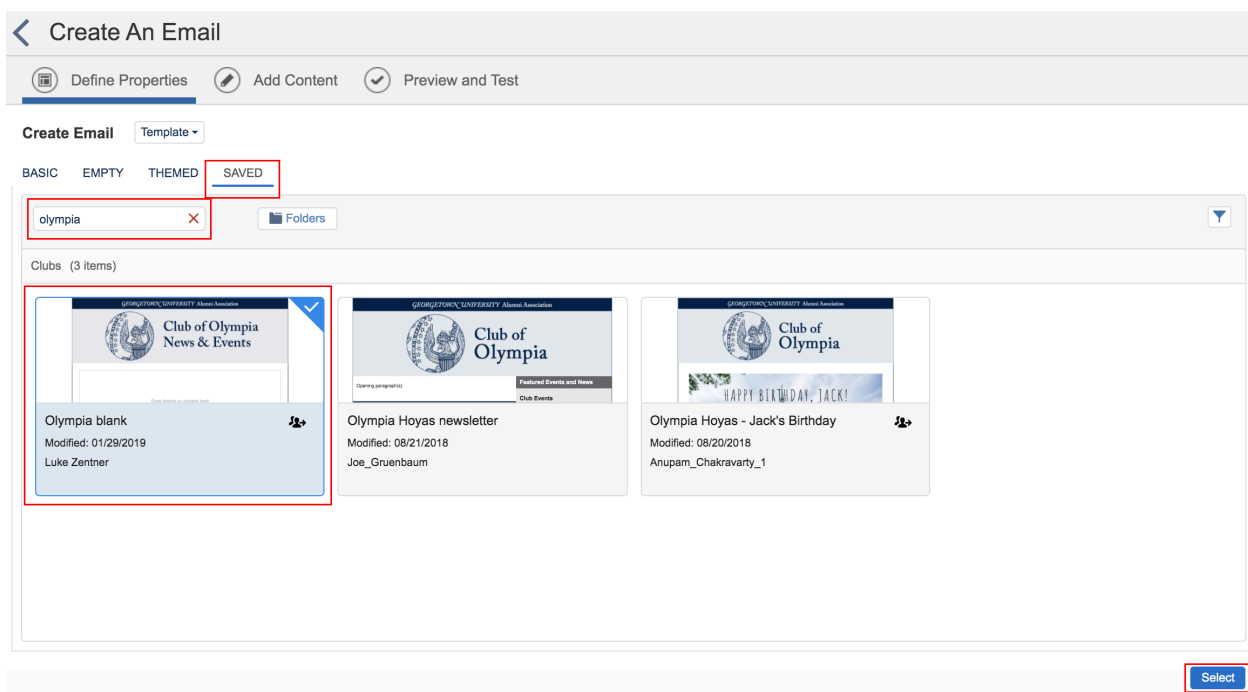


## 9. Selecting an email template.

This will take you to the **Create An Email** page. Check that the **Saved** tab is selected then search for your club/class-specific template in the search bar.

The default template name for clubs is **[city/country of club] blank**. For classes, it's **Class of [class year] Blank**.

Click **Select** once you've selected your template.



## 10. Defining email properties.

On the Define Properties page, enter the subject line of your email under **Name**. Under **Campaign** search for your club's name/class year to tag it to a campaign.

*It is important to select a campaign in order to enable staff to gather reports on email activity.*

The screenshot shows the 'Create An Email' interface. On the left, under 'Creation Method:', there is a 'Template' button and a 'Change' link. Below this is a preview of an email template titled 'Club of Olympia News & Events'. The main section is 'Define Email Properties', which includes instructions to 'Enter text in the required (\*) fields then hit Save or Next'. The form contains several fields: 'Name \*' (highlighted with a red box), 'Description', 'Location \*' (with a dropdown menu showing 'Olympia' and a 'Select' button), and 'Campaign' (highlighted with a red box, showing 'Olympia [Training]' with a close button and a 'Change' link). On the right side, there are links for 'Sharing' (My Business Unit, Share) and 'Target Language' (Unicode - UTF-8).

**Note:** Certain characters are not allowed when entering the subject line under **Name**. This part of the process is for back-end purposes, simply **removing the illegal character** will allow you to proceed to the next page where you can enter the subject line without issues.

### Define Email Properties

Enter text in the required (\*) fields then hit Save or Next

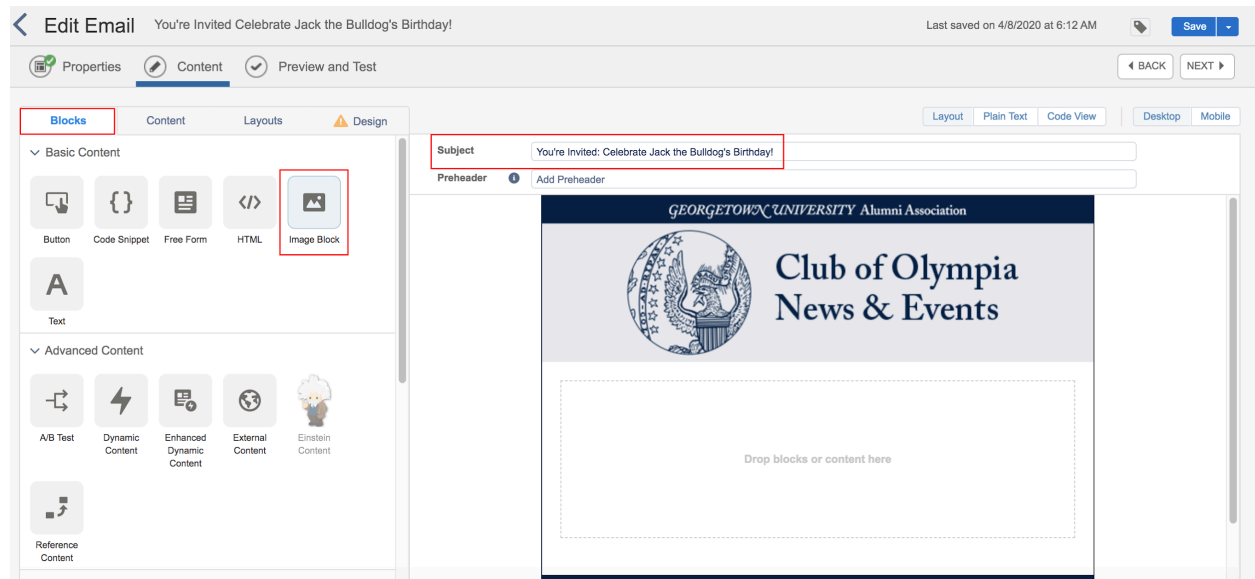
This screenshot shows the 'Define Email Properties' form with an error message. The 'Name \*' field contains the text 'You're Invited: Celebrate Jack the Bulldog's Birthday!'. A red box highlights the colon character in the text. To the right of the field, a red error message box states: 'Cannot contain illegal characters = \\/: " \* ? | < >'. The 'Description' field is empty. On the right side, there are links for 'My Business Unit' and 'Share'.

Once you've added the **Name** and **Campaign**, click **Next** on the upper right-hand side of the screen.



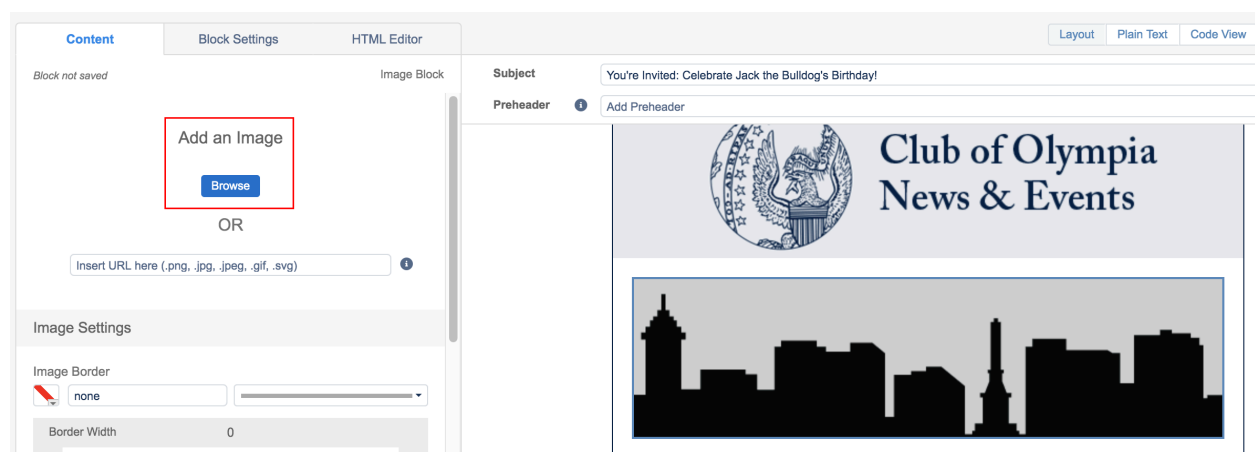
## 11. Adding the subject line and content to your template.

Add the subject line in the **Subject** field (you can now enter characters such as : /\ without issues). To add content to the template, drag and drop the content block to the body of the template where it says **Drop blocks or content here**.



## 12. Content block example, adding an image.

In this example we are adding an **Image Block**. Drag and drop the Image Block to the template, then upload an image by clicking **Browse**.



Upload an image from your computer by clicking + **Create**. Images already uploaded into the system will be displayed below. Select the image you want to use.

## Content Builder

+ Create

LOCAL	SHARED	Search	Sort By	Modified				
Clubs		Clubs						
Content Builder		NAME	TYPE	MODIFIED				
STAFF ONLY		gtown alumni.jpg	Image	03/22/2020	Club_Boston_2			
Domestic		gu phila bg.jpg	Image	03/13/2020	Club_Philadelphia2			
Albany		fenway_o.jpg	Image	03/11/2020	Club_Boston_2			
Austin								
Baltimore								
Boston								
Central New York								
Charlotte								

**Note:** When uploading images, the **Scale to Fit** box will be checked by default to automatically resize the image. To manually resize an image, uncheck this box. ***Always add Alt Text to describe the image for optimal email accessibility.***

\* The purpose of Alt Text is to describe images to visitors who are unable to see them. This includes screen readers and browsers that block images, but it also includes users who are sight-impaired or otherwise unable to visually identify an image. *Ex.)* Jack the Bulldog rolling on grass in front of Healy Hall with “Happy Birthday, Jack!”

Properties

Content

Preview and Test

Content

Block Settings

HTML Editor

Block not saved

Image Block

Jacks-Birthday-Image.jpg

Replace

Delete

Dimensions

Width: 1500px

Height: 1000px

Scale to Fit

Alt Text

Jack the Bulldog rolling on grass in front of Healy Hall with "Happy Birthday"

Image Settings

Image Border

none

Border Width

0

Save Block

Done Editing

Subject

You're Invited: Celebrate Jack the Bulldog's Birthday!

Preheader

Add Preheader

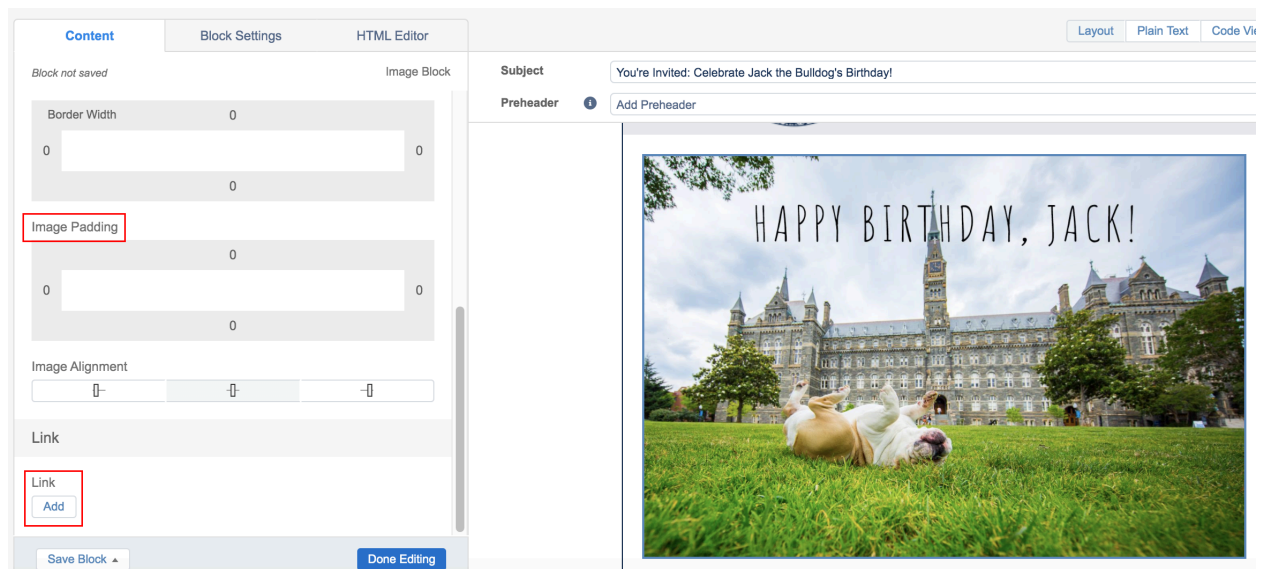
Layout

Plain Text

Code View

HAPPY BIRTHDAY, JACK!

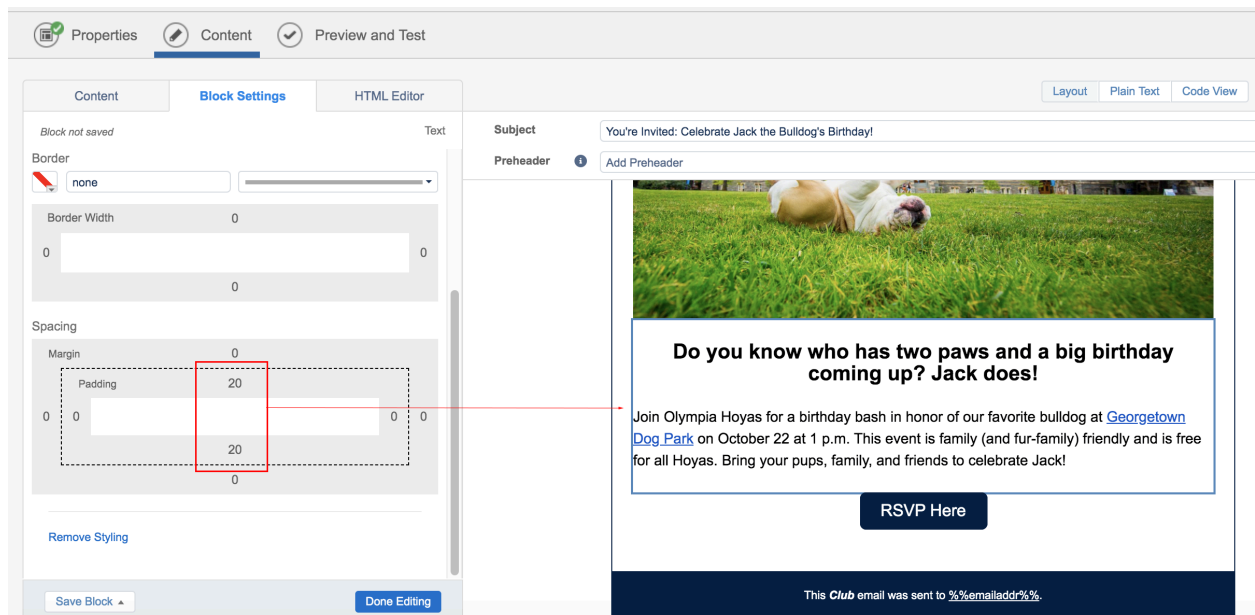
Scroll down to add **Image Padding** (note: padding is already built into the template by default). You can also **add a link** to hyperlink your image.



### 13. Formatting content and padding.

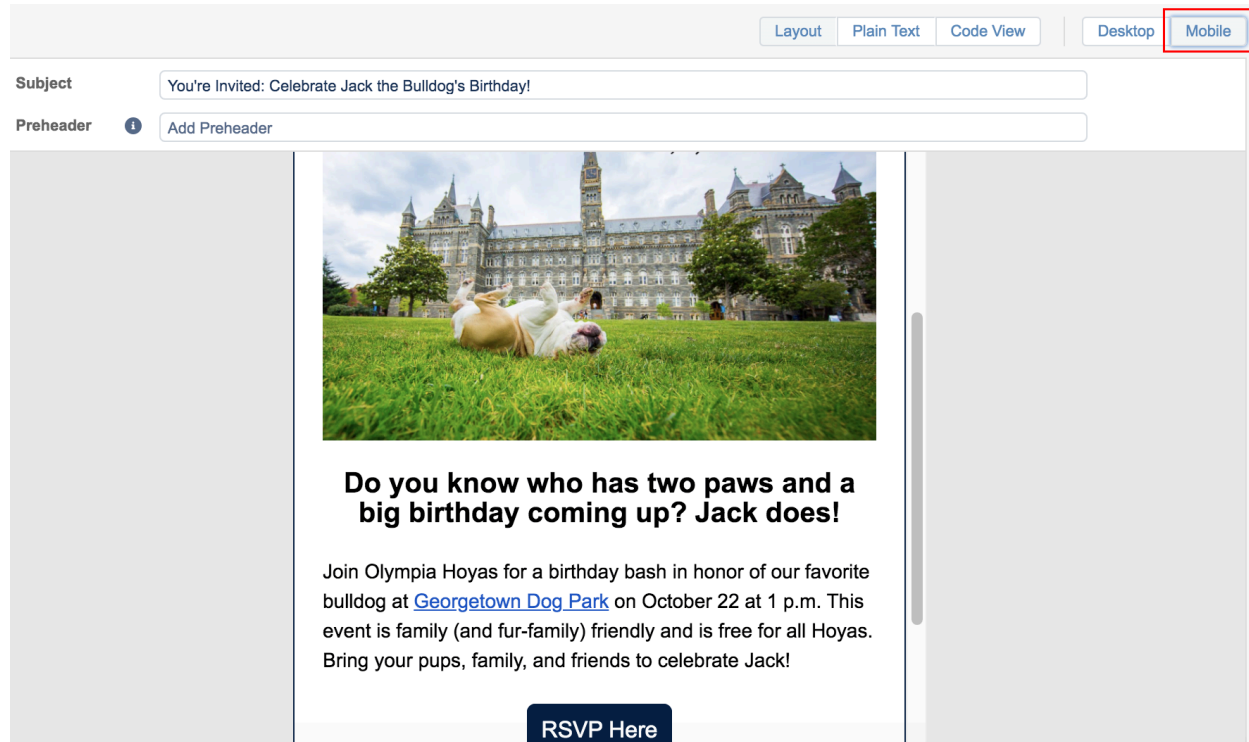
Once you've added all your content blocks (here we've added an Image Block, Text, and a Button) **add padding** so the content blocks have enough spacing between.

In this example we've selected the **Text block**. Navigate to **Block Settings** and add **20px** of padding to the top and bottom of the Text block.



## 14. Previewing your email on Mobile vs Desktop.

Toggling between **Desktop** and **Mobile** will allow you to preview how your email will look on a desktop versus a mobile device.

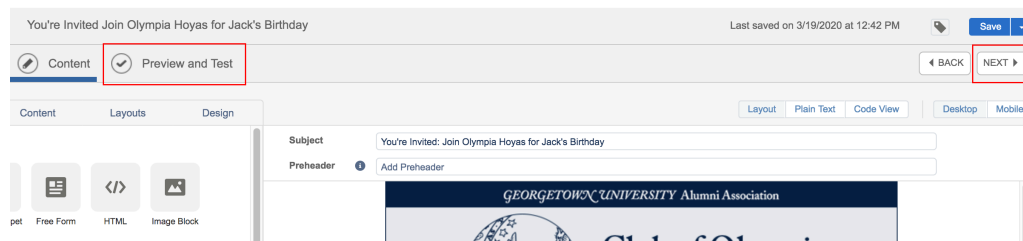


Send a test email **\*NEW as of 3/02/21\***

Before you schedule your email, send yourself a test to make sure the email looks the way you expect when it arrives in people's inbox.

## 15. Send a test email.

Once you've gotten all the content into the body of your email, click Next to proceed to the **Preview and Test** page.



## 16. Sending test to stakeholders, selecting the **Sender Profile**, and **Delivery Profile**.

Click the icon of the **envelope and test tube**. Make sure the **Individuals** tab is selected and enter email addresses you want to send a direct test email to. *Your email address will be there by default, so feel free to send yourself a test and forward it to others.*

Scroll down and select the correct **Sender Profile**.

Your Sender Profile will be **Club\_[your city/country]** for clubs and **Class\_[class year]** for classes.

\* This step is crucial to ensure the email will display the from-name as: **Georgetown Club of [your city/country]** or **Georgetown Class of [class year]**

Test Send ⓘ

Recipients:\*  
Enter up to five email addresses or select a test data extension as the recipients of this send.

INDIVIDUALS TEST DATA EXTENSIONS

kt674@georgetown.edu ×  
Add email address and press Enter

Content Personalization Options ⓘ

☒ Based on Preview ⓘ  
☐ Based on Subscriber Preview List or Data Extension ⓘ  
☐ Based on Recipient Test Data Extension ⓘ

► Additional Options

From Options

FROM NAME SAVED SEND CLASSIFICATION

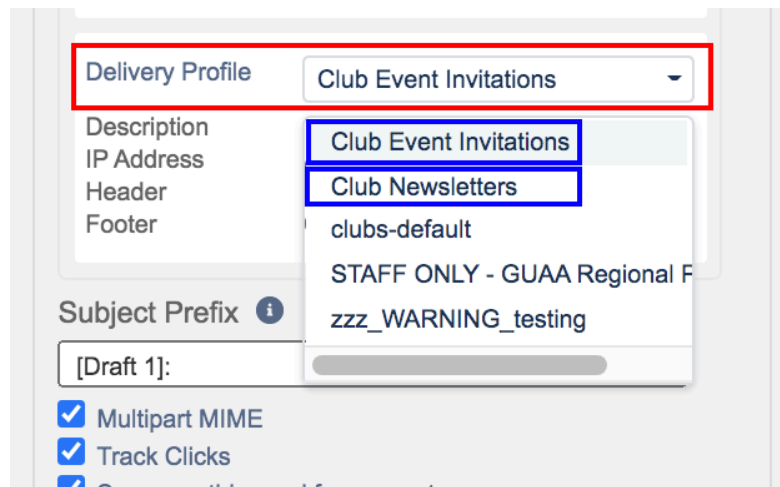
Default Commercial ▼

Sender Profile Club\_Olympia ▼

Description

Continue to scroll and select the correct **Delivery Profile**.

### Delivery Profile Options for CLUBS:

A screenshot of an email configuration interface. At the top, there is a 'Delivery Profile' dropdown menu with 'Club Event Invitations' selected. Below this, there is a list of options: 'Club Event Invitations', 'Club Newsletters', 'clubs-default', 'STAFF ONLY - GUAA Regional F', and 'zzz\_WARNING\_testing'. The 'Club Event Invitations' and 'Club Newsletters' options are highlighted with blue boxes. To the left of the dropdown, there are labels for 'Description', 'IP Address', 'Header', and 'Footer'. Below the dropdown, there is a 'Subject Prefix' field with a blue information icon, containing the text '[Draft 1]:'. At the bottom, there are three checked checkboxes: 'Multipart MIME', 'Track Clicks', and 'Suppress this email from sending'.

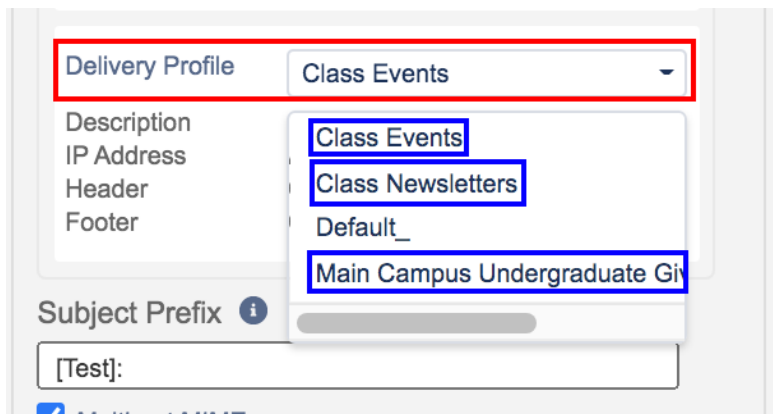
\* \* \* You will need to determine, for each email that you send, if your email content is more accurately described as a **“Club Event Invitation”** or a **“Club Newsletter.”**

*In order to allow our recipients to more easily manage their email subscription preferences, we’ve nested smaller categories of email into larger groupings. As a result, we distinguish between these two types of emails, and you’ll need to make selections corresponding to the type of email content in the two steps noted below.*

**Club Event Invitations:** Emails about your Georgetown regional club events

**Club Newsletters:** Emails about your Georgetown regional club and opportunities to connect with local Hoyas

## Delivery Profile Options for CLASSES:

A screenshot of a web-based email configuration interface. At the top, there is a 'Delivery Profile' section with a dropdown menu currently set to 'Class Events'. Below this, there is a list of categories: 'Class Events', 'Class Newsletters', 'Default\_', and 'Main Campus Undergraduate Giving and Solicitation'. Each of these categories is highlighted with a blue rectangular box. To the left of the dropdown, there are labels for 'Description', 'IP Address', 'Header', and 'Footer'. Below the categories, there is a 'Subject Prefix' field with an information icon and a text input box containing '[Test]:'. At the bottom left, there is a small blue icon and some text that is partially obscured.

\* \* \* You will need to determine, for each email that you send, if your email content is more accurately described as a **“Class Event”**; **“Class Newsletter”**; or **“Main Campus Undergraduate Giving and Solicitation.”**

*In order to allow our recipients to more easily manage their email subscription preferences, we’ve nested smaller categories of email into larger groupings. As a result, we distinguish between these three types of emails, and you’ll need to make selections corresponding to the type of email content in the two steps noted below.*

**Class Events:** Emails about your Georgetown class events

**Class Newsletters:** Emails about campus news and opportunities to connect with your Georgetown class

**Main Campus Undergraduate Giving and Solicitation:** Emails about giving opportunities in support of Georgetown main campus undergraduate education

### 17. Subject Prefix and sending a test email.

After selecting your Sender Profile AND Delivery Profile, you have the option of editing the Subject Prefix. This prefix will display before the subject line when received in your inbox (eg.

**[Test]: You’re Invited: Celebrate Jack the Bulldog’s Birthday!**)

Click **Send Test** to send a test email.

Delivery Profile: Class Events

Description	Account Default
IP Address	ContentLibrary
Header	ContentLibrary
Footer	ContentLibrary

Subject Prefix ⓘ

[Test]:

- ☒ Multipart MIME
- ☒ Track Clicks
- ☒ Suppress this send from reports
- ☐ Enable System Generated Links ⓘ

Send Test

### Troubleshooting

- **Your name doesn't appear in your class or club folder?** Email the GO Desk to add it: [theGODEsk@georgetown.edu](mailto:theGODEsk@georgetown.edu)
- Your test email should arrive within 5 minutes. If you don't receive it, wait another 10 minutes. If it still hasn't arrived, contact [theGODEsk@georgetown.edu](mailto:theGODEsk@georgetown.edu) for help.

## 18. Forward your test to any stakeholders, and make any last-minute edits.

Forward the email to your team and anyone else who needs to review.

If you need to make any edits, go back to your email in Content Builder and **click on the email** → **Edit** → **Edit Content**. Make any edits and send a new test as necessary.

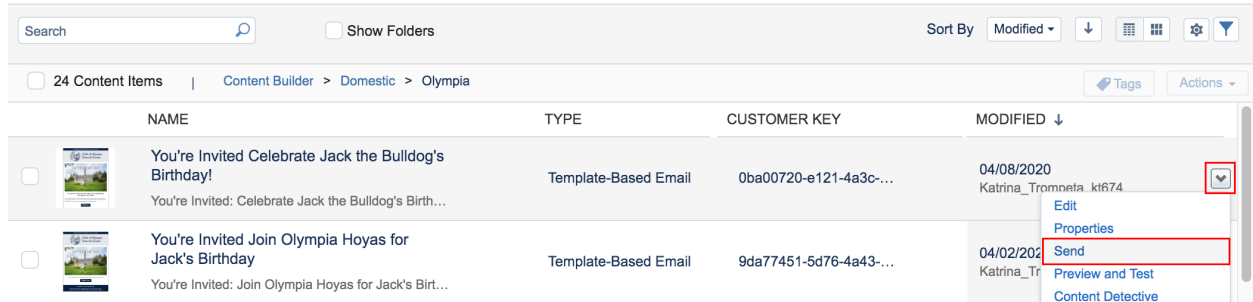


## Final send and canceling a scheduled email **\*NEW as of 3/02/21\***



After you get approval from your stakeholders, you're ready to schedule your email.

### 19. Select email to send, set Sender Profile AND Delivery Profile.

Select the email you want to send and click the drop down button. Click **Send**.



The screenshot shows an email management interface with a table of emails. The first email is selected, and its actions menu is open, showing options like Edit, Properties, Send, Preview and Test, and Content Detective. The 'Send' button is highlighted with a red box.

NAME	TYPE	CUSTOMER KEY	MODIFIED ↓
 You're Invited Celebrate Jack the Bulldog's Birthday! You're Invited: Celebrate Jack the Bulldog's Birth...	Template-Based Email	0ba00720-e121-4a3c-...	04/08/2020 Katrina_Trombetta_kt674
 You're Invited Join Olympia Hoyas for Jack's Birthday You're Invited: Join Olympia Hoyas for Jack's Birt...	Template-Based Email	9da77451-5d76-4a43-...	04/02/2020 Katrina_Tr

Make sure the **Saved Send Classification** tab is selected.

Remember to **set your Sender Profile** to Club\_[your club city/country] or Class\_[class year] and the **Delivery Profile** based on the content of the email you're sending.

Click **Next**.

#### Email Properties

Subject \*

You're Invited: Join Olympia Hoyas for Jack's Birthday Bash

Preheader ⓘ

Preheader

From Options

FROM NAME SAVED SEND CLASSIFICATION

Default Commercial

Sender Profile Club Olympia

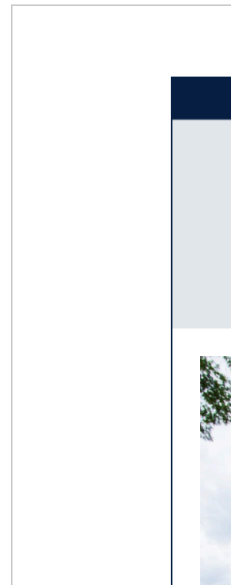
Description  
From Name Georgetown Club of Olympia  
From Email thegodesk@advmail.georgetown.edu  
Reply Name Georgetown Club of Olympia  
Reply Email thegodesk@georgetown.edu

Delivery Profile Club Event Invitations

Description  
IP Address Account Default  
Header ContentLibrary  
Footer ContentLibrary

#### Jack's birthday test Sept

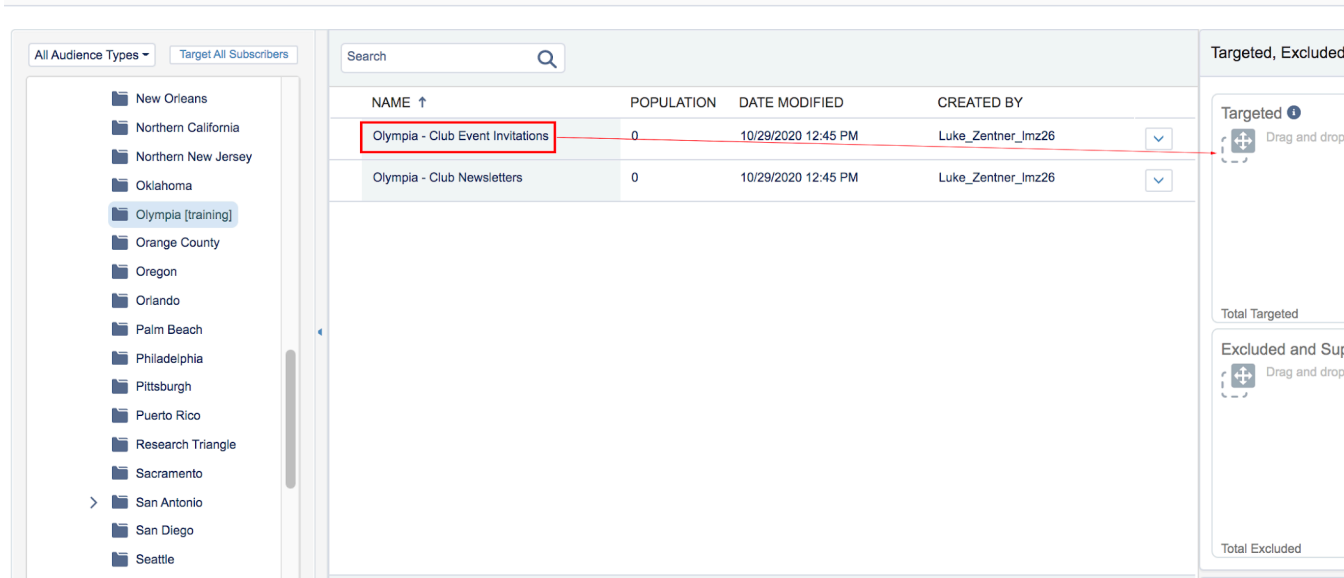
This preview does not display per



## 20. Choose your recipients, **DO NOT** select a **Publication List**.

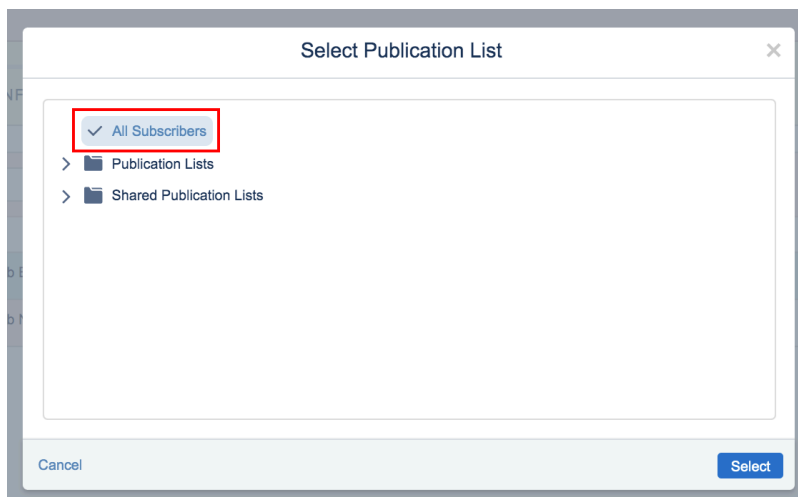
Choose your recipients corresponding to the Delivery Profile you selected.

1. Under the **Data Extensions** folder, find your class or club folder and select the recipient list matching your Delivery Profile.
2. Drag and drop the recipient lists to **Targeted**.



3. Under **Shared Publication List**, DO NOT select a publication list. Leave “All Subscribers” checked.

**[!] Leave All Subscribers checked in order to respect subscription preferences and comply with the [CAN-SPAM Act](#).**



## Troubleshooting

- **Your name doesn't appear in your class or club folder?** Email the GO Desk to add it: [theGODESK@georgetown.edu](mailto:theGODESK@georgetown.edu)

## 21. Schedule the email.

Enter the date and time you reserved on the calendar. Click **Next**.

**Send Email**

Define Properties Select Audience **Configure Delivery** Review and Send

**Send Timing**

☐ Send Immediately

☒ **Schedule**

April 14, 2020 at 10:00 AM

(GMT-05:00) Eastern Time (US & Canada) \*

\* Denotes this time zone honors daylight savings time

**Tracking**

☒ Track Clicks

☐ Suppress From Send Report

TRACKING DESTINATION FOLDER

☐ my tracking [Change](#)

**Advanced Options**

☒ Multipart MIME

**Do NOT send immediately, even if you missed your reserved send time.** Schedule the email at least an hour in the future, just in case you need to make any last-minute edits.

## 22. Confirm the details and send.

Scroll through the information to verify everything is correct: the **Sender Profile**, **Delivery Profile**, and **Recipients**.

### Verifying the Sender Profile

- The Sender Profile for clubs follows this pattern: Club\_[city/country].  
**Example:** Club\_Olympia
- The Sender Profile for classes follows this pattern: Class\_[class year].  
**Example:** Class\_2015

### Verifying the Delivery Profile

- CLUBS ONLY: Club Event Invitations **OR** Club Newsletters
- CLASSES ONLY: Class Events **OR** Class Newsletters **OR** Main Campus Undergraduate Giving and Solicitation

### Verifying the Recipient List

- Make sure the recipient list corresponds to your Delivery Profile.

## Verifying the Publication List

- Make sure it says “All Subscribers”

**[!] Triple-check All Subscribers is listed under Publication List and confirm your Targeted Audience before you click Send**

If everything looks good, check **This information is correct and this email is ready to send** and click **Send**.

Email Overview Content Subscribers Interactions A/B Testing Tracking Admin Feedback Clubs Katrina\_Trompeta\_kt674

### Send Email

DEFINE PROPERTIES SELECT AUDIENCE CONFIGURE DELIVERY REVIEW AND SEND

☒ This information is correct and this email is ready to send.

[Back](#) [Send](#)

**Audience**

Targeted Audience  
Olympia - Club Event Invitations ✓

Publication List  
All Subscribers ✓

Total Targeted  
0

Excluded Audience  
None

Suppressed Audience  
None

De-duplicate subscribers  
Yes

**Jack's birthday test Sept 27**

This preview does not display personalization or the header and footer for the selected delivery profile.

From: Georgetown Club of Olympia <thegodesk@advmail.georgetown.edu> ✓  
Subject: You're Invited: Join Olympia Hoyas for Jack's Birthday Bash  
Preheader:

[Desktop](#)

To view this email as a web page, go [here](#).

GEORGETOWN UNIVERSITY Alumni Association

Club of Olympia News & Events

## 23. View your pending send.

Navigate to the **Overview** tab. Toggle from the **Past** to **Pending** tab on the right. There you'll see your email queued up.

Email Overview Content Subscribers Interactions A/B Testing Tracking Admin Feedback Clubs Katrina\_Trompeta\_kt674

### Overview

Recent Items

Last Modified By Katrina\_Trompeta\_kt674

Content Builder Emails Emails Templates Portfolio Lists Groups Data Ext.

	<b>You're Invited Celebrate Jack...</b> You're Invited: Celebrate Jack the Bulldog's Birthday!	MODIFIED ON Wednesday, April 08, 2020 6:04 AM MODIFIED BY Katrina_Trompeta_kt674	CAMPAIGN
	<b>You're Invited Join Olympia H...</b> You're Invited: Join Olympia Hoyas for Jack's Birthday	MODIFIED ON Thursday, April 02, 2020 9:29 AM MODIFIED BY	CAMPAIGN

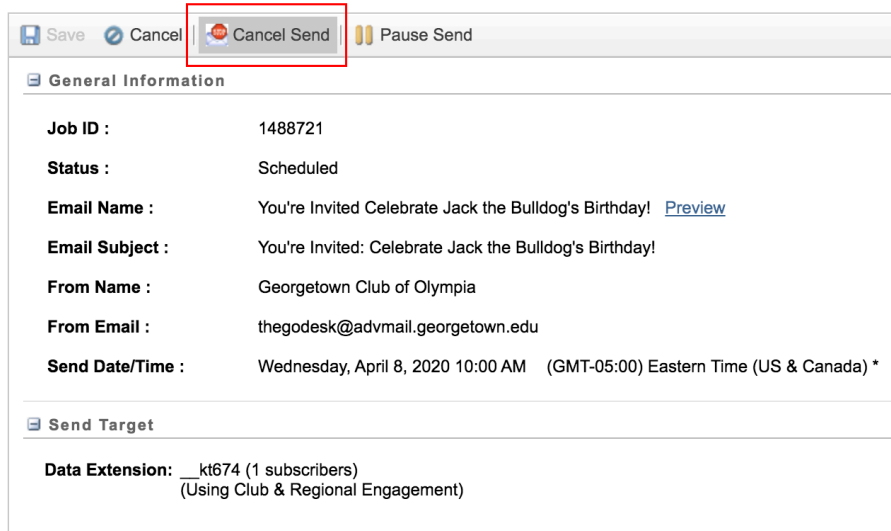
**Sends**

[Past](#) [Pending](#)

<b>You're Invited Celebrate Jack...</b> You're Invited: Celebrate Jack the Bulldog's Birthday!	SEND ON Wednesday, April 08, 2020 10:00 AM JOB ID 1488721
---	--

## 24. Cancel your pending send.

Click on your email under **Pending** sends. Click **Cancel Send** and then **OK** in the pop-up window.



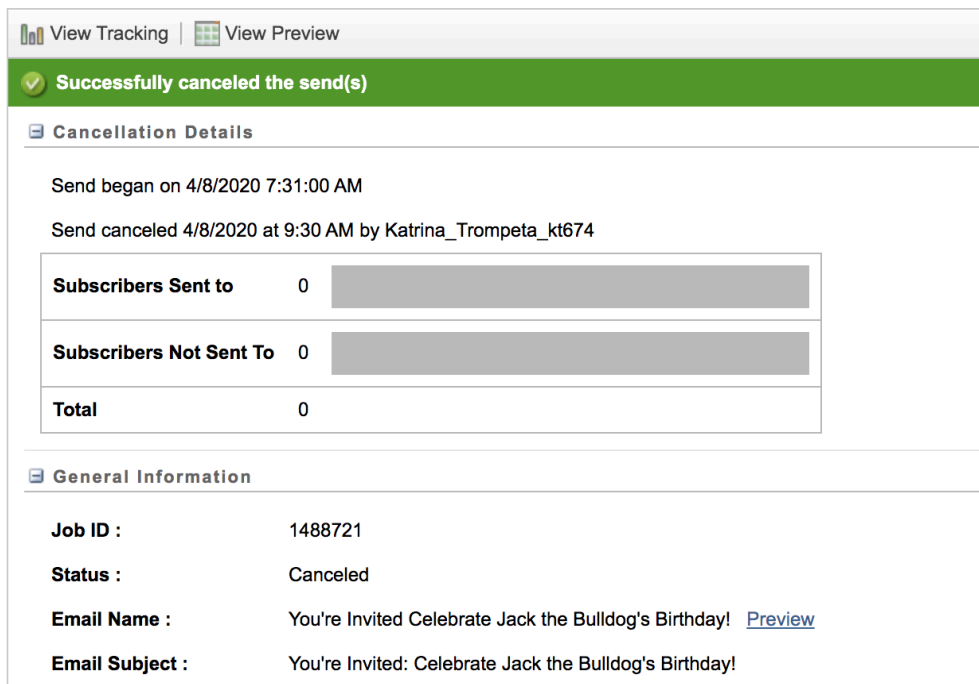
The screenshot shows the top toolbar with buttons: Save, Cancel, **Cancel Send** (highlighted with a red box), and Pause Send. Below the toolbar is the 'General Information' section for a pending email send.

<b>Job ID :</b>	1488721
<b>Status :</b>	Scheduled
<b>Email Name :</b>	You're Invited Celebrate Jack the Bulldog's Birthday! <a href="#">Preview</a>
<b>Email Subject :</b>	You're Invited: Celebrate Jack the Bulldog's Birthday!
<b>From Name :</b>	Georgetown Club of Olympia
<b>From Email :</b>	thegodesk@advmail.georgetown.edu
<b>Send Date/Time :</b>	Wednesday, April 8, 2020 10:00 AM (GMT-05:00) Eastern Time (US & Canada) *

Below the 'General Information' section is the 'Send Target' section.

**Data Extension:** \_kt674 (1 subscribers)  
(Using Club & Regional Engagement)

You have successfully canceled your email.



The screenshot shows the top toolbar with buttons: View Tracking and View Preview. Below the toolbar is a green banner with a checkmark icon and the text: **Successfully canceled the send(s)**.

Below the banner is the 'Cancellation Details' section.

Send began on 4/8/2020 7:31:00 AM  
Send canceled 4/8/2020 at 9:30 AM by Katrina\_Trompeta\_kt674

<b>Subscribers Sent to</b>	0	
<b>Subscribers Not Sent To</b>	0	
<b>Total</b>	0	

Below the 'Cancellation Details' section is the 'General Information' section.

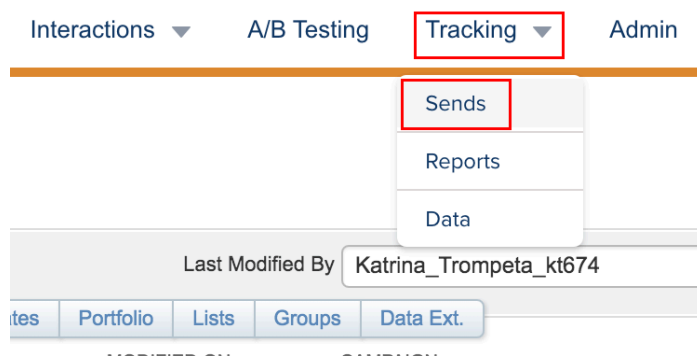
<b>Job ID :</b>	1488721
<b>Status :</b>	Canceled
<b>Email Name :</b>	You're Invited Celebrate Jack the Bulldog's Birthday! <a href="#">Preview</a>
<b>Email Subject :</b>	You're Invited: Celebrate Jack the Bulldog's Birthday!

## 2. REPORTS

### Email Performance Report

About 30 minutes after you send your email, you can check the tracking report to see if your recipients successfully received your email.

- On the top navigation bar, click **Tracking**, then **Sends**. We'll use an example email from Alumni Career Services.



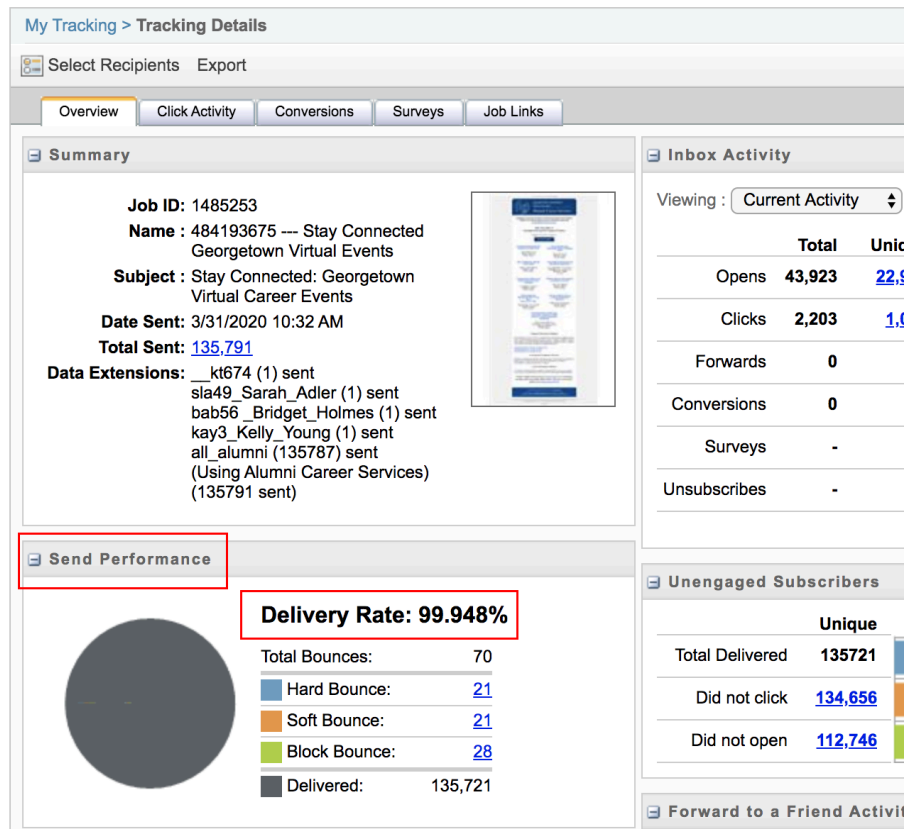
- Hover over the email name to see a preview.

A screenshot of the 'My Tracking' table in an email marketing platform. The table has columns for 'Job ID', 'Name', 'Date/Time Sent', 'Status', and 'Emails Sent'. The first row shows a job with ID 1485253, name '484193675 --- Stay Conn...', sent on 3/31/2020 at 10:32 AM, with a status of 'Complete' and 135,791 emails sent. The second row shows a job with ID 1482883, name '[ 3-25-20 COVID Draft -- ...', with a status of 'ete' and 1 email sent. The third row shows a job with ID 1482880, name '[ 3-25-20 COVID Draft -- ...', with a status of 'ete' and 1 email sent. The fourth row shows a job with ID 1482863, name '[ 3-25-20 COVID Draft -- ...', with a status of 'ete' and 1 email sent. The fifth row shows a job with ID 1480014, name '404237756 Stay Connect...', with a status of 'ete' and 136,113 emails sent. The sixth row shows a job with ID 1474841, name '470357773 In honor of Int...', with a status of 'ete' and 64,631 emails sent. The seventh row shows a job with ID 1471688, name '467965529 Join a Georg...', with a status of 'ete' and 136,365 emails sent. A preview of the email content is shown for the second row, featuring a blue header with the text 'Alumni Career Services' and a list of names and titles.

	Job ID	Name	Date/Time Sent	Status	Emails Sent	Un
<input type="checkbox"/>	1485253	484193675 --- Stay Conn...	3/31/2020 10:32 AM	Complete	135,791	
<input type="checkbox"/>	1482883	[ 3-25-20 COVID Draft -- ...		ete	1	
<input type="checkbox"/>	1482880	[ 3-25-20 COVID Draft -- ...		ete	1	
<input type="checkbox"/>	1482863	[ 3-25-20 COVID Draft -- ...		ete	1	
<input type="checkbox"/>	1480014	404237756 Stay Connect...		ete	136,113	
<input type="checkbox"/>	1474841	470357773 In honor of Int...		ete	64,631	
<input type="checkbox"/>	1471688	467965529 Join a Georg...		ete	136,365	

- Click the email under **Name** to view the report.

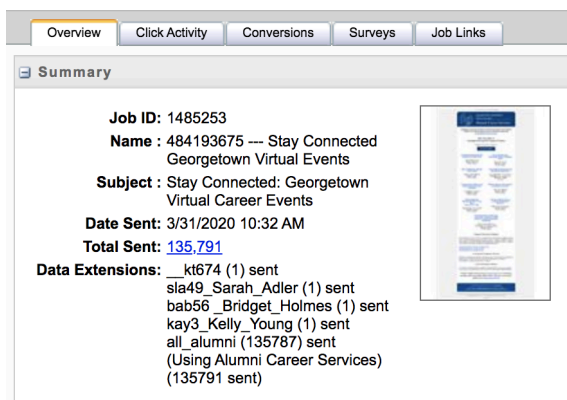
- Look at the **Send Performance** box to see your delivery rate. If it's higher than 90%: great, you sent the email correctly!



Now wait about 5-7 days before looking at this report again. You'll have more accurate data if you give your recipients a few days to open and read your email.

The individual report sections are explained below.

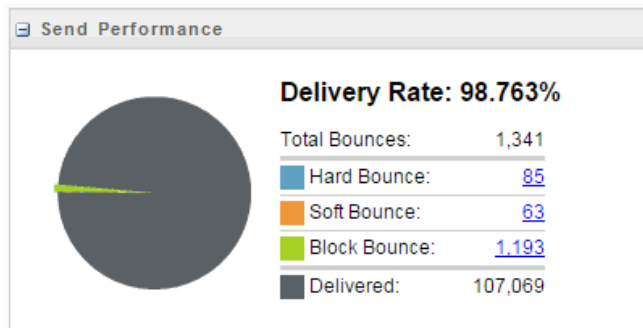
## Summary



This area lists high-level information about your email send.

- Click the number by Total Sent to see a list of email addresses the email was sent to.
- Under Data Extensions, you can see the Data Extensions you selected. The Publication List is indicated by the parentheses; in our example: (Using Alumni Career Services).

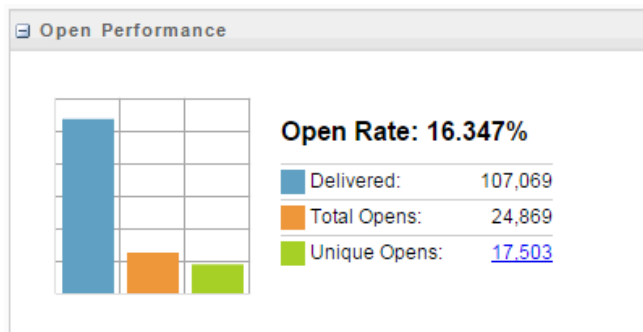
## Send Performance



The **Delivery Rate** is calculated via dividing the total delivered by the total sent.

Not all bounces result in an undelivered email. For more information on the different types of bounces, consult [Marketing Cloud's documentation on bounces](#).

## Open Performance



The Open Rate is calculated by dividing the Unique Opens by the total delivered.

Pay attention to Unique Opens rather than Total Opens because email clients can sometimes skew the total open rates (for example, Gmail refreshes every few seconds in the background, and if you have an email open, each refresh counts as a new open).

## Inbox Activity

Inbox Activity					
Viewing: Current Activity ▼					
	Total	Unique			
Opens	24,869	17,503	16.347%		
Clicks	1,701	1,100	1.027%		
Forwards	0	0	0%		
Conversions	0	0	0%		
Surveys	-	0	0%		
Unsubscribes	-	41	0.038%		

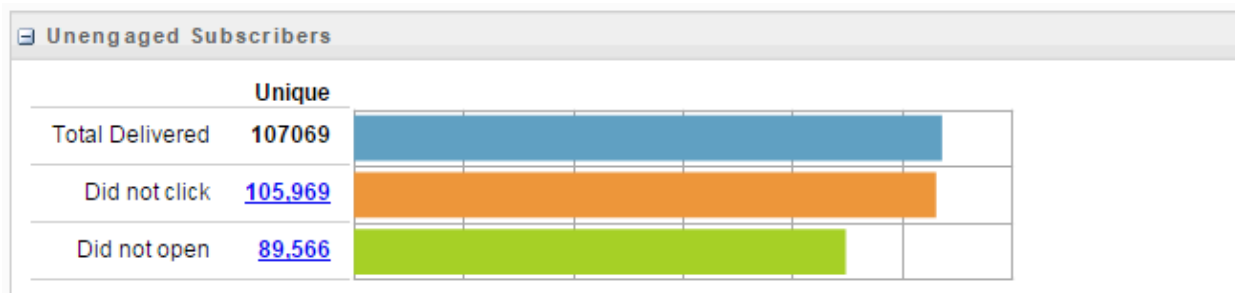
Total and Unique Clicks are shown here, and the Click-through Rate is the percentage to the right (1.027%).



The number of recipients who unsubscribed via this email is shown here.

Click on each number to see the recipients who opened, clicked, or unsubscribed.

## Unengaged Subscribers



This box shows the total number of recipients who didn't open or click on your email. Click on the numbers to view a list of email addresses.

## Forward to a Friend Activity

Forward to a Friend Activity				
	Total	Unique		
Clicked 'Forward' link	0	0		
Forward Activity	0	0		
New Subscribers	0	0		

This box shows the number of recipients who forwarded your email, and the new subscribers you gained from forwards. At present, Advancement's email marketing practices do not include the ability for a user to subscribe to a mailing list in this way, so the bottom row will always be 0.

**Wait at least 5-7 days after your email send date to get the most accurate data.**

## 3. FAQ

### **I don't have login information for Marketing Cloud. How do I request access?**

Fill out the [Advancement Web Applications request form](#) and select the access you need under the E-mail Marketing ("Marketing Cloud") section on the form.

### **How do I choose a campaign for my email?**

Choose the campaign associated with your audience. For example, if you're sending an email to the Club of Chicago, choose the Club of Chicago campaign. If you're emailing the Class of 2012, choose the Class of 2012 campaign.

You must select a campaign in order to enable staff to gather reports on email activity.

### **How do I create an email?**

[Start at step 5](#), provided you've completed steps a-4 (requested access to Marketing Cloud, gone through training, and scheduled your email on the calendar).

### **My email isn't quite ready, but I want to reserve a spot on the calendar. Is this ok?**

#### **How do I do this?**

Yes; in fact, you must reserve a spot on the calendar, regardless of the state your email is in! [Step 3 explains how to reserve your spot](#). If you decide to cancel your email later, make sure you remove the event pin on the calendar.

### **How can I get help composing a high-quality email?**

Email the GO Desk ([theGODesk@georgetown.edu](mailto:theGODesk@georgetown.edu)) for help.

### **How do I create a new recipient list (data extension)?**

Email [theGODesk@georgetown.edu](mailto:theGODesk@georgetown.edu).

### **How do I cancel a scheduled email?**

You can do this in Pending Sends. [See step 17 for details](#).

### **Help! My email is sending now, but I need to cancel it. How?**

You can cancel an email in Pending Sends. [See step 17 for details](#). You can't retract the emails that have already gone out, but any remaining recipients won't receive the email.

If you need to issue a correction (for example: date/location change, misinformation, or misspellings), send the corrected email as soon as possible after noticing the error. Use the same subject line, but add "CORRECTION:" at the beginning.

If you need help issuing a correction, email the GO Desk: [theGODesk@georgetown.edu](mailto:theGODesk@georgetown.edu)

### **What is a Publication List? How do I choose the right one?**

A Publication List is the group of people who have opted out of receiving a certain type of email, and it functions as a category for your email. By federal law, recipients must be provided the option to opt out of receiving emails.

Choosing a Publication List is simple:

- If you're sending an email to your class, choose the **Class** Publication List.

- If you're sending an email to your club, choose the **Club/Regional Engagement** Publication List.

## 4. GLOSSARY

**Business Unit** - functional or business area that roughly corresponds to Advancement team structure. Examples include Annual Giving, Career Services, and Law Center.

**Campaign** - a method of grouping emails, photos, and templates together for tracking and reporting purposes.

**Click-through Rate** - the rate at which recipients click on any link in an email. Calculated through dividing unique clicks by total delivered.

**Data Extension** - Marketing Cloud's name for a recipient list, or the group of people to whom you send an email.

**Marketing Cloud** - Advancement's email marketing system.

**Open Rate** - the rate at which recipients open an email. Calculated through dividing unique opens by total delivered.

**Publication List** - the group of people who have opted out of receiving a certain type of email, and also functions as a category for your email. Advancement has several Publication Lists (examples include Career Services, Class, Club, Annual Giving, Medical Center, and Alumni Association). The Publication List appears in the footer of your email: "This **Publication List** email was sent to [email address]".

[See the FAQ](#) for how to choose a Publication List.

**Sender Profile** - the name and email address the email is sent from (also shows up in your inbox at the top of the message), plus the name and email address that appear when you click "reply".

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### Example

From name: Georgetown Class of 2015

From email: [classof2015@advmail.georgetown.edu](mailto:classof2015@advmail.georgetown.edu)

Reply-to name: Georgetown Class of 2015

Reply-to email: [alumnirelations@georgetown.edu](mailto:alumnirelations@georgetown.edu)