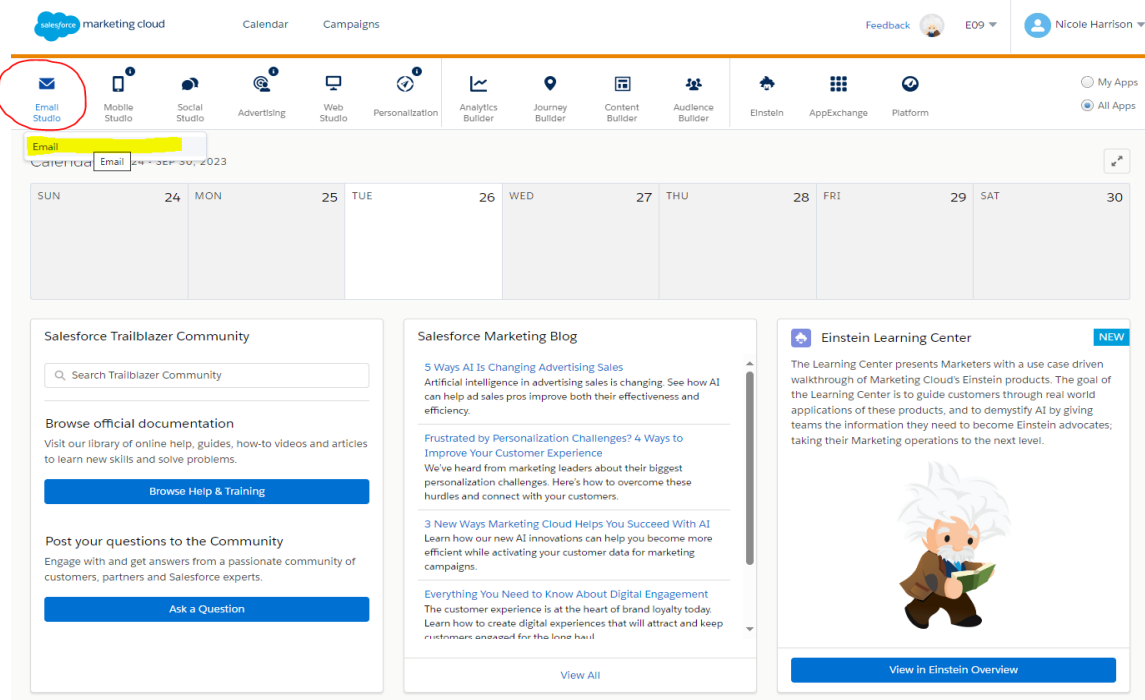
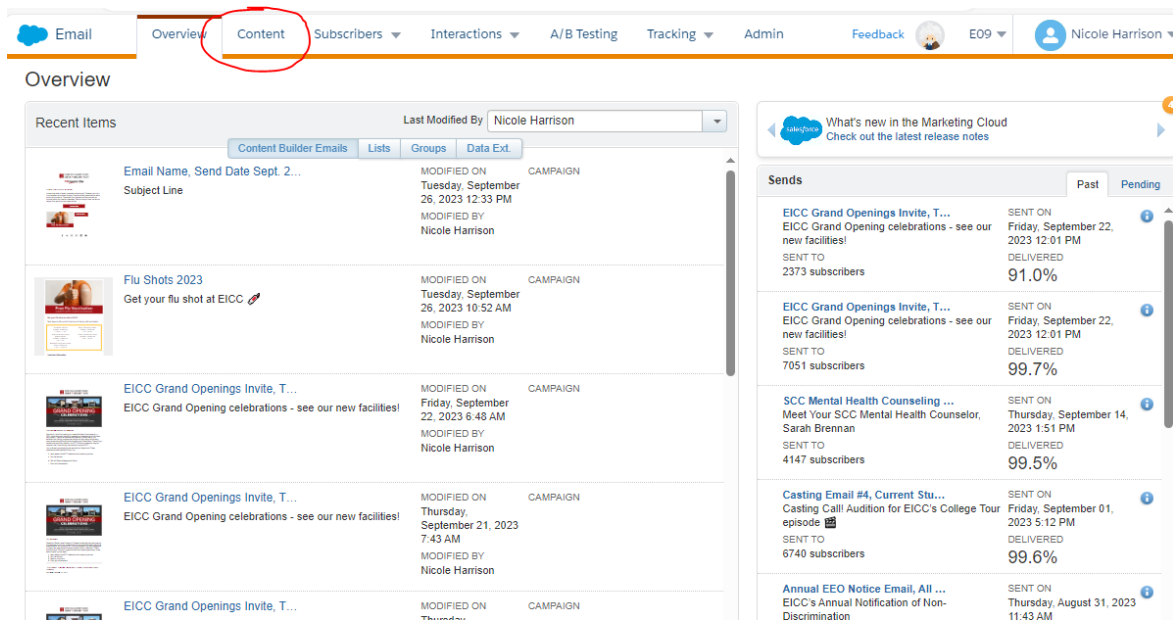


Salesforce Marketing Cloud | Send or Schedule an email

Step 1: Log in to Salesforce Marketing Cloud (<https://mc.exacttarget.com/cloud/#>), click on 'Email Studio' in the top ribbon and select 'Email' from the dropdown.



Step 2: Click on the 'Content' tab across the top of the page.



Step 3: Navigate to your folder in Content Builder, then select the email you want to send.

The screenshot shows the 'Content Builder' interface. In the left sidebar, under 'E09', the 'Clinton Student Services' folder is expanded, and the '2023 Fall Emails' sub-folder is selected. The main area displays a table of content items. The first item is 'Email Name, Send Date Sept. 26, 2023', which is circled in red. The table has columns for NAME, TYPE, CUSTOMER KEY, and MODIFIED. The item is a 'Template-Based Email' with a customer key of 'a126034e-3bde-4bd8-...' and was modified on '09/26/2023' by 'Nicole Harrison'.

NAME	TYPE	CUSTOMER KEY	MODIFIED
Email Name, Send Date Sept. 26, 2023	Template-Based Email	a126034e-3bde-4bd8-...	09/26/2023 Nicole Harrison

Step 4: Once in the email click on the white 'Send' button in the top right corner.

The screenshot shows the details page for the email 'Email Name, Send Date Sept. 26, 2023'. The 'Send' button in the top right corner is circled in red. The page is divided into two main sections: 'DETAILS' on the left and a preview area on the right. The 'DETAILS' section includes fields for Location (2023 Fall Emails), Asset ID (681902), Customer Key (a126034e-3bde-4bd8-a82a-09cd7143762b), Source Template (Student Services Template), Template Location (Templates), Owner (Nicole Harrison), Modified (September 26, 2023 2:33 PM by Nicole Harrison), Created (September 26, 2023 2:22 PM by Nicole Harrison), Email ID (41566773), and Language (utf-8). The preview area shows the email content, including the subject 'Subject Line', preheader 'Preheader Text', and a logo for 'EASTERN IOWA COMMUNITY COLLEGES CLINTON • MUSCATINE • SCOTT THE Community's College'. Below the logo is a paragraph of placeholder text 'Lorem ipsum dolor sit amet' and a red button labeled 'Button Text'.

Step 5: This will bring you to the send screen for the email.

In the first screen, click on the 'Sender Profile' dropdown.

The screenshot shows the 'Send Email' interface with the 'Content' tab selected. The 'Sender Profile' dropdown menu is open, showing a list of profiles. The 'Sender Profile' dropdown is highlighted with a yellow bar. The 'Delivery Profile' dropdown is also open, showing a list of profiles. The 'Tishly Herrington' profile is highlighted in the 'Delivery Profile' dropdown. The 'Next' button is visible in the top right corner.

Send Email

DEFINE PROPERTIES SELECT AUDIENCE CONFIGURE DELIVERY REVIEW AND SEND

Email Properties

Subject *
Subject Line

Preheader *
Preheader Text

From Options

FROM NAME SAVED SEND CLASSIFICATION

Default Commercial

Sender Profile Default

Description
From Name
From Email
Reply Name
Reply Email

Delivery Profile

Description
IP Address
Header
Footer

Ann Lawler
Brian Kelly
Default
Eastern Iowa Community College District
Michael Beane
Naomi DeWinter
Shelly Cram Rahif
Tishly Herrington
Default
Default

Email Name, Send Date Sept. 26, 2023

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

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

EASTERN IOWA COMMUNITY COLLEGES
CLINTON • MUSCATINE • SCOTT

THE Community's College

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Fusce quis enim placerat lectus mattis auctor vel quis mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed quis suscipit diam, nec lacinia neque. Nunc iaculis non arcu eget volutpat.

Button Text

Select the person who's email you will be sending this from and then click the white 'Next' button in the top right corner.

The screenshot shows the 'Send Email' interface with the 'Content' tab selected. The 'Sender Profile' dropdown menu is open, showing a list of profiles. The 'Sender Profile' dropdown is highlighted with a yellow bar. The 'Delivery Profile' dropdown is also open, showing a list of profiles. The 'Tishly Herrington' profile is highlighted in the 'Delivery Profile' dropdown. The 'Next' button is highlighted with a red circle in the top right corner.

Send Email

DEFINE PROPERTIES SELECT AUDIENCE CONFIGURE DELIVERY REVIEW AND SEND

Email Properties

Subject *
Subject Line

Preheader *
Preheader Text

From Options

FROM NAME SAVED SEND CLASSIFICATION

Default Commercial

Sender Profile Default

Description
From Name
From Email
Reply Name
Reply Email

Delivery Profile

Description
IP Address
Header
Footer

Ann Lawler
Brian Kelly
Default
Eastern Iowa Community College District
Michael Beane
Naomi DeWinter
Shelly Cram Rahif
Tishly Herrington
Default
Default

Email Name, Send Date Sept. 26, 2023

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

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

EASTERN IOWA COMMUNITY COLLEGES
CLINTON • MUSCATINE • SCOTT

THE Community's College

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Fusce quis enim placerat lectus mattis auctor vel quis mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed quis suscipit diam, nec lacinia neque. Nunc iaculis non arcu eget volutpat.

Button Text

Step 6: This will bring you to the 'Select Audience' step. Click on 'Data Extensions' in the left column and then click on your folder to access your Data Extensions.

Drag and drop the list you want to send to in the 'Targeting' panel in the right column.

The screenshot shows the 'Send Email' interface with the 'SELECT AUDIENCE' step active. On the left, under 'All Audience Types', 'Data Extensions' is selected, and 'Clinton Student Services' is highlighted. The main table lists the following data extension:

NAME	POPULATION	DATE MODIFIED	CREATED BY
Current Students	891	09/26/2023 12:55 PM	Nicole Harrison

A red circle highlights 'Current Students' in the table, and a red arrow points from it to the 'Targeted' panel on the right. The right panel shows 'Targeted, Excluded, and Suppressed' sections with drag-and-drop instructions. The 'Total Targeted' count is 0.

A 'Select Publication List' dialogue box will open up. Do not select or change anything, just click on the blue 'Select' button in the bottom right corner.

The 'Select Publication List' dialogue box is shown. It has a close button (X) in the top right corner. The content area shows 'All Subscribers' selected with a checkmark, and 'Publication Lists' expanded with a right-pointing arrow. At the bottom, there is a 'Cancel' button on the left and a blue 'Select' button on the right, which is circled in red.

Then click on the white 'Next' button in the top right corner.

The screenshot shows the 'Send Email' workflow in the 'SELECT AUDIENCE' step. The top navigation bar includes 'Email', 'Overview', 'Content', 'Subscribers', 'Interactions', 'A/B Testing', 'Tracking', 'Admin', 'Feedback', 'E09', and a user profile for 'Nicole Harrison'. The 'Send Email' header has a back arrow and the title. Below it is a progress bar with four steps: 'DEFINE PROPERTIES', 'SELECT AUDIENCE' (current), 'CONFIGURE DELIVERY', and 'REVIEW AND SEND'. On the right, 'Back' and 'Next' buttons are visible, with 'Next' circled in red. The main content area is divided into three sections: a left sidebar with 'All Audience Types' (My Lists, My Groups, Data Extensions, Data Filters, Suppression Lists, Audiences), a central table of audience members, and a right sidebar for 'Targeted, Excluded, and Suppressed' lists. The table lists 'Current Students' with a population of 891, last modified on 09/26/2023 at 12:55 PM by Nicole Harrison. The right sidebar shows 'Targeted (1)' with 'Current Students' and 'Total Targeted: 891'.

NAME ↑	POPULATION	DATE MODIFIED	CREATED BY
✓ Current Students	891	09/26/2023 12:55 PM	Nicole Harrison

Step 7: This brings us to the 'Configure Delivery' step. You can send an email out immediately, or select the 'Schedule' option and pick a date and time using the drop downs. Then click the white 'Next' button in the top right corner.

The screenshot shows the 'Send Email' workflow in the 'CONFIGURE DELIVERY' step. The top navigation bar is the same as the previous step. The 'Send Email' header and progress bar are also the same. The 'Next' button is no longer visible. The main content area is divided into three sections: 'Send Timing', 'Tracking', and 'Advanced Options'. The 'Send Timing' section has two options: 'Send Immediately' (highlighted in yellow) and 'Schedule' (with a calendar icon). Below 'Schedule' are 'Select Date' and 'Select Time' dropdowns, both highlighted in yellow. A note indicates '(GMT-05:00) Eastern Time (US & Canada) *' and a footnote states '* Denotes this time zone honors daylight savings time'. The 'Tracking' section has 'Track Clicks' checked and 'Suppress From Send Report' unchecked. The 'TRACKING DESTINATION FOLDER' is set to 'my tracking' with a 'Change' link. The 'Advanced Options' section has 'Multipart MIME' checked.

Step 8: This is the final 'Review and Send' step. Double check the highlighted areas to make sure the appropriate Audience, Sender Profile, and Send Timing are set. If everything looks good, check the 'This information is correct and this email is ready to send.' Box and click on the white 'Send' button in the top right corner.

The email will now be sent or scheduled.

Email Overview **Content** Subscribers Interactions A/B Testing Tracking Admin Feedback E09 Nicole Harrison

Send Email

DEFINE PROPERTIES SELECT AUDIENCE CONFIGURE DELIVERY REVIEW AND SEND

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

Audience

Targeted Audience
Current Students

Publication List
All Subscribers

Total Targeted
891

Excluded Audience
None

Suppressed Audience
None

De-duplicate subscribers
Yes

Delivery

Send Timing
Send Immediately

Tracking Destination Folder
my tracking

Track Clicks
Yes

Multipart MIME
Yes

Email Name, Send Date Sept. 26, 2023

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

From: Tishly Herrington, EICC Interim Dean of Enrollment Services <therrington@eicc.edu>
Subject: Subject Line
Preheader: Preheader Text

Desktop

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

EASTERN IOWA COMMUNITY COLLEGES
CLINTON ♦ MUSCATINE ♦ SCOTT
THE Community's College

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent quis nisl in turpis sodales luctus aliquet at quam. Fusce quis enim placerat lectus mattis auctor vel quis mauris. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed quis suscipit diam, nec lacinia neque. Nunc iaculis non arcu eget volutpat.

Once you hit send, you can work on other emails, or log out. The system will send out the email. You do not need to leave the browser open.