

Salesforce Marketing Cloud | Use an email template

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.

The screenshot shows the Salesforce Marketing Cloud interface. In the top ribbon, the 'Email Studio' icon is highlighted with a red circle. Below the ribbon, a calendar view for September 2023 is visible. The main content area includes sections for the Salesforce Trailblazer Community, Salesforce Marketing Blog, and Einstein Learning Center.

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

The screenshot shows the Salesforce Marketing Cloud interface with the 'Content' tab selected in the top ribbon. The main content area displays the 'Overview' section, which includes a list of recent items and a 'Sends' section.

Recent Items

Item Name	Modified On	Modified By	Campaign
Flu Shots 2023 Get your flu shot at EICC	Tuesday, September 26, 2023 10:52 AM	Nicole Harrison	CAMPAIGN
EICC Grand Openings Invite, T... EICC Grand Opening celebrations - see our new facilities!	Friday, September 22, 2023 6:48 AM	Nicole Harrison	CAMPAIGN
EICC Grand Openings Invite, T... EICC Grand Opening celebrations - see our new facilities!	Thursday, September 21, 2023 7:43 AM	Nicole Harrison	CAMPAIGN
EICC Grand Openings Invite, T... EICC Grand Opening celebrations - see our new facilities!	Thursday, September 21, 2023 7:43 AM	Nicole Harrison	CAMPAIGN

Sends

Send Name	Sent On	Sent To	Delivered
EICC Grand Openings Invite, T... EICC Grand Opening celebrations - see our new facilities!	Friday, September 22, 2023 12:01 PM	2373 subscribers	91.0%
EICC Grand Openings Invite, T... EICC Grand Opening celebrations - see our new facilities!	Friday, September 22, 2023 12:01 PM	7051 subscribers	99.7%
SCC Mental Health Counseling ... Meet Your SCC Mental Health Counselor, Sarah Brennan	Thursday, September 14, 2023 1:51 PM	4147 subscribers	99.5%
Casting Email #4, Current Stu... Casting Call! Audition for EICC's	Friday, September 01, 2023 1:51 PM		

Step 3: In the Content screen click the arrow next to 'Content Builder' in the left column. Once the Content Builder section is open you will see a 'Template' folder. Click the arrow to expand this section.

The screenshot shows the 'Content Builder' interface. On the left sidebar, under 'E09', the 'Content Builder' folder is expanded, and the 'Templates' sub-folder is highlighted with a red circle. The main area displays a table of email templates. The table has columns: NAME, TYPE, CUSTOMER KEY, and MODIFIED. There are three templates listed: 'New Student Message - Revised', 'Spring Scholarship - Revised DN', and 'Tuition Past Due - Revised DN'. Each template has a small icon to its left and a dropdown arrow to its right.

	NAME ↑	TYPE	CUSTOMER KEY	MODIFIED
☐	New Student Message - Revised %%FirstName%%, welcome to Eastern Iowa Co...	Template-Based Email	8d1b7baa-153b-4f27-...	12/12/2023 Nicole Harrison
☐	Spring Scholarship - Revised DN Looking for a great and affordable college educat...	Template-Based Email	6b08ea64-2850-4b4b-...	11/29/2023 Nicole Harrison
☐	Tuition Past Due - Revised DN %%FirstName%%, Fall 202X tuition is past due.	Template-Based Email	12fe0ae7-f0d3-4a88-a...	11/29/2023 Nicole Harrison

Step 4: Find the email template that you want to use and click the down arrow  to the right of the email name, and select 'Duplicate' from the dropdown menu.

The screenshot shows the 'Content Builder' interface with the 'New Student Message - Revised' template highlighted in yellow. A dropdown menu is open to the right of the template name, showing options: Edit, Properties, Send, Preview and Test, Content Detective, Inbox Preview, Copy Location, Move, Duplicate, and Send to Recycle Bin. The 'Duplicate' option is circled in red.

	NAME ↑	TYPE	CUSTOMER KEY	MODIFIED
☐	New Student Message - Revised %%FirstName%%, welcome to Eastern Iowa Co...	Template-Based Email	8d1b7baa-153b-4f27-...	12/12/2023 Nicole Harrison
☐	Spring Scholarship - Revised DN Looking for a great and affordable college educat...	Template-Based Email	6b08ea64-2850-4b4b-...	
☐	Tuition Past Due - Revised DN %%FirstName%%, Fall 202X tuition is past due.	Template-Based Email	12fe0ae7-f0d3-4a88-a...	

Step 5: In the 'Duplicate Content' dialogue box that pops up, hover over the 'Name' field at the top of the right panel. A pencil icon will appear, click on the pencil icon and rename the email.

Duplicate Content

Subject: %%FirstName%%, welcome to Eastern Iowa Community Colleges!

Preheader:
We received your application and are so excited you are joining us, here's your next steps.

To view this email as a web page, go here.

EASTERN IOWA COMMUNITY COLLEGES
CLINTON • MUSCATINE • SCOTT

THE Community's College

Dear %%FirstName%%,

Welcome to Eastern Iowa Community Colleges (EICC)! We received your application and are so excited you are joining us. Whether you plan to attend classes at the Clinton, Muscatine, or Scott Community College campuses, or take your courses online, we'll do all we can to make your transition smooth.

First, [login to your EICConnect account](#), which is your portal into everything. Access your email and class schedules. Upload assignments. Reach out to your instructor. Find information about advising, activities, and financial aid. You'll use EICConnect for all online classes. To activate your account, use the following:

- Student ID#: **ADD STUDENT ID VARIABLE**
- Username: **ADD USERNAME VARIABLE**

Once you login, [you can change your password following these steps](#), and every six months we'll remind you to set a new one.

[This link will take you to step-by-step instructions for logging into EICConnect.](#)

Name: New Student Message - Revised - 20...

Location: Templates [Move](#)

Description: Welcome to EICC email that contains student checklist steps and links to self.

Customer Key:

Language: Unicode - UTF-8

Attributes:

Parameter 1
[AdditionalEmailAttribute1=]

Parameter 2
[AdditionalEmailAttribute2=]

Parameter 3
[AdditionalEmailAttribute3=]

Parameter 4
[AdditionalEmailAttribute4=]

Parameter 5
[AdditionalEmailAttribute5=]

[Cancel](#) [Save and Edit](#) [Save](#)

Then click on the 'Move' link next to the 'Location' field.

In the resulting dialogue box, select the folder to save the email to, and then click the blue 'Save' button in the bottom right corner.

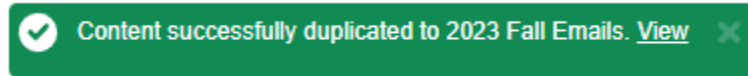
Move

Content Builder

- > Clinton Student Services
- > District Student Services
- > EICC Marketing
- > Muscatine Student Services
 - 2023 Fall Emails
 - 2024 Spring Emails
 - Images
- > Scott Student Services
- > Templates

[Cancel](#) [Save](#)

Step 6: You can then click on the green pop up that appears to view and edit the email.



Or you can navigate to the email through the content build panel on the left.

Content Builder

E09

- Content Builder
 - Clinton Student Services
 - District Student Services
 - EICC Marketing
 - Muscatine Student Services
 - 2023 Fall Emails
 - 2024 Spring Emails
 - Images
 - Scott Student Services
 - Templates

How-To Videos + Create

Search Show Folders Sort By Name

2 Content Items | Content Builder > Muscatine Student Services > 2023 Fall Emails Tags Actions

	NAME ↑	TYPE	CUSTOMER KEY	MODIFIED	
☐	MCC New Student Message - Deember 2023 %%FirstName%%, welcome to Eastern Iowa Co...	Template-Based Email	f65dea62-e96b-4f9c-b...	12/12/2023 Nicole Harrison	▼
☐	New Student Message - December 2023 %%FirstName%%, welcome to Eastern Iowa Co...	Template-Based Email	9450c9b3-ee99-46c8-...	12/12/2023 Nicole Harrison	▼

Step 7: You can then go into the email and edit and send it like any other email.

Make sure that you check that your variable data matches up with your Data Extension, for filling the name and any other personalized information before sending.