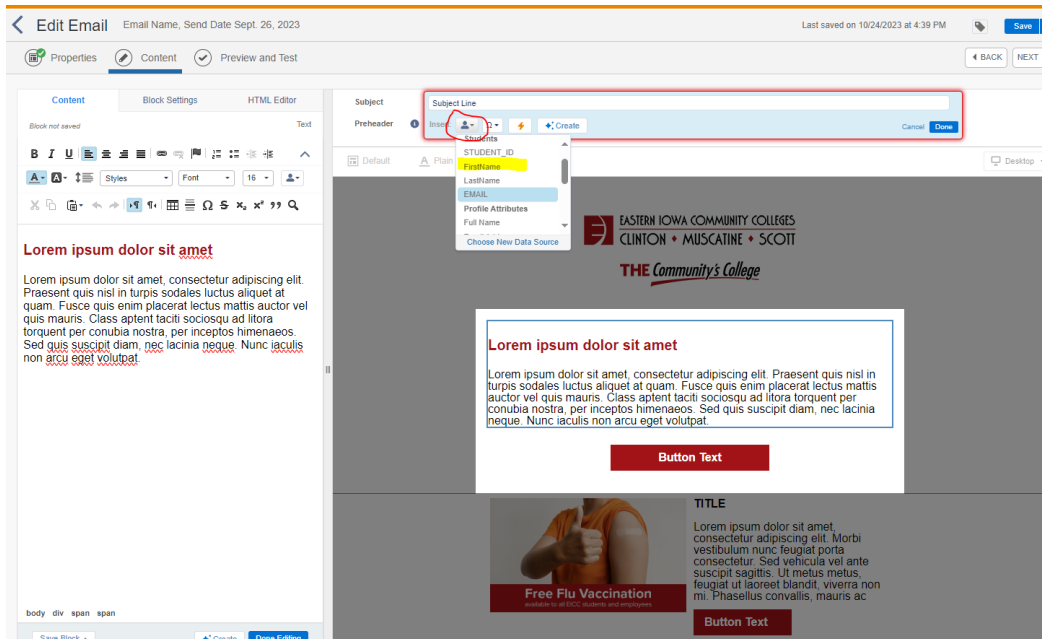


Salesforce Marketing Cloud | How to Mail Merge



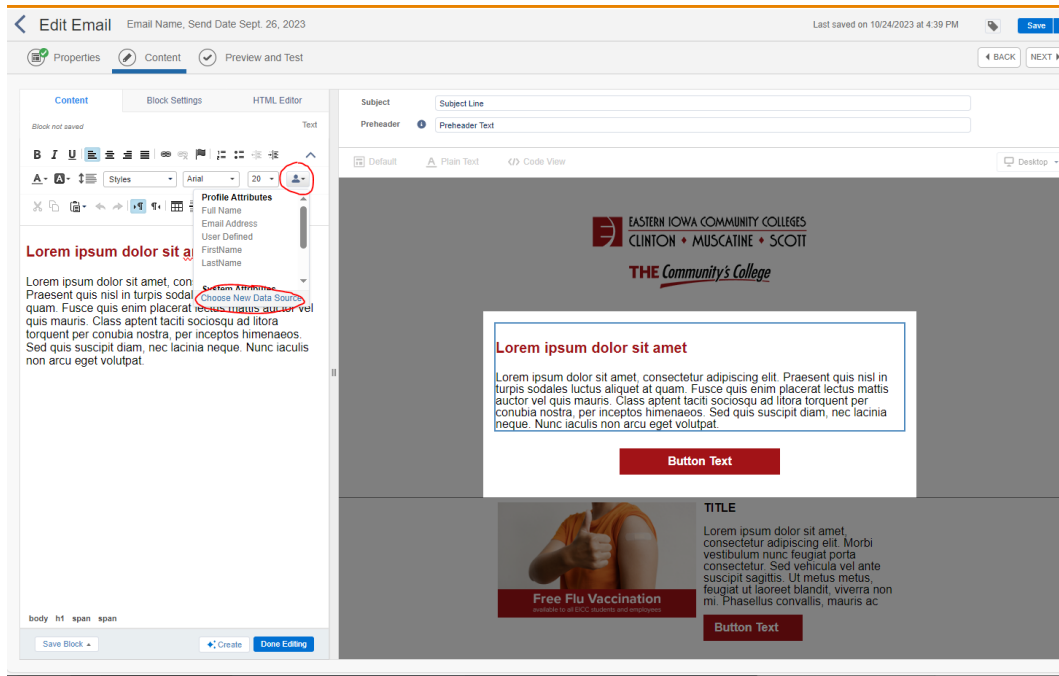
In the editor options, you will see an icon of a person. This will allow you do the same thing as Mail Merge in Microsoft. You just select the attribute name from the list that you want to use, like 'FirstName' which will insert '%%FirstName%%' this tells the system to load the first name of the record into that spot.

NOTE: YOU MUST HAVE THOSE FIELDS IN YOUR DATA EXTENSION FOR IT TO WORK.

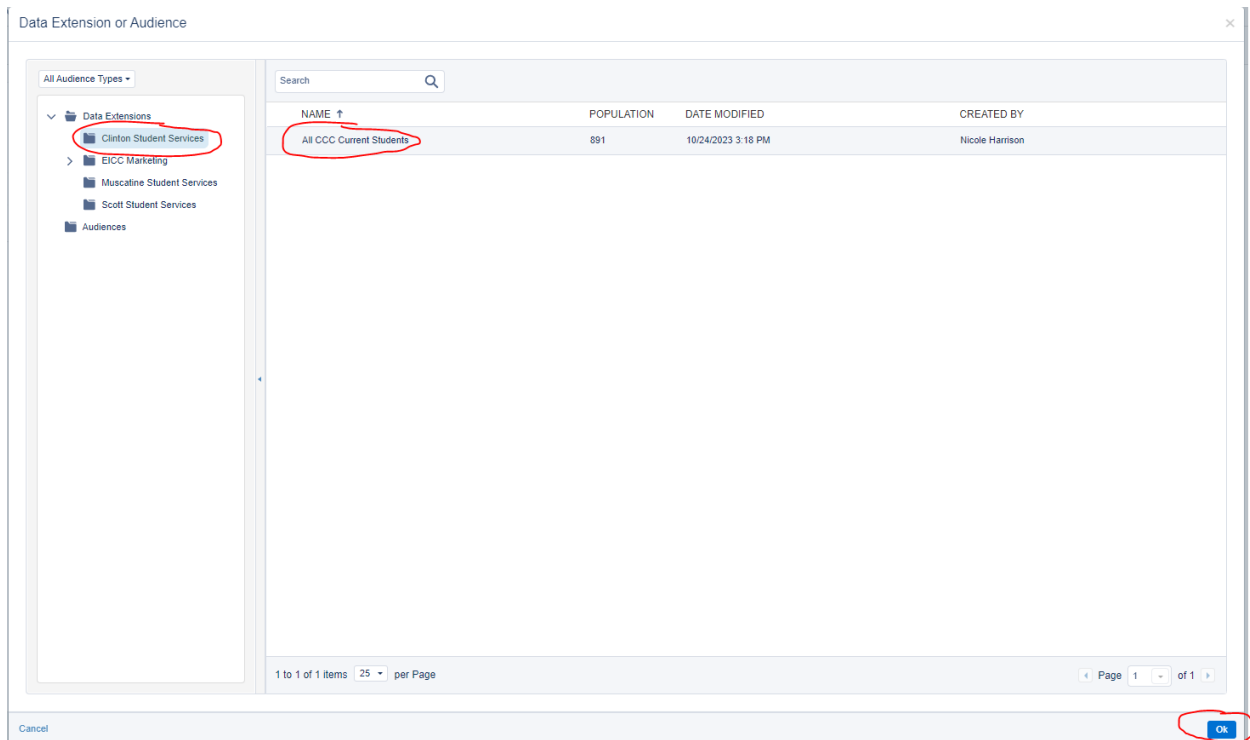


You can load all the options from your specific Data Extension into the drop down menu.

At the bottom of the drop down menu click in the blue "Choose New Data Source" link.



A dialogue box will pop up. Using the left pane, navigate to your folder under 'Data Extensions' and select your chosen Data Extension from the list. Click the blue 'OK' button in the bottom right corner.



This will add the Data Extension name in bold followed by all the field options from that Data Extension below it in the dropdown list.

Just place the cursor in the text where you want the information to be place and click on the attribute option in the list to place it.

The screenshot shows the WordPress editor interface. At the top, there are tabs for 'Content', 'Block Settings', and 'HTML Editor'. Below the tabs, a message says 'Block not saved'. The editor area contains a table with the following content:

All CCC Current Students	STUDENT_ID	FirstName	LastName	EMAIL
Profile Attributes	Full Name			

A dropdown menu is open over the table, showing options to 'Choose New Data Source'.