Salesforce Marketing Cloud

Updates to Subscription Process and Management
Salesforce Marketing Cloud

Elevating the way we communicate with our members through the tools of Salesforce Marketing Cloud and the data of NEA360
SFMC Classic Editor vs. Content Builder

What you need to know:

- Support/ability to create new content in Classic Email/Classic Editor is going away after January 2019

- **You don’t need to rebuild/recreate all your existing emails/templates/assets in Content Builder!**
  - Start importing your classic content emails, templates, content blocks, and assets between now and January 2019
  - Create an “Imported from Classic Content” folder in Content Builder
  - Import using folders so organizational structure is intact
  - Create an “Imported from Classic Content” folder in Content Builder, and after the import is completed, move everything there

- If you have a custom footer that uses Classic Library content in a delivery profile, you will need to rebuild that footer as a content block in Content Builder to start using it in your new emails
Who’s this webinar for?

- Everyone who uses a 2-click unsubscribe process
- States that utilize both NEA360 and Salesforce Marketing Cloud
- States that currently use NEA360 to manage subscriptions
- States that currently use SFMC to manage subscriptions but are considering or at least interested changing to NEA360-managed
NEA360-Managed States

- Arizona Education Association
- Colorado Education Association
- Connecticut Education Association
- Indiana State Teachers Association
- Kansas NEA
- Missouri NEA
- NEA-Alaska

- North Carolina Assn of Educators
- North Dakota United
- South Dakota Education Association
- Tennessee Education Association
- Texas State Teachers Association
- Wisconsin Education Assn Council
- Wyoming Education Association
SFMC-Managed States

- Alabama Education Association
- Arkansas Education Association
- Columbus Education Association
- Delaware Education Association
- Education Minnesota
- Federal Education Association
- Florida Education Association
- Idaho Education Association
- Illinois Education Association-NEA
- Iowa Education Association
- Louisiana Association of Educators
- Maine Benefits & Trust
- Maine Education Association (Retiree News & Events)
- Mississippi Education Association
- NEA-Rhode Island
- Nebraska State Education Association
- New Mexico Education Association
- Ohio Education Association
- Oklahoma Education Association
- Oregon Education Association
- South Carolina Education Association
- Utah Education Association
- Vermont Education Association
- Virginia Education Association
- West Virginia Education Association
For this Session

- Using your existing username and password, log into your SFMC account: mc.exacttarget.com
- Refer to this slide deck to follow along with the presentation on the screen
- Submit any questions you have (at any time or during the Q&A portion) via Adobe Connect's chat feature
Using NEA360 to Manage Subscriptions
## Agenda Overview

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<th>What are we doing?</th>
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<td><strong>January 24</strong></td>
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<td><strong>3:30PM - 4:30PM</strong></td>
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<td>Log-in to SFMC</td>
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<td>Welcome &amp; Agenda Review:</td>
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<td>• CAN-SPAM Act</td>
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<td>• Subscription process</td>
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<td>• Using NEA360 to manage subscriptions</td>
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CAN-SPAM Act

- Applies to both bulk emails and commercial messages
- Main requirements around:
  - False or misleading headers/deceptive subject lines
  - Telling recipients your location/how to opt out, and honoring opt-out requests promptly
  - Monitoring what others are doing on your behalf

Unsubscribe Process

- From the email footer, a subscriber can select a two-click Unsubscribe form

- This will open a web form which:
  - Carries over the subscriber’s email address
  - Requires the subscriber to select a Submit button

- An Unsubscribe is then recorded on the member’s record on the publications list

- If affiliate is utilizing NEA360 to manage subscriptions:
  - An Unsubscribe is also recorded on the member’s profile
Subscriptions Process

- All Member are subscribed to receiving emails
  - As a benefit to members, NEA and its affiliates automatically opt-in members for email communications (newsletters, political advocacy, etc.)
  - NEA and its affiliates are required to follow CAN-SPAM laws that allow a subscriber the option to opt-out of receiving emails via an unsubscribe link

- All emails require a pre-established publications list to record subscription options

- NEA and its affiliates have the option to manage subscriptions through NEA360
Using NEA360 to Manage Subscriptions

- NEA360 admin and member portal can manage subscriptions
- SFMC and NEA360 can be interconnected
  - Unsubscribe is processed immediately upon submission
  - Re-subscribe is processed within 24 hours
- Advantages of using NEA360
  - Easier access to member profile
  - Single location for member subscriptions on both state and national levels
  - Simpler process to add, unsubscribe, resubscribe, and troubleshoot subscriber status
Landing Pages v. Microsites

- Microsites pages are created using Classic Content
  - SFMC is sunsetting Classic Content for emails
  - SFMC will eventually sunset Classic Content for microsites
    - The page will still exist but cannot be edited.
- Landing Pages are created using CloudPages
  - CloudPages is the recommended method for creating webpages using SFMC
What has NEA Provided?

- **For states that are utilizing NEA360 to manage subscriptions:**
  - NEA has created a landing page (using CloudPages) with that same unsubscribe code and provided a link.

- **For states that are utilizing SFMC to manage subscriptions:**
  - NEA has created a landing page (using CloudPages) with the updated unsubscribe code that utilizes SFMC and provided a link.
  - NEA has created a landing page (using CloudPages) with the updated unsubscribe code that utilizes NEA360 but you need to contact NEA to complete the process before you can link to this page.
Unsubscribe Link in Footers

- Each business unit can have multiple footers:
  - As a content block
  - Embedded in a template
  - Embedded in an email

- Locate and open footer
  - Select content to be edited
  - Find unsubscribe link and double-click
  - Insert new link and save
Still Need to Use SFMC Managed

- Not all unsubscribes are managed through NEA360
- Must create a footer that links to an Unsubscribe Form that updates SFMC
Requirements for managing subscriptions in NEA360

- Subscribers must exist in NEA360.
- Publication records must exist in NEA360 (contact your NEA360 Admin to set this up)
- NEA360 becomes system of record for subscriptions – new records must be added there, not SFMC
<table>
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<tr>
<th>I have an email communications product that...</th>
<th>Use native SFMC footer (1-click unsubscribe)</th>
<th>Use Cloud Pages Landing Page (2-click unsubscribe)</th>
<th>Use Cloud Pages Landing Page with NEA360 Integration (2-click unsubscribe)</th>
<th>Use Existing Microsite (2-click unsubscribe)**</th>
</tr>
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<tr>
<td>Delivery profile Footer setting is Default</td>
<td>Delivery profile Footer setting is No Footer; Footer information is in Email template</td>
<td>Delivery profile Footer setting is None; Footer information is in Email template</td>
<td>Delivery profile Footer setting is Library Content, linking to a Classic Content block with footer information</td>
<td>**This option will soon be unsupported and uneditable.</td>
</tr>
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</table>

- Goes to a standard data extension and is not managed in NEA360
- Goes to a standard data extension and is managed in NEA360
- Goes to a filtered data extension
Additional Resources

- Unsubscribe Overview
- Unsubscribe Settings
- Master Unsubscribe
Questions?
Thank you for coming!

Email us if you have questions you didn’t get to ask

SFMCHelp@nea.org
Currently, all business units' microsites are up-to-date and working.

Recommendation:

- If you are currently utilizing NEA360 to manage subscriptions, change all your footer unsubscribe links to point to the landing pages
- If you are currently utilizing SFMC to manage subscriptions and want to change to managing using NEA360:
  - Contact NEA to connect your publications list to the NEA360 subscriptions process
  - Upon completion, change all your footer unsubscribe links to point to the landing pages
Who’s this webinar for?

Current Salesforce Marketing Cloud users:

- whose state utilizes NEA360 to manage subscriptions
  - but have not been trained in managing subscriptions
- Whose state utilizes Salesforce Marketing Cloud (SFMC) to manage subscriptions using Publications List