



Driving Digital Innovation in a 104-Year-Old Organization



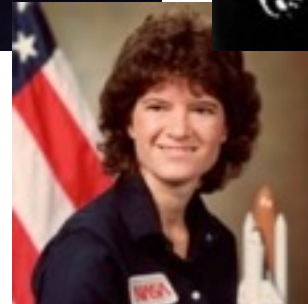
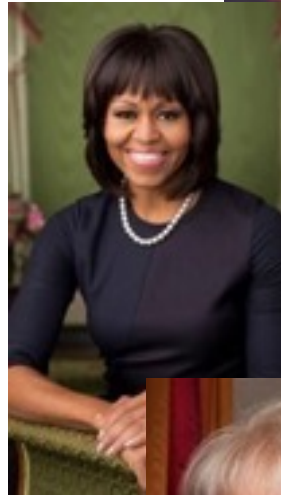
Kristin Bond, Girl Scouts of the USA

@emailsnarketing // #EIS16

The Email Innovations Summit, May 18-19, Las Vegas



All the cool kids were Girl Scouts



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Innovation is a relative concept



in·no·va·tion

Noun

- The act or process of innovating

Synonyms: change, alteration, revolution, upheaval, transformation, metamorphosis, breakthrough

- A new method, idea, product, etc.



Girl Scouts: The Numbers



800,000

adult volunteers

112

councils throughout the
United States

18,000 94

Girl Scouts overseas in

countries

Nearly

2 5-17

million girls

years of age

59

million living alumnae

Largest member of the World
Association of Girl Guides
and Girl Scouts (WAGGGS), a
global movement comprised
of more than

10

million girls in

145

countries worldwide



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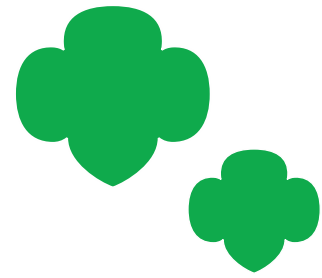
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Girl Empowerment is a huge category



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Customer Engagement Initiative



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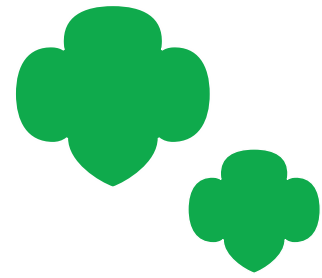
Customer Engagement Initiative



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If they're happy, we're happy





Disruption can be scary.



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Team work makes the dream work



Here's where I come in

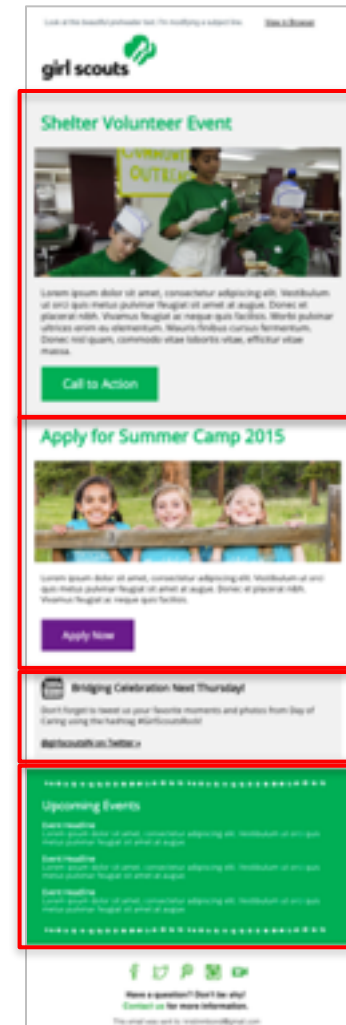
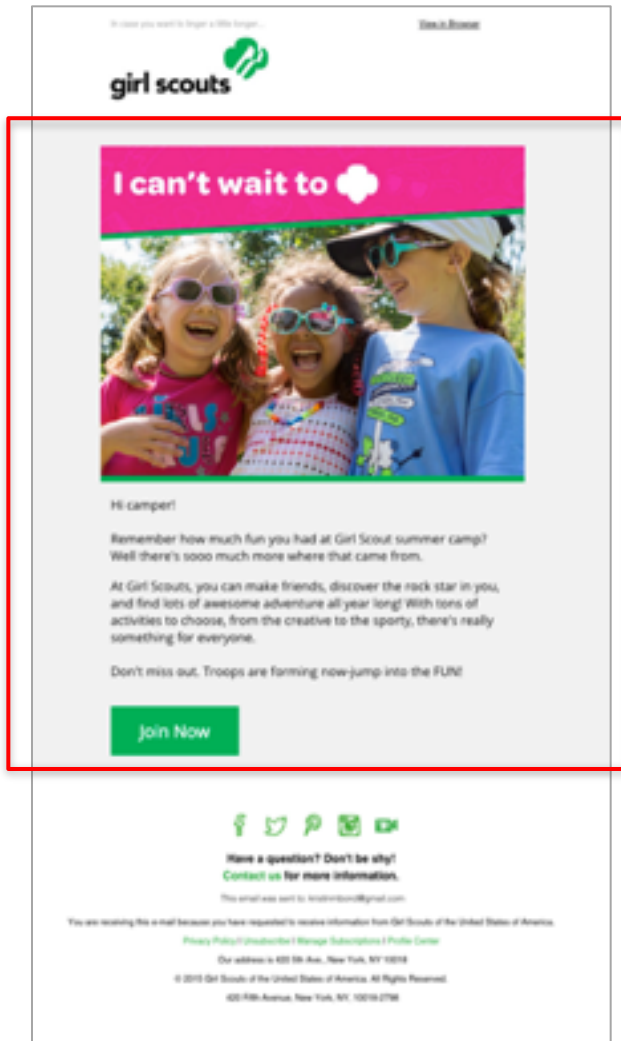


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First order of business: Templates

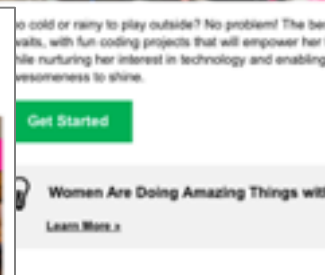
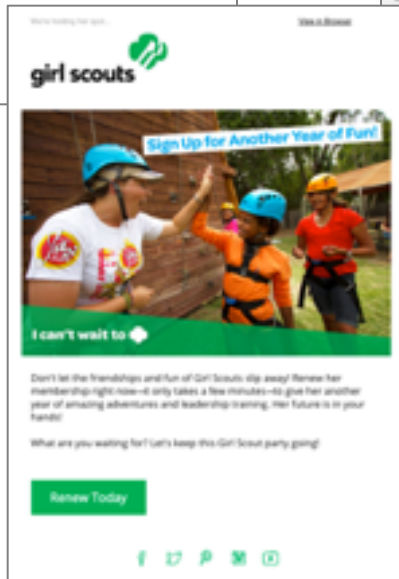
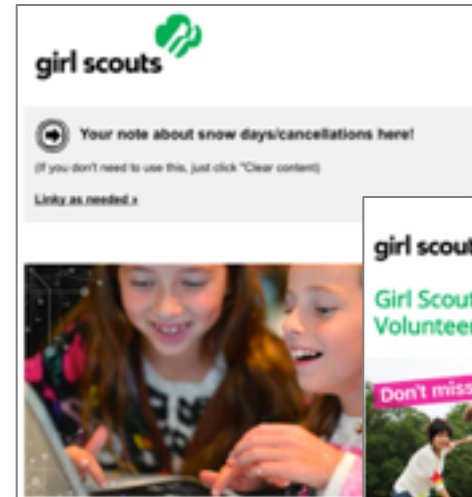
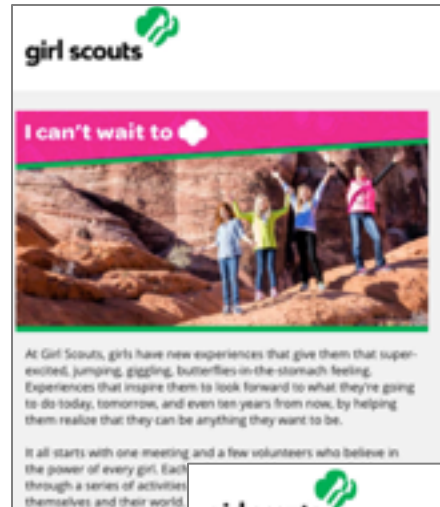


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Shared Emails for Everyone!



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You can lead a horse to a webinar...



I get a lot of questions



What's pre-header text?

How do I embed a gif into my emails?

I'm getting this weird error message...

What's wrong with my header?

What's the best time of day/
day of week to send an email?

Why did my send fail?

Can I embed a calendar in my email?

Are surveys considered Transactional?

Can I attach a document to my email?

Why are you making that face when I say "eblast"?

How do I put a table of contents in my email like I can in Mailchimp?

Can I put a video in my email?

How do I share my email on Facebook?

Can I see if an email I sent through Outlook was opened or clicked?

What's wrong with sending a PDF of our print invitation embedded in the email?

How do I change the from name and email address?

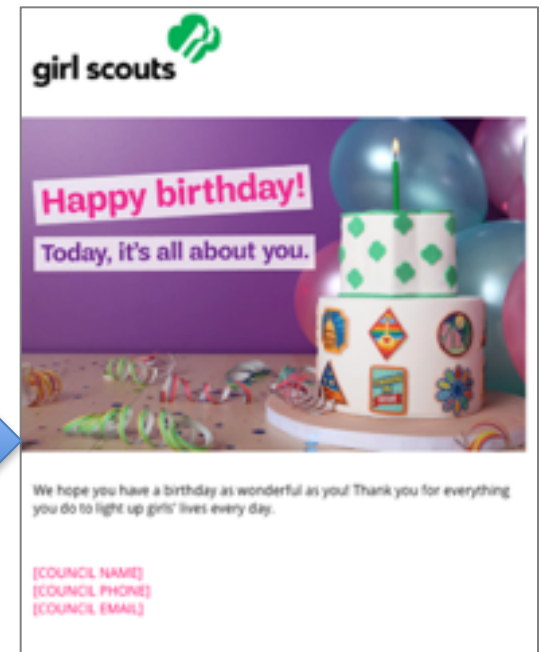
I want to use a different font...

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Keeping communication open



Email Nerd Newsletter



girl scouts

Hello All!

I hope you're all having a wonderful day, and that Spring renewal is going well. The March/April Councils have officially been onboarded to SFMC, so be sure to [say hi to them on Chatter!](#)

We've admittedly hit a few bumps in the last few weeks with email sends, and almost all of them have had to do with certain filter criteria (or lack thereof...) in Salesforce reports for SFMC emails. Up until recently, we had only had one issue ever where a council didn't include a council code and sent an email to other councils, and it was VERY early on when we only had 5 councils on the system. However, it's happened twice in the last month, and we now have 48 councils, and new users joining all the time. So if it sounds like I've said this a million times, on a million webinars lately, it's because it's really important: **You absolutely have to include your council code in your filter criteria on your Salesforce report**, no exceptions. Unfortunately, that is THE only way we have right now to ensure that your emails only go to your own council. I know that means you're at the mercy of other councils' reports, which admittedly isn't ideal. We're in conversations with SFMC to see if we can build out a better, permissions-based solution, but until that happens: **ALWAYS** include your council code in your reports!

Just in case it does happen again (knock on wood), here is our process for dealing with it:

- If you think that you accidentally sent an email to other councils, please call or email Kristin immediately.
- Kristin will make a post about it on the GSUSA Email Marketing Chatter Group (so please look there before submitting a CES ticket), and cross-post it to the Case Management chatter group. The post will identify how many people were affected, and have a screenshot of the email that went out.
- Depending on how many people were affected, you may want to consider creating a Solution for your customer care team to use, alerting members that this was a mistake, and their data is secure and within the Girl Scout movement.
- We do **NOT** recommend sending out an apology or clarification email to your members in most cases. Apology emails typically have higher open rates than mistake emails, and cause many people who otherwise wouldn't have even noticed the mistake to go back and look for the mistake email. Apologize just to the people who ask about it.

New on The Brand Center: Volunteer Engagement emails



We now have ten new emails available for you to send to your volunteers to build engagement with them throughout the year. They can be found in the shared folder under "Current Marketing Emails."

Please note that ALL of these emails need to be customized by you - they all have text in pink that needs to be updated with your council's local information. To use these emails, make a copy into your "My Emails" folder, customize them with your local information, and send to your volunteers! Some of them can (and should!) be put in an automation, like the Welcome and Checking in emails.

1. Volunteer_Resources_Welcome_Spring2016
2. Volunteer_Resources_CheckingIn_Spring2016
3. Volunteer_Resources_StayConnected_Spring2016
4. Volunteer_Resources_Valentines_Spring2016
5. Volunteer_Resources_CookieTime_Spring2016
6. Volunteer_Resources_CookieThanks_Spring2016
7. Volunteer_Resources_Celebrate_Spring2016
8. Volunteer_Resources_HappyBirthday_Spring2016
9. Volunteer_Resources_DontMissOut_Spring2016
10. Volunteer_Resources_HearFromYou_Spring2016

[More info on the Brand Center](#)

Connections 2016: Who's going?

If you're going to be in Atlanta May 10-12 for Connections, please let Kristin know - we're coordinating a group to get together with our account rep for dinner on Tuesday night!

[Email Kristin](#)

Recording from HTML 101 Webinar

If you missed the HTML 101 Webinar, or just want to review the slides, they're saved in our Box folder. Spoiler alert: We uncover a way to pull in content blocks that doesn't require digging through 5 layers of folders, so it's worth a watch!

[Watch Recording](#)

Recordings from April SFMC 101 Bootcamp

For the March/April group, any new SFMC users (NFI) or anyone who wants a refresher - the slides and recordings from this month's SFMC boot camp are available. With each group, the slides get updated slightly with screenshots reflecting the product changes, so if you're using them for reference when building out emails, automations, and A/B tests, it's good to have the most current slides handy.

[Get those slides](#)

The Only Email Marketing Resource You'll Ever Need

Jason Rodriguez of Litmus compiled all of the best resources in the email world into one website, including the best email needs to follow on Twitter (power Kristin's on the list), Email-Classes, email articles, tools, coding, blogs, and ESPs. I recommend bookmarking this site - it's for really useful!

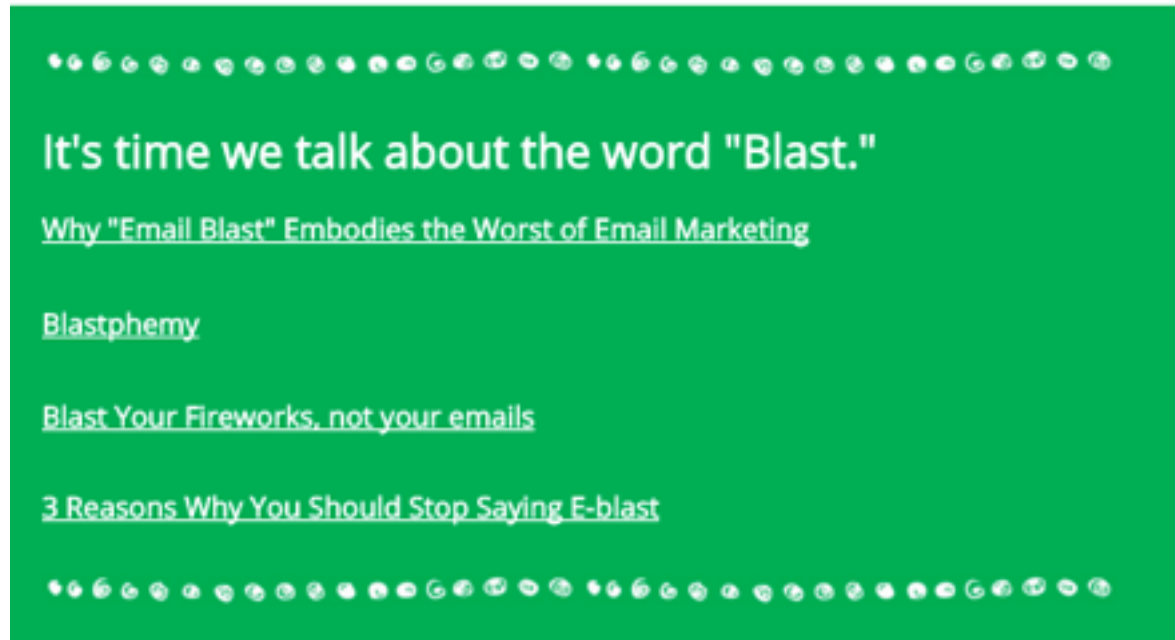
[Go your email game](#)

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Subtle messaging



Tracking Tickets



Ticket List - My Closed Tickets (1-25 of 104)

Archive Tickets
 Trash Tickets
 Mass Action
 Mass Edit



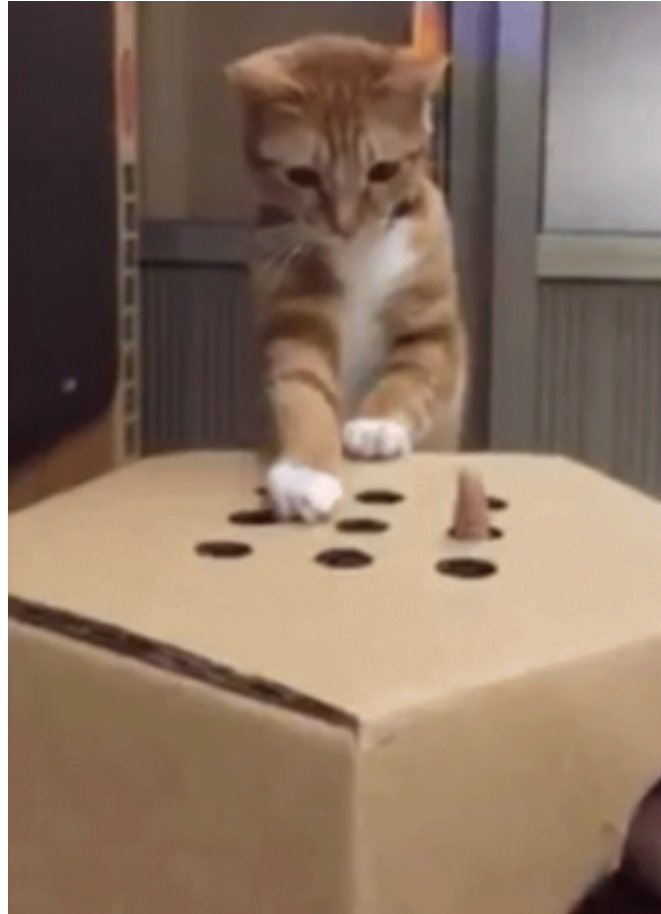
<input type="checkbox"/>		Ticket #	Date Created	Status	Account	Full Name	Application	Subject	Summary	Ticket Type
<input type="checkbox"/>		5526-10046340	04/19/2016 3:43 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	I need my password reset--again!	Help / Assistance
<input type="checkbox"/>		5526-10046318	04/19/2016 12:39 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	Cannot send emails	Issue / Problem
<input type="checkbox"/>		5526-10046271	04/18/2016 4:44 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	Portfolio Upload Limit	Help / Assistance
<input type="checkbox"/>		5526-10046229	04/18/2016 10:06 AM EDT	Closed			Volunteer Systems	Technical Issues	Can't upload CSV mailing list	Performance / Fault
<input type="checkbox"/>		5526-10046016	04/12/2016 1:51 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	Users	Help / Assistance
<input type="checkbox"/>		5526-10045697	04/05/2016 4:07 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	Change license holder	Help / Assistance
<input type="checkbox"/>		5526-10045579	04/04/2016 10:52 AM EDT	Closed			Volunteer	SFMC (Exact Target)	My Salesforce password was inadvertently changed a couple of weeks ago. I need help logging in to Salesforce Marketing Cloud.	Help / Assistance
<input type="checkbox"/>		5526-10045491	04/01/2016 9:22 AM EDT	Closed			Volunteer Systems	Technical Issues	SFMC Reports not showing sends	Issue / Problem
<input type="checkbox"/>		5526-10045241	03/29/2016 8:45 AM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	Password issue	Help / Assistance
<input type="checkbox"/>		5526-10045180	03/25/2016 7:18 PM EDT	Closed			Volunteer Systems	SFMC (Exact Target)	GSGWM is receiving emails from a Wisconsin Council	Issue / Problem

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It feels like this sometimes



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Tone is everything!



Thanks.



VS.

Thanks!



Great.

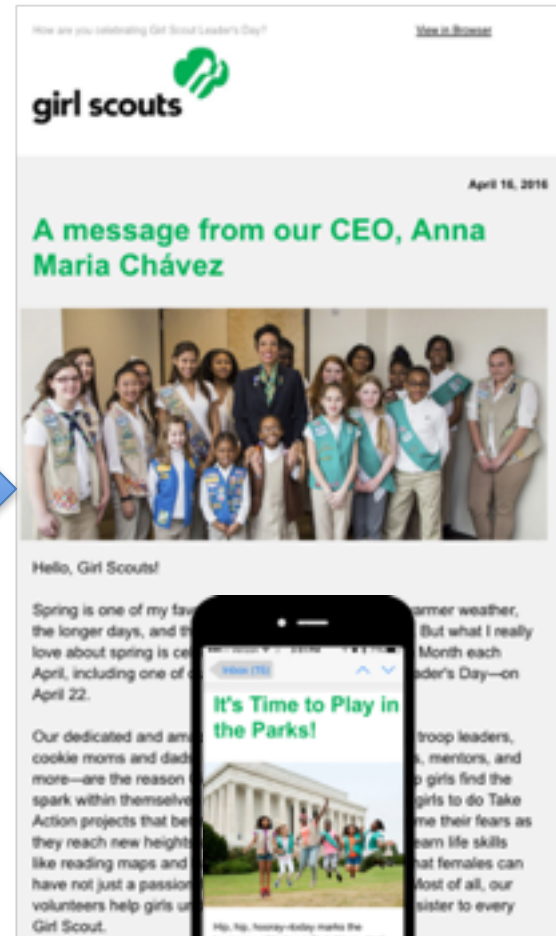
Great!



We have to lead by example



News from Girl Scouts



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JUNIORS FOR C/SJR

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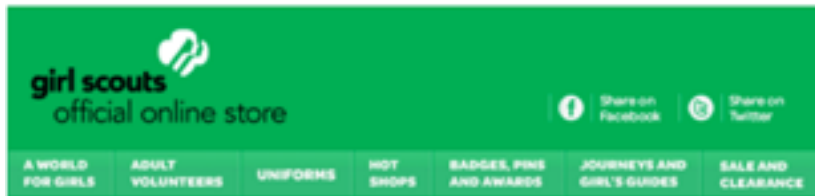
Click here for special patch offer



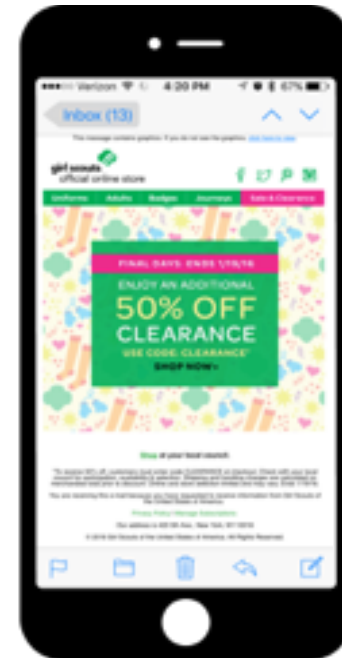
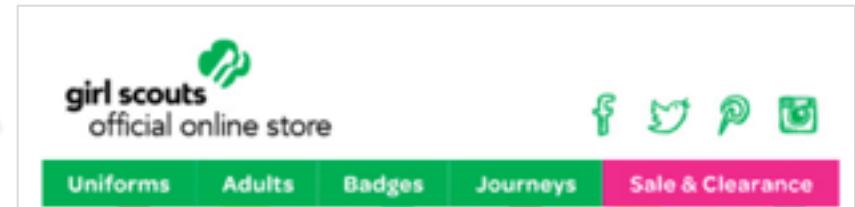
Evolution of a nav bar: Baby steps!



Image mapped, too many links/words:



Still image mapped, less links/words:



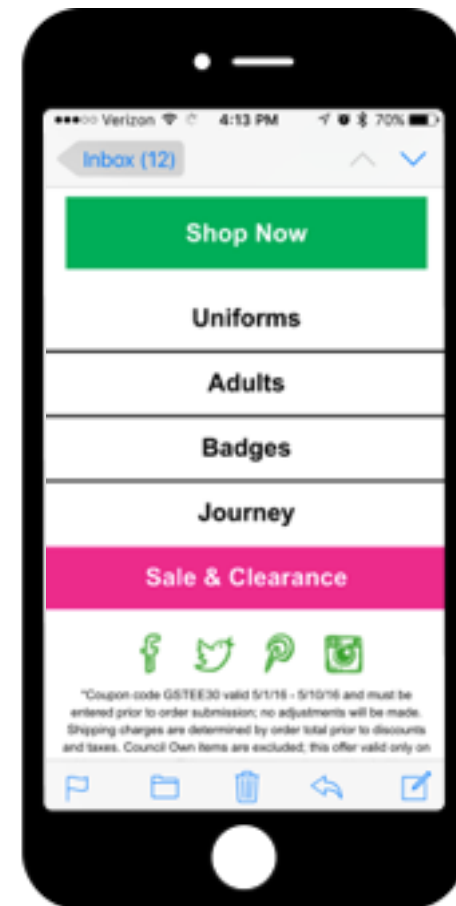
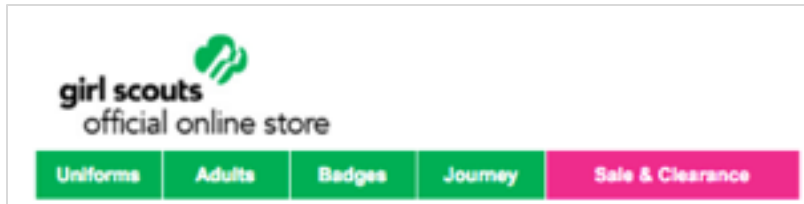
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Evolution of a nav bar: Responsive!



Coded, and stacks at the bottom on mobile, switched to Arial Bold font:

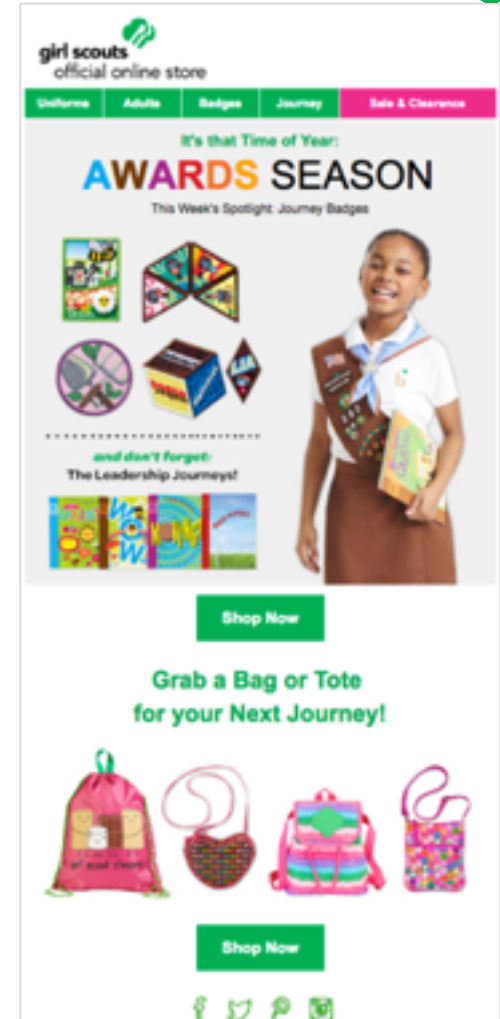
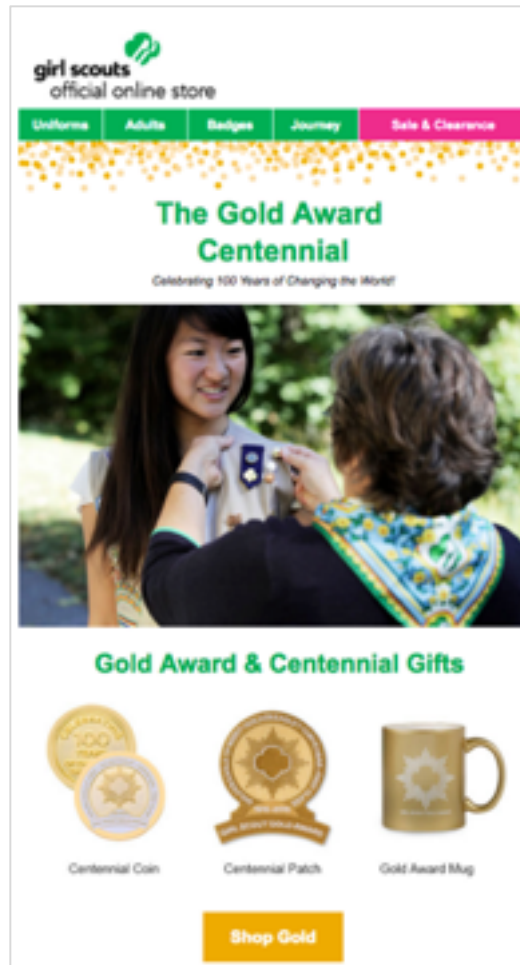


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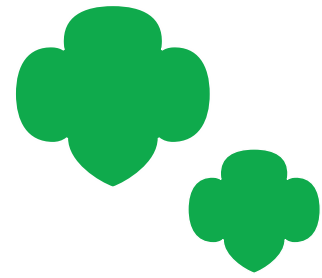
New Emails: Hard-coded, live text, bulletproof buttons, and RESPONSIVE



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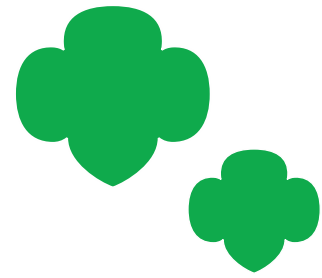




**Ch-ch-ch-ch-ch-ch-change
(management)**

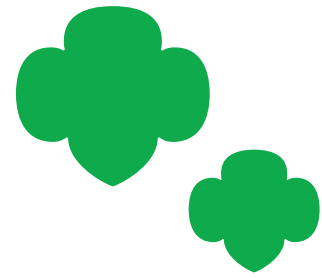


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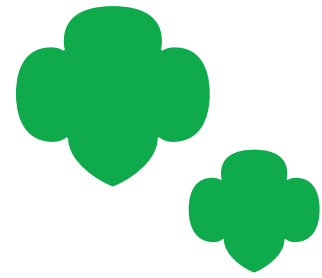
1. Know Your Stuff





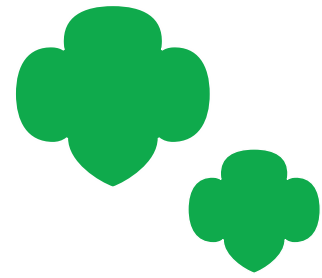
2. Patience





3. Baby Steps





4. Service with a smile



Tradition + Technology





Questions?

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