



# SANTI CAGLIARI

SALESFORCE MARKETING CONSULTANT





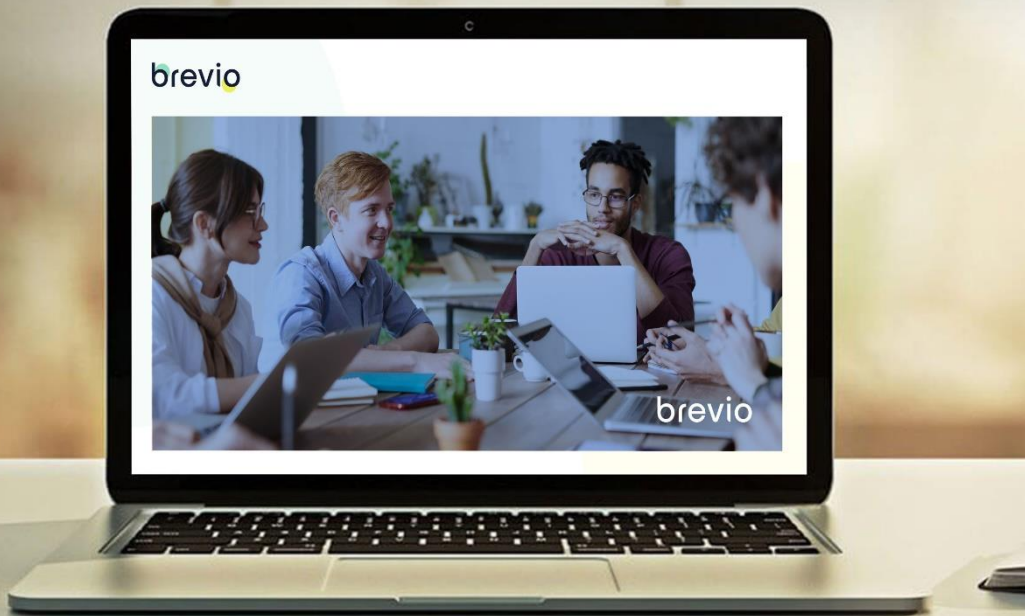
# BREVIO

EMAIL DESIGN IN MARKETING CLOUD

# Email Design

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Brevio is a social enterprise on a mission to revitalize UK Third Sector grant applications by creating more impact and reducing admin. They recently began to use Salesforce Marketing Cloud and needed to create four email templates in content blocks so they could be easily edited without needing to use HTML, CSS & AMPscript, Salesforce's scripting language for email development .



# Email Design

Creating the templates was an interesting challenge as it implied not only following the brand guidelines of this beautiful company, but also fully understanding each of the Marketing Cloud content blocks and its functionalities to provide a personalized and attractive email marketing experience.

[VIEW FULL DESIGN](#)

## Dinamic Content

Text

Button

brevio



### **Five tips to optimise your funding need**

Brevio works best when you provide as much information as possible in your funding needs.

To ensure you get the most out of Brevio, we've put together five quick tips to optimise your funding needs.

[Optimise your funding need](#)



# AAARBA

SOCIAL MEDIA & EMAIL DESIGN

# Email Design

Using HTML and CSS, I created some email templates to be used in Mailchimp Email Marketing Campaigns. The designs were optimized and fully responsive.

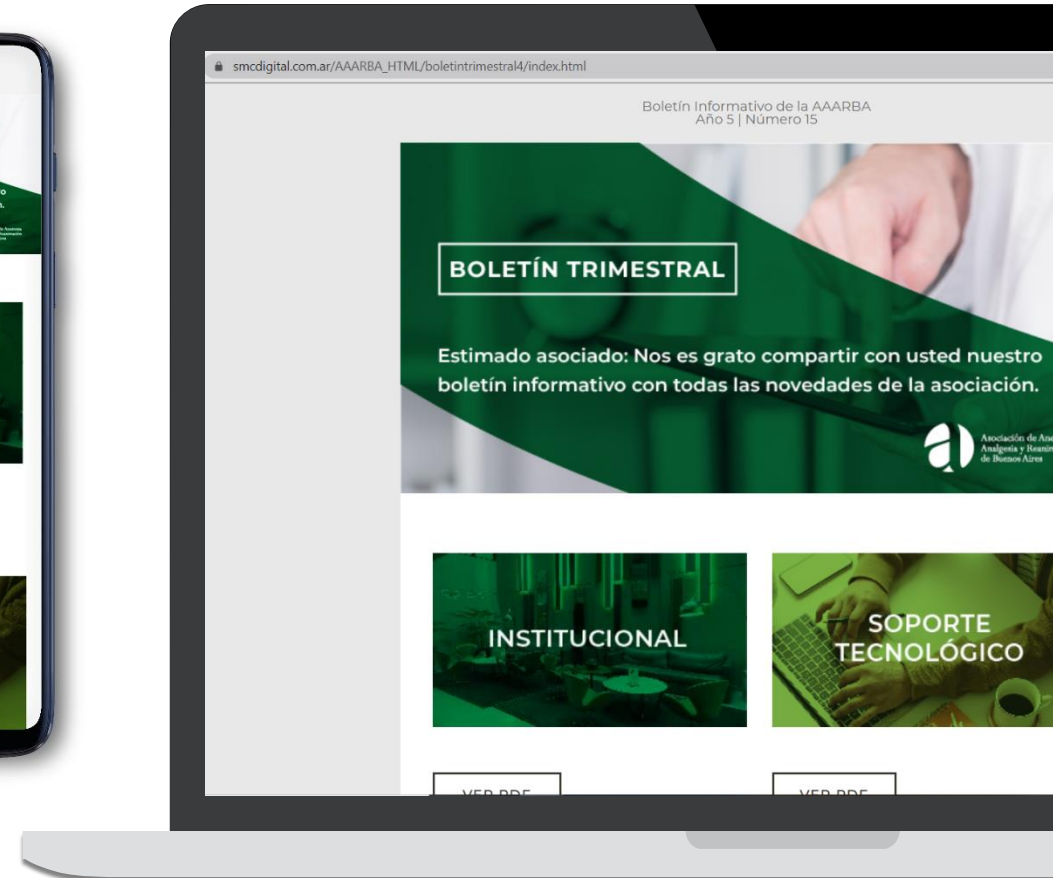
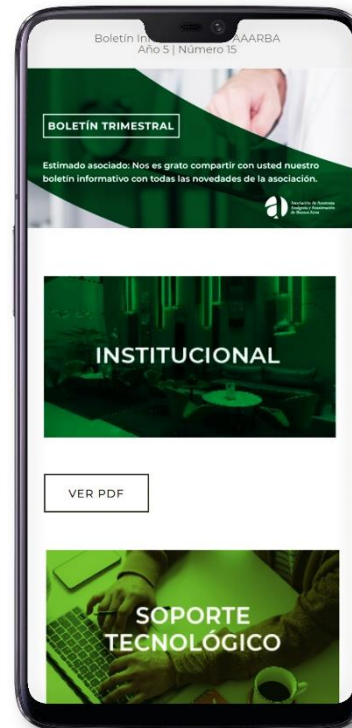
WATCH DESIGN



# Email Design

Using HTML and CSS, I created some email templates to be used in Mailchimp Email Marketing Campaigns. The designs were optimized and fully responsive.

WATCH DESIGN





# NTO

WEB DEVELOPMENT & EMAIL DESIGN



# Email Design

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Using NTO, Salesforce's fictional brand, I created a mobile-first email template in Stripo, an all-in-one platform for creating email templates, and then export it as an HTML to send it using Pardot, Salesforce's Email Marketing B2B platform.

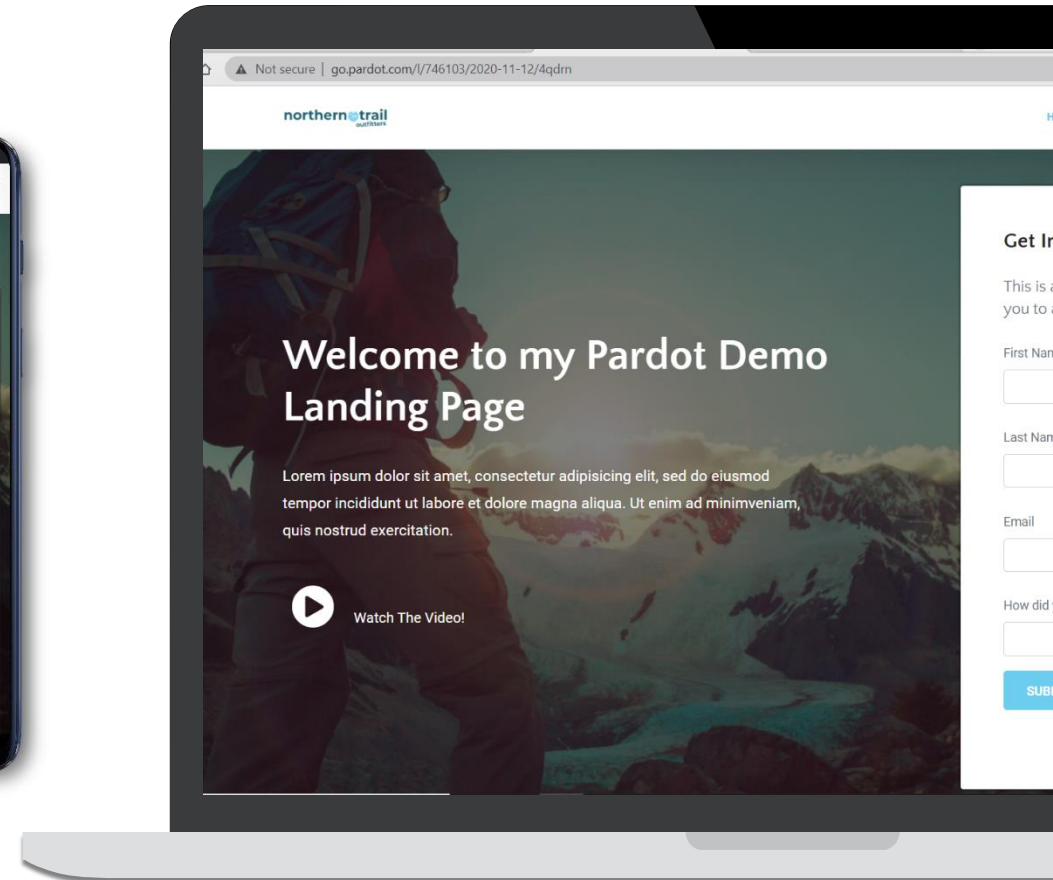
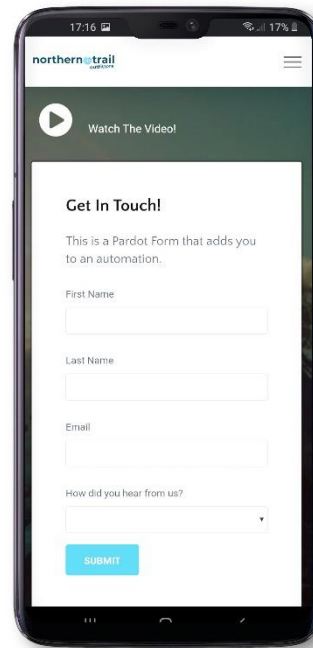
[VIEW FULL DESIGN](#)

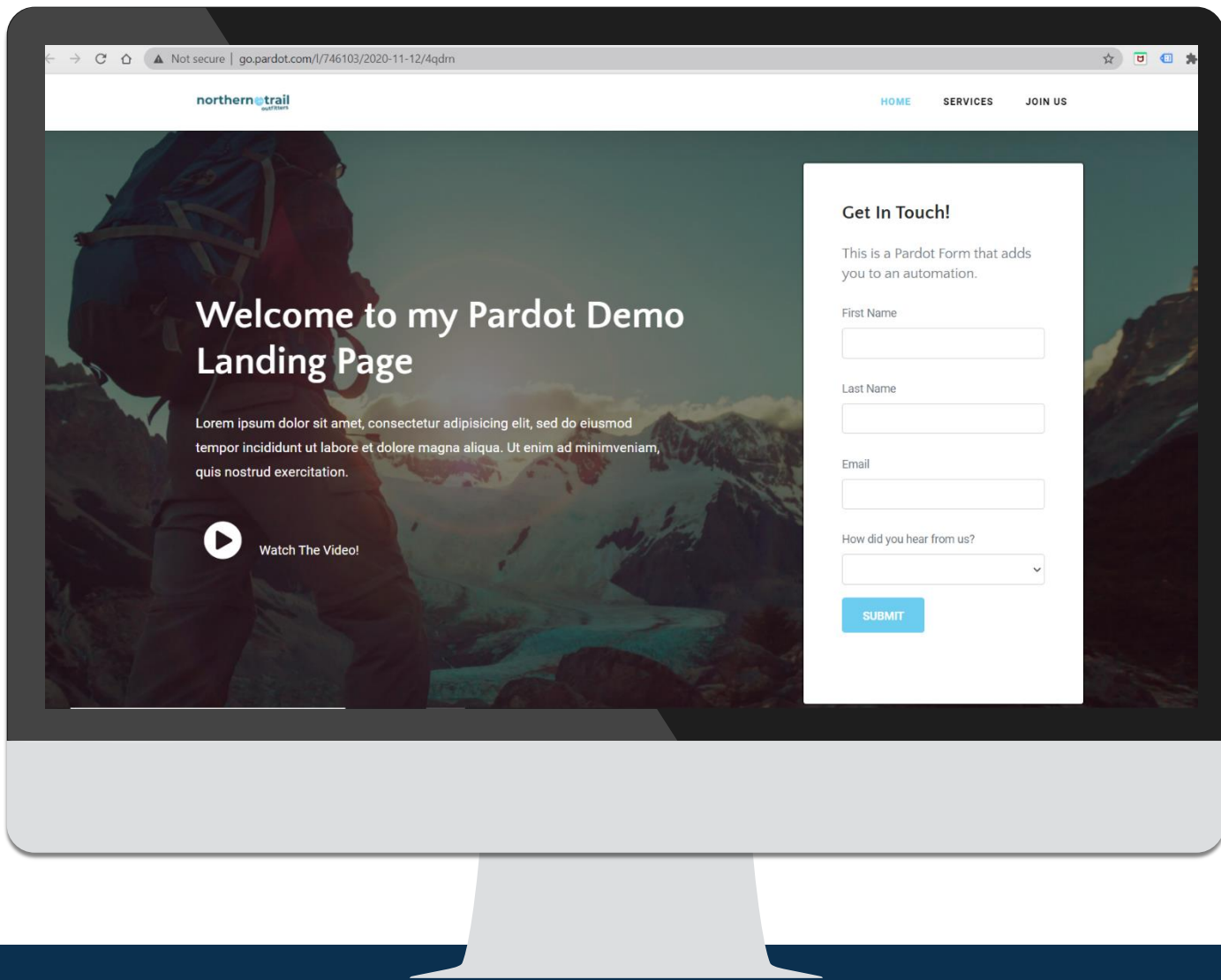
# Web Design in Pardot

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Using Northern Trail Outfitters, Salesforce's fictional demo brand, I created a Landing Page in a Pardot classic account. The form fires an automation that sends an autoresponder email and adds the customer to an engagement studio campaign.

[VIEW WEB](#)



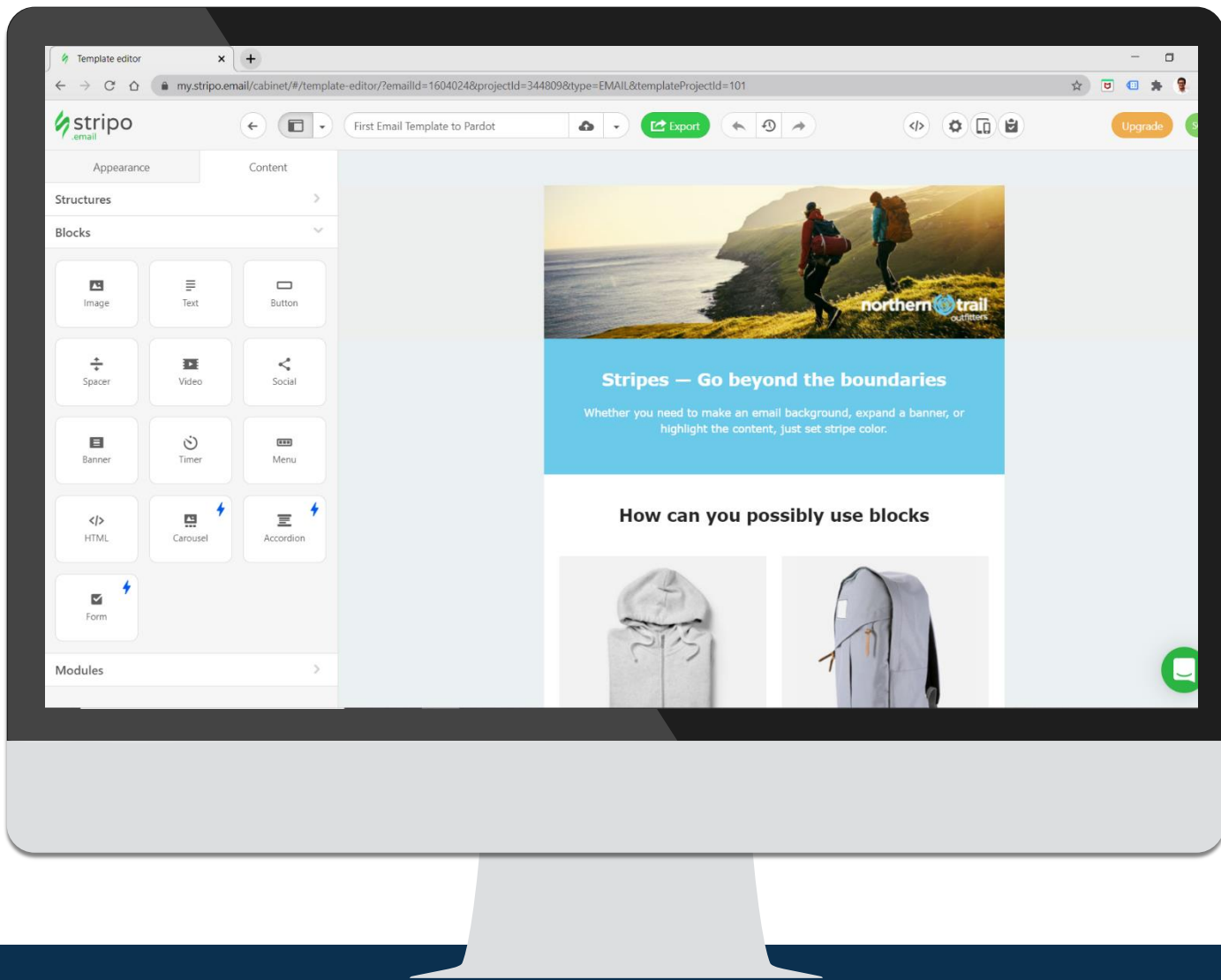


# Web Design

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The website was created using Bootstrap, and even the form uses bootstrap alerts CSS classes to validate the information provided by the user. The email was created using Pardot's email templates.

[VIEW WEB](#)



# Email Design

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Why use a tool like Stripo? It's drag & drop functionality allows users to create really beautiful and fully responsive email without having to apply almost any code at all.

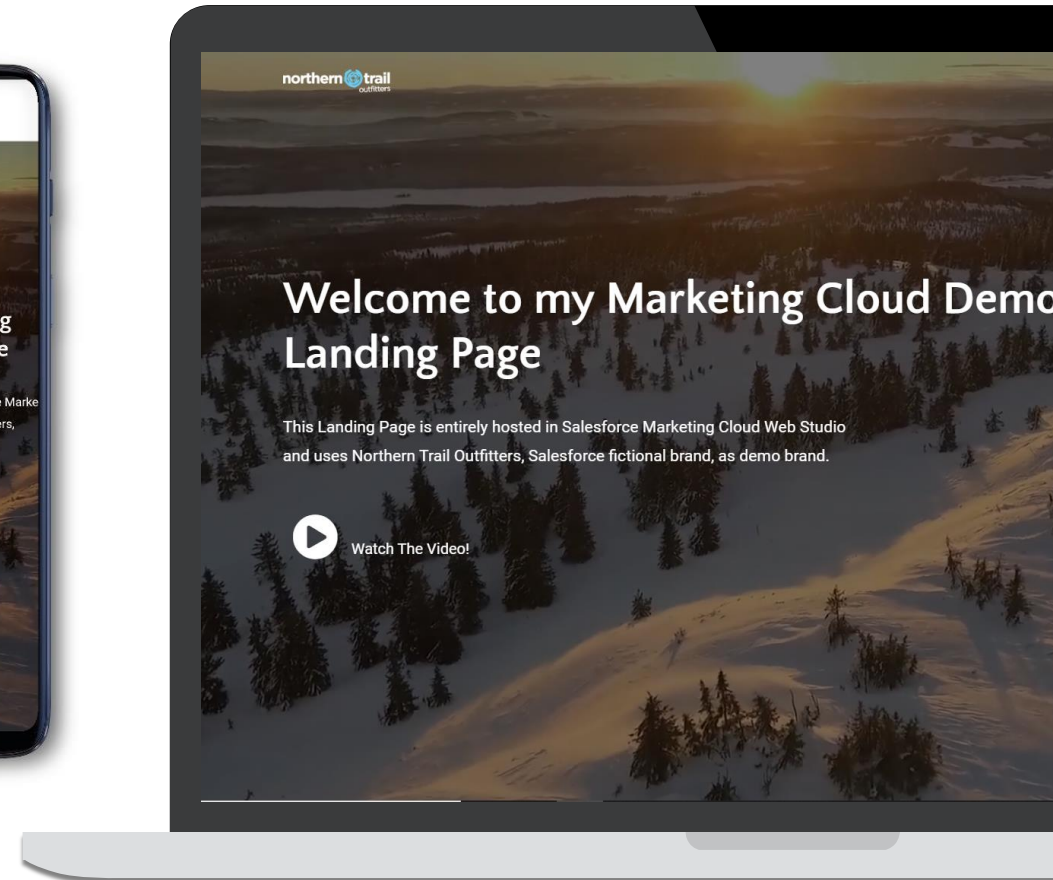
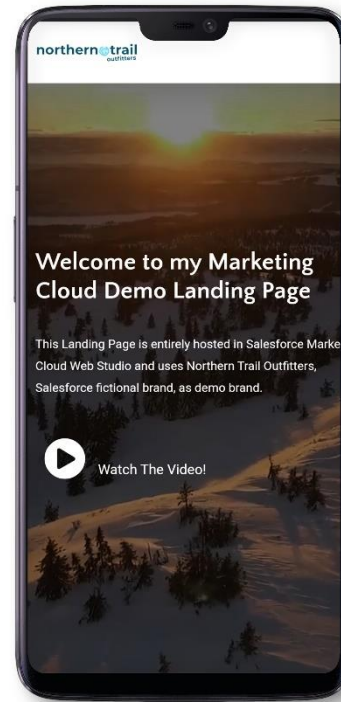
[VIEW FULL DESIGN](#)

# Web Design in SFMC

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Using Northern Trail Outfitters, Salesforce's fictional demo brand, I created a Landing Page in Marketing Cloud, using Web Studio, with a Smart Capture form that collects user's data and send's it directly to a data extension. Feel free to fill the form. You will also receive an automated response and become a part of my journey.

[VIEW WEB](#)





**THANK YOU**