JETO GUIDE FOR COLLABORATORS

Welcome to Jeto! This platform will allow you to harness the power of Marketo without the many hours of training and digital marketing expertise it take to use the full platform. This allows you focus on your content instead of the process.

This guide will provide you with some helpful tips and tricks for creating beautiful Jeto emails and get you up and running in no time.

THE BASICS

Campaigns

Type	Campaign Title	Owner	Date Created	Status	Comments	
✉	One More Time!	ADV Train	2019-11-14	🔵 In Approval		⋮
✉	Another test - don't approve	ADV Train	2019-11-14	🟢 Approved	💬	⋮
✉	Test	ADV Train	2019-11-14	🟠 Change(s) Requested	💬❶	⋮
✉	Draft-2019-11-13 17:09:55	Elly Henriksen	2019-11-13	⚪ Draft		⋮
✉	Approval Roles Test	Cris Barajas	2019-11-01	🟠 Change(s) Requested		⋮

When you log in to Jeto, you will see all campaigns you've previously submitted. You can click directly on them to edit or delete them. If you delete a launcher that has already been submitted, be sure to notify your Approver directly as this does not trigger and email to them.

Launchers

To begin building a new campaign, simply click the green + icon at the bottom right of the screen.
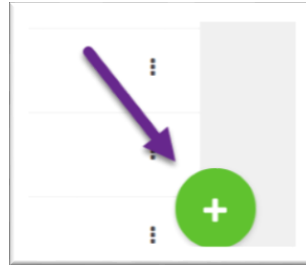
Click Email on the next screen
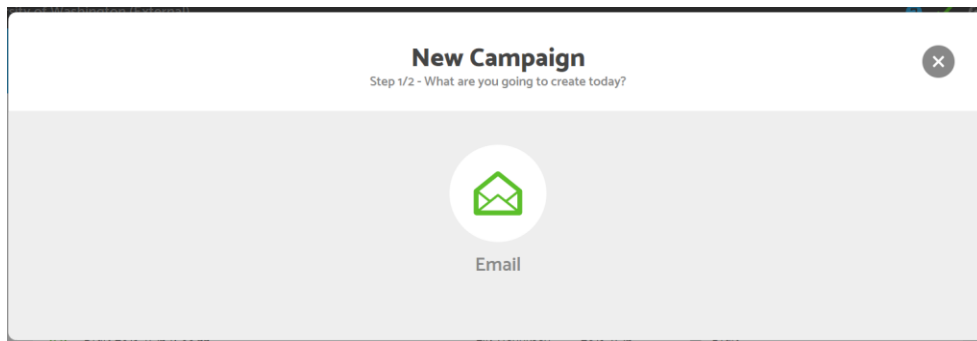
From there you'll be able to select from the launchers you've been given access to.
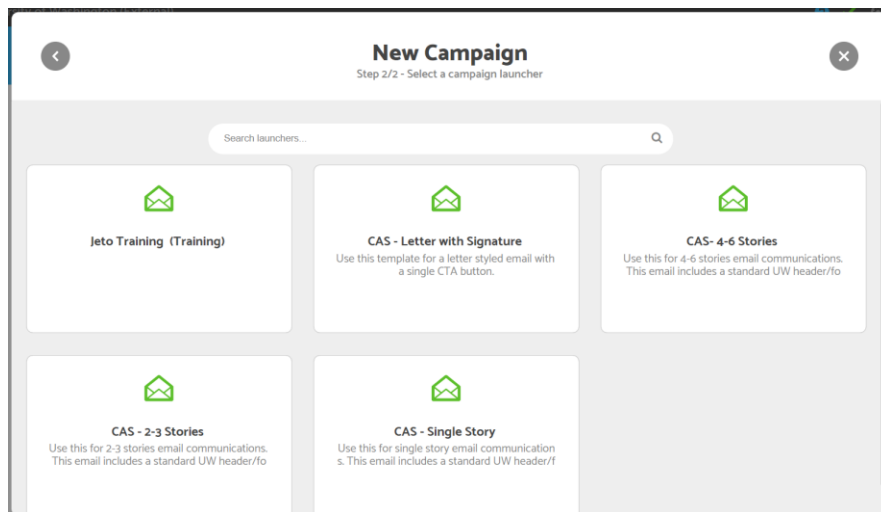
Select the Launcher that best meets your needs to launch the form. Feel free to create test campaigns and save them as drafts as you tinker to see which launcher might best suite your needs. You can always delete a campaign before approving it!

ANATOMY OF AN EMAIL

Required fields

While you can pick and choose which fields in a launcher best meet your needs, a handful are required in order to send your email. You will not be able to click the Submit button until each of these are populated. In this guide, required fields are indicated with a star* next to their name as they are in the Launcher.

Headers*

Header information dictates how your email will look in the recipient's inbox before they even open it. For example, the numbered icons in Image A below will translate to the inbox components in Image B. All of the fields in this section are required

Image A – The Jeto Launcher

Image B – Email in Recipients' Outlook Inbox

In the example above the starred components don't show up in the preview of the email but *From Email* is commonly shown in email inboxes. The *Reply To* field is typically hidden and allows you to direct replies to a shared inbox.

Footers

Footer Bar

The Footer Bar acts as a sort of separator between the body of your email and the footer. It contains three evergreen links that pertain to your unit and/or the communication you're sending. You need to provide display text and links for each.

Contact Us Info*

This must be populated with an email address that recipients of the message can use to reach out to if they have questions or concerns.

Social Media

You can link directly to your unit's social media accounts using these fields. If you do not have social media, you can leave these blank and ask your Approver to remove them in the notes at the bottom of the Launcher. Alternatively you can leave them blank and they will automatically populate with the main UW accounts.

Physical Address*

This field is used to generate a copyright watermark at the bottom of your email. This ensures out emails are delivered efficiently and less likely to be caught by spam filters.

Other Important Launcher Fields

Image fields: You can crop images directly in Jeto! Simply find the image you'd like to use, click next, move the view finder to the part of the picture you want to use and click Crop. Voila – your image is cropped to dimension required for the module.

If you try to insert an image and aren't able to crop or submit it, this means the image is too small and won't appear correctly in your email. Try finding a larger, higher resolution image.

PREVIEWING THE EMAIL

To see a mock-up of your email as you add content you can click on the Preview button in the top right corner. Please note that this functionality is in beta-mode and may not immediately populate. If you save your work and reopen the campaign it should be enabled.

Sending a Sample Email from Jeto Launcher

You can also send samples from the Preview page.

1. From the Preview page, click Send Sample.
2. In the first field, select Email or if a draft has previously been submitted, select the name of the email program.
3. In the second field, pick an existing Jeto user or type out a new email and click "add email@address.com" when it appears below the field.
4. The Send button will turn green. Click it to send the sample!