

JETO



BE BOUNDLESS

W

OVERVIEW

- > Ancillary product to Marketo - Intended for non-technical marketers and production support staff
- > Unlimited number of collaborators –i.e. email creators
- > Fully integrated with Marketo
- > Can have multiple editors for each campaign
- > Requires 1-2 trained Admins who are Advanced Marketers in Marketo

OVERVIEW

- > Contains modular templates known as “launchers”
- > Branding: Template can contain banner, headers and footers, customized to the department/school/unit
- > Images: Image sizes are specified
- > Modules: Can delete any unused modules

PROCESS

- Select **launcher**
- Fill out launcher form to create **campaign**
- **Preview** and send sample(s) to confirmation team as necessary
- Save **draft**
- Discuss audience distribution with Jeto admin

COLLABORATOR

- Review preview from collaborator and make comments (within Jeto or as needed for typical confirmation process)
- Confirm content and layout is ready for submission

ADMIN

- Upon content confirmation, **submit** to Marketo

COLLABORATOR

- Optional: Log into Jeto and use **approval** button
- Request **audience** via Supportal if using a standard launcher
- Use **Jeto Campaign Approval Checklist** to carefully review product
- Locate campaign in **Marketo** and send final test to self/team
- Make final content edits in Marketo or notify collaborator of necessary changes
- Schedule!

ADMIN

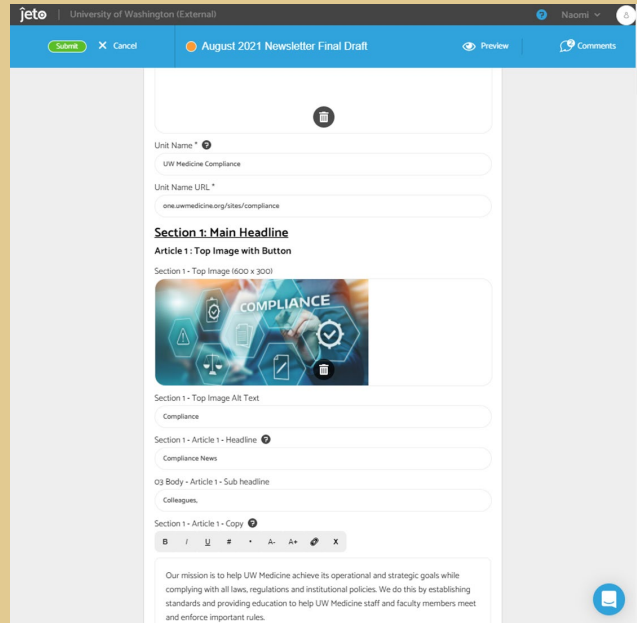
Select Launcher

The screenshot shows the Jeto web application interface. At the top, the user is logged in as Naomi Watts. The main content area displays a table of campaigns with columns for Type, Campaign Title, Owner, Date Created, Status, and Comments. One campaign, 'Dubs The Dawg Party Invite', is currently in 'In Approval' status.

A modal window titled 'New Campaign' is open, showing 'Step 2/2 - Select a campaign launcher'. It features a search bar and five launcher options:

- MEDADV - Editable Launcher**
- MEDADV - Single Story**: Use this for single story email communications. This email includes ...
- MEDADV - 2-3 Stories**: Use this for 2-3 stories email communications. This email includes ...
- MEDADV - 4-6 Stories**: Use this for 4-6 stories email communications. This email includes ...
- MEDADV - Letter with Signature**: Use this template for a letter styled email with a single CTA button.

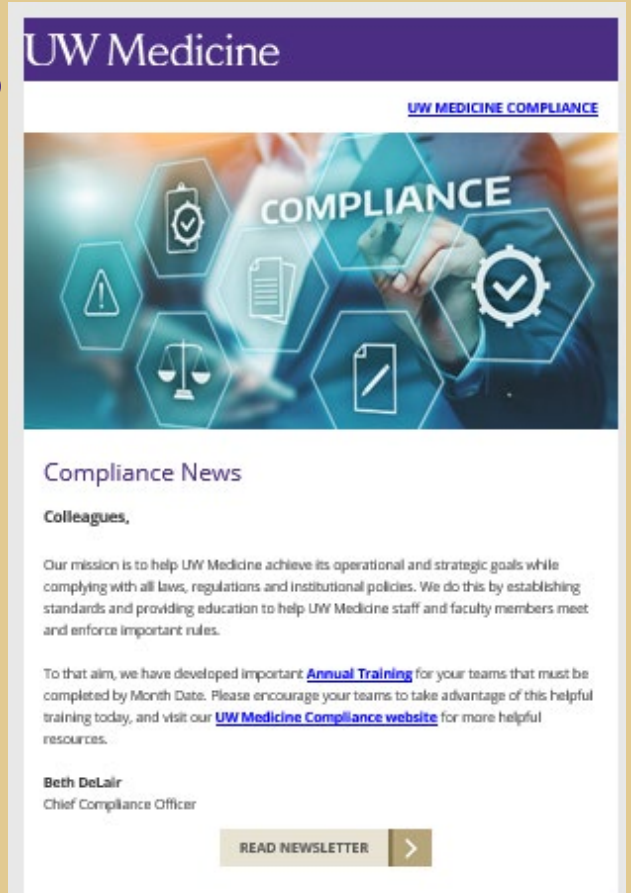
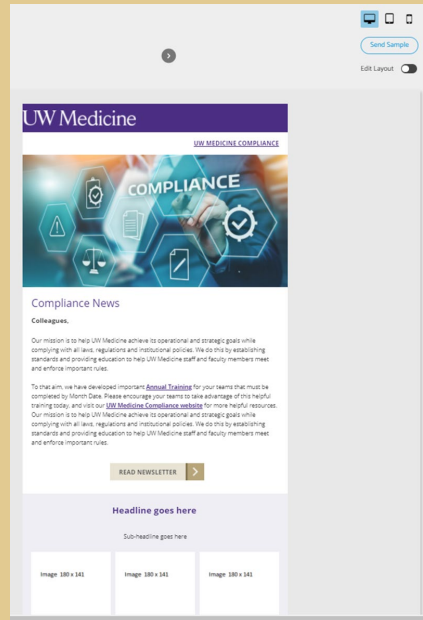
Fill out form



The screenshot shows a web browser window with the URL "University of Washington (External)". The page title is "August 2021 Newsletter Final Draft". The interface includes a top navigation bar with "Submit", "Cancel", "Preview", and "Comments" buttons. The main content area is a form for editing a newsletter article. It contains the following fields and sections:

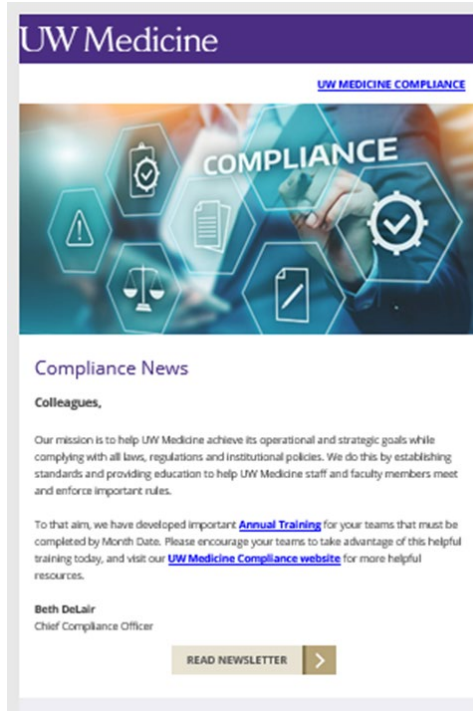
- Unit Name ***: Input field containing "UW Medicine Compliance".
- Unit Name URL ***: Input field containing "one.uwmedicine.org/sites/compliance".
- Section 1: Main Headline**: A section header.
- Article 1: Top Image with Button**: A section header.
- Section 1 - Top Image (600 x 300)**: A field containing a blue-tinted image with the word "COMPLIANCE" and various icons.
- Section 1 - Top Image Alt Text**: Input field containing "Compliance".
- Section 1 - Article 1 - Headline ***: Input field containing "Compliance News".
- O3 Body - Article 1 - Sub headline**: Input field containing "Colleagues."
- Section 1 - Article 1 - Copy ***: A rich text editor with a toolbar (bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, undo, redo) and a text area containing the text: "Our mission is to help UW Medicine achieve its operational and strategic goals while complying with all laws, regulations and institutional policies. We do this by establishing standards and providing education to help UW Medicine staff and faculty members meet and enforce important rules."

Preview and Send Samples



Review sample and make comments

Confirm for submission



The screenshot shows a newsletter header for UW Medicine with a purple bar. Below it is a blue banner with the text 'UW MEDICINE COMPLIANCE' and a large 'COMPLIANCE' title. The banner features several hexagonal icons: a warning sign, a document with a checkmark, a document with a pencil, a document with a checkmark, and a scale of justice. Below the banner is the section 'Compliance News' with the salutation 'Colleagues,'. The main text discusses the mission to help UW Medicine achieve its goals while complying with laws and regulations, and mentions 'Annual Training' and the 'UW Medicine Compliance website'. At the bottom, it identifies Beth DeLair as the Chief Compliance Officer and includes a 'READ NEWSLETTER' button with a right-pointing arrow.

UW Medicine

UW MEDICINE COMPLIANCE

COMPLIANCE

Compliance News

Colleagues,

Our mission is to help UW Medicine achieve its operational and strategic goals while complying with all laws, regulations and institutional policies. We do this by establishing standards and providing education to help UW Medicine staff and faculty members meet and enforce important rules.

To that aim, we have developed important [Annual Training](#) for your teams that must be completed by Month Date. Please encourage your teams to take advantage of this helpful training today, and visit our [UW Medicine Compliance website](#) for more helpful resources.

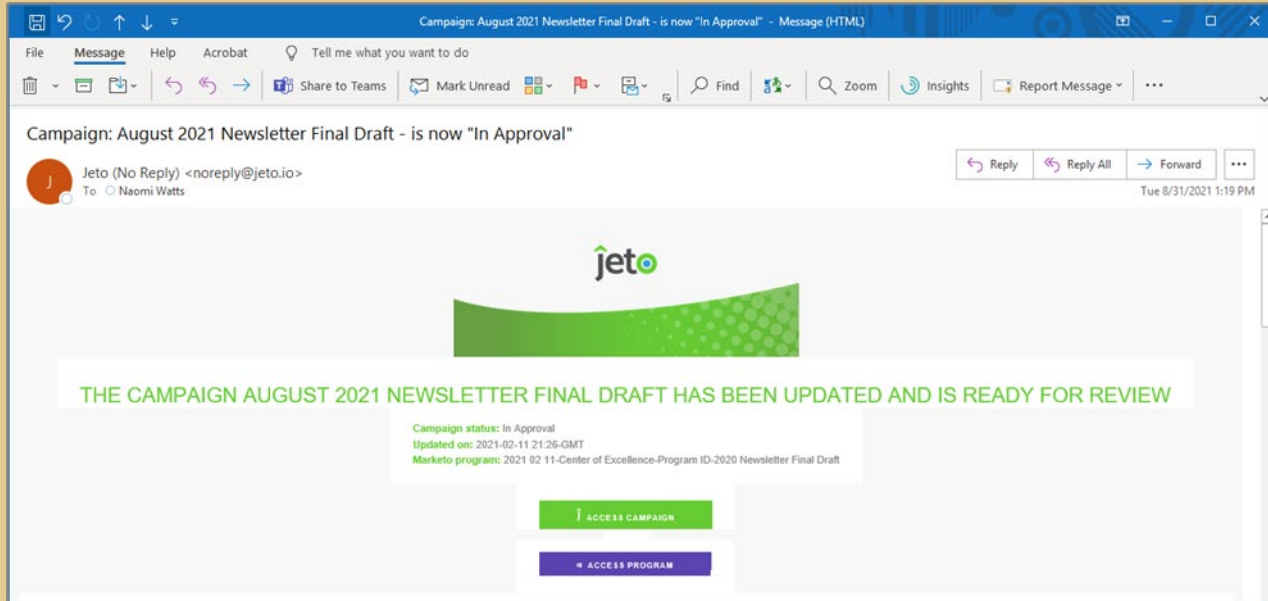
Beth DeLair
Chief Compliance Officer

READ NEWSLETTER >

UNIVERSITY *of* WASHINGTON

Submit

Admin will receive notification email



Submit Audience Form



Jeto Audience Request

Jeto Order Form

Use Jeto Campaign Approval Checklist

Jeto Campaign Approval Checklist

For Approvers

This checklist should be completed by a Jeto Admin based on the program received in Marketo. Upon every campaign submission and **before send**, this form should be provided to the Jeto Collaborator for editing and feedback.

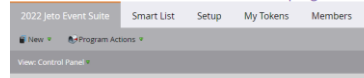
Checklist	Checked for Accuracy? y/n	Notes
Subject Line/Preheader		
From/Reply (name and addresses)		
Physical/box address in footer		
Branding		
Spelling and grammar		
Links work		
UW/AP style is followed		
Formatting		
Image alt-text		
Program setup and subscription tag		

Internal Message Considerations:

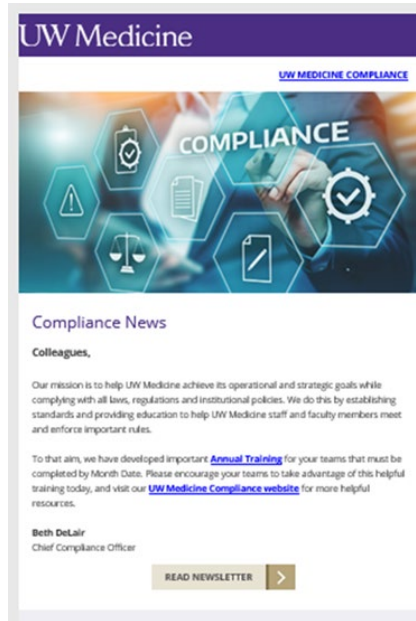
Checklist	Checked for Accuracy? y/n	Notes
Link tracking		
Operational in asset setting		
Opt out footer removed		

Using the new, editable launchers, it is reasonable to expect a fully executed campaign upon submission. Content can be edited by your Jeto Collaborator and re-submitted to Marketo as many times as necessary. Formatting is locked in upon submission so encourage your collaborator to use the send sample function in Jeto before submitting their campaign for approval.

If, as a Jeto Administrator, you need to edit content in Jeto, remember that all content is contained in tokens, found at the program level:



Send Sample from Marketo



The image shows a preview of a newsletter from UW Medicine. At the top, there is a purple header with the text "UW Medicine" in white. Below this, a smaller purple bar contains the text "UW MEDICINE COMPLIANCE" in white. The main visual is a graphic with the word "COMPLIANCE" in large, white, sans-serif capital letters. The graphic features several hexagonal icons: a warning sign, a document with a checkmark, a scale of justice, a document with a pencil, and a gear with a checkmark. Below the graphic, the text reads "Compliance News" followed by "Colleagues,". The main body of text discusses the mission of UW Medicine to comply with laws and regulations, and mentions "Annual Training" and the "UW Medicine Compliance website". At the bottom, it identifies "Beth DeLair" as the Chief Compliance Officer and includes a "READ NEWSLETTER" button with a right-pointing arrow.

UW Medicine

UW MEDICINE COMPLIANCE

COMPLIANCE

Compliance News

Colleagues,

Our mission is to help UW Medicine achieve its operational and strategic goals while complying with all laws, regulations and institutional policies. We do this by establishing standards and providing education to help UW Medicine staff and faculty members meet and enforce important rules.

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Beth DeLair
Chief Compliance Officer

READ NEWSLETTER >

Make Token Changes/Send Back to Collaborator

Marketing Activities Design Studio Database Analytics Admin Give Feedback Core UW Instance

2021 02 11-Center of Excellence-Progr... Smart List Setup My Tokens Members

New Program Actions Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

Local (147 Tokens)

Token	Value	Last Modified
{{my.00 From Email Address}}	kkranz@uw.edu	Aug 31, 2021 1:18 PM
{{my.00 From name}}	Karen Kranz	Aug 31, 2021 1:18 PM
{{my.00 Preheader}}	Have you completed your training yet?	Aug 31, 2021 1:18 PM
{{my.00 Reply To Email Address}}	kkranz@uw.edu	Aug 31, 2021 1:18 PM
{{my.00 Requestor Email}}	lgrz@uw.edu	Aug 31, 2021 1:18 PM
{{my.01 Subject}}	Update about Compliance Training	Aug 31, 2021 1:18 PM
{{my.01 Unit Name}}	UW Medicine Compliance	Aug 31, 2021 1:18 PM
{{my.01 Unit Name Banner}}	https://explore.uw.edu/rs/universityofwashington/images/...	Aug 31, 2021 1:18 PM
{{my.01 Unit Name URL}}	one.uwmedicine.org/sites/compliance	Aug 31, 2021 1:18 PM
{{my.02 Header - Alt Text}}	Compliance	Aug 31, 2021 1:18 PM
{{my.02 Header - Top Image}}	https://explore.uw.edu/rs/universityofwashington/images/...	Aug 31, 2021 1:18 PM
{{my.03 Body - Article 1 - Headline}}	Compliance News	Aug 31, 2021 1:18 PM
{{my.03 Body - Article 1 - Subheadline}}	Colleagues,	Aug 31, 2021 1:18 PM
04 Body - Article 1 - Copy	Click to Edit	Aug 31, 2021 1:23 PM
{{my.05 Body - Article 1 - CTA button - ...}}	Read CANCEL SAVE	Aug 31, 2021 1:18 PM
{{my.06 Body ...}}		
{{my.07 Body ...}}		
{{my.07 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.08 Body ...}}		
{{my.09 Body ...}}		
{{my.09 Body - Section 2 - Article 3 - ...}}	Sub-headline goes here	Aug 31, 2021 1:18 PM

Rich Text Editor

Default Default Single Space A B I U

Our mission is to help UW Medicine achieve its operational and strategic goals while complying with all laws, regulations and institutional policies. We do this by establishing standards and providing education to help UW Medicine staff and faculty members meet and enforce important rules.

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CANCEL SAVE

Schedule

The screenshot displays the Adobe Marketo Engage interface. The top navigation bar includes 'Adobe Marketo Engage', 'My Marketo', 'Marketing Activities', 'Design Studio', 'Database', 'Analytics', 'Admin', and a 'Give Feedback' button. The left sidebar shows a tree view of 'Marketing Activities' with categories like 'MEDADV', 'TRAINING', and 'UWMSupport'. The main content area is titled '2021 02 11-Center of Excellence-Progr...' and has tabs for 'Smart List', 'Setup', 'My Tokens', and 'Members'. Below the tabs, there are buttons for 'New' and 'Program Actions'. The main view is a 'Control Panel' with a grid of four cards: 'Audience', 'Email', 'Schedule', and 'Approval'. Each card has a green checkmark icon in the top right corner. The 'Audience' card shows 'People: 291' and 'Blocked: 10'. The 'Email' card shows 'Email: Newsletter'. The 'Schedule' card shows 'Send Email: Mar 2, 2021 11:00 AM PDT'. The 'Approval' card shows 'Approved: Mar 1, 2021 10:15 PM PDT' and 'Status: Finished'. A purple rectangular box highlights the 'Schedule' and 'Approval' cards.

Marketing Activities

2021 02 11-Center of Excellence-Progr...

Smart List Setup My Tokens Members

New Program Actions

View: Control Panel

Audience ✓

People: 291
Blocked: 10

View Results View Smart List

Email ✓

Email: Newsletter

Schedule ✓

Send Email: Mar 2, 2021 11:00 AM PDT

Approval ✓

Approved: Mar 1, 2021 10:15 PM PDT
Status: Finished