

Omni Channel Program and Design Management
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objectives

Demonstrate modern design tools and program management tools

Incorporate Email and Omni Channel Strategies

Create Design Forward Collaboration and Ideation Development

Link to more effective Omni Channel Cross Platform Resources

Gather and tag content to maximize Analytics, Tracking, Audience Building
Retargeting Facebook / Google Tag / Amazon

Personalize, develop agency and proactive messaging and thoughtful audience segmentation tools

audience

Designers, Content Creators, Writers, QA and Program Management Testing Managers

Tools demonstrated are easy to use, low code and can be set up with very little to no cost

Serving and deployment are secure and fully compliant with PCI rules and regulations

Automation and Localization Strategies are critical for Scaling and Globalization Management

tools

Webflow

A low code comping and publishing environment that assists with Vanilla / CSS / JS - not used in email. Source Set High Retina Image Scaling - Web Page, Tablet, Mobile, and Commerce Friendly SSL published URLs

Udesly Converter

Will automatically convert clean code design to Native / Git managed Endpoint and Continuous Integration

Netlify

Watchful Repository management and code tool

Real Time Deployment / Scaling

Personalization / SSL hosting

Globalization Endpoints and API integration management

Zapier / Integromat API Webhook Managers

Event based triggers that can push analytics, forms and data transfers to API managed endpoints

Real Time transaction based events: Location, Analytics, Tracking, Transaction, Forms

Mailchimp Inliner

Inline Static CSS

Can be used in Salesforce Marketing Cloud, or other like IEP

ISSUES TOOLS RESOLVE:

Demandware / Commerce Marketing Cloud Hosted images are often lo res and rasterize to lowest pixel available

Email load that needs to pull from Salesforce Servers are often slow

Emails that are global cannot be scaled or trigger utilizing location/personalization tags and events

Secure SSL enables e commerce checkout endpoint triggered by email / marketing campaign

Real Time syncing and password retrieval to (absent) CRM and Marketing endpoint that is FTP/Chron synced

Omni Channel Evergreen Media/Asset Management for non Salesforce Jump Campaigns and Segmentation Drivers

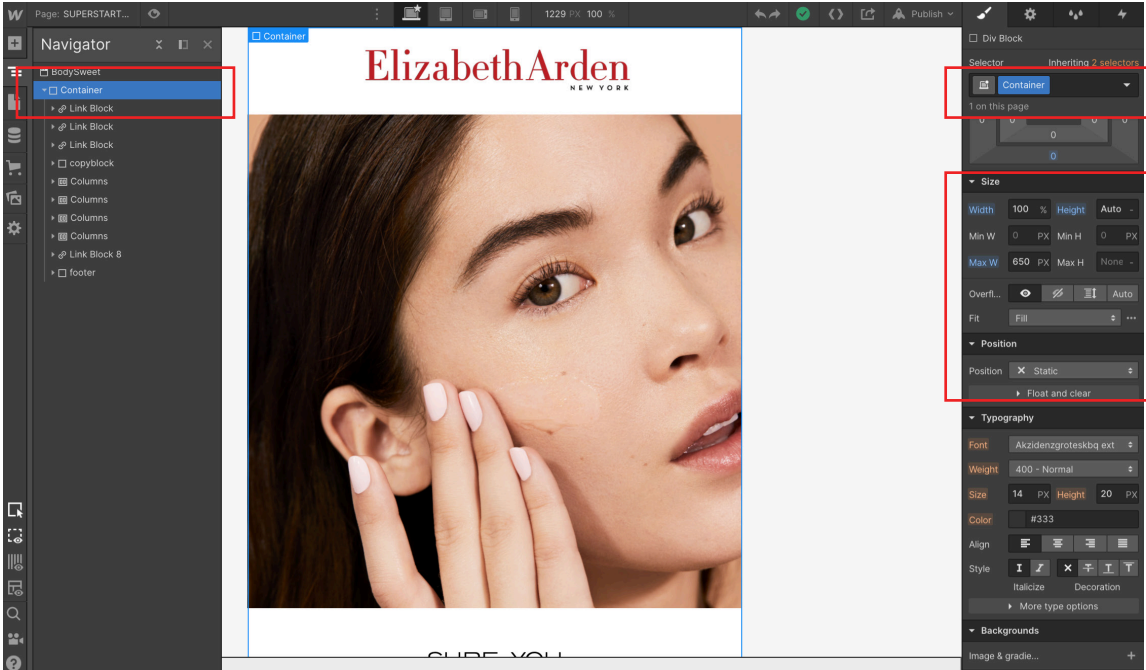
webflow

Webflow

Use static block level elements

Set Max Width 650 pixels

Use Vanilla Media Breaks to make email mobile responsive



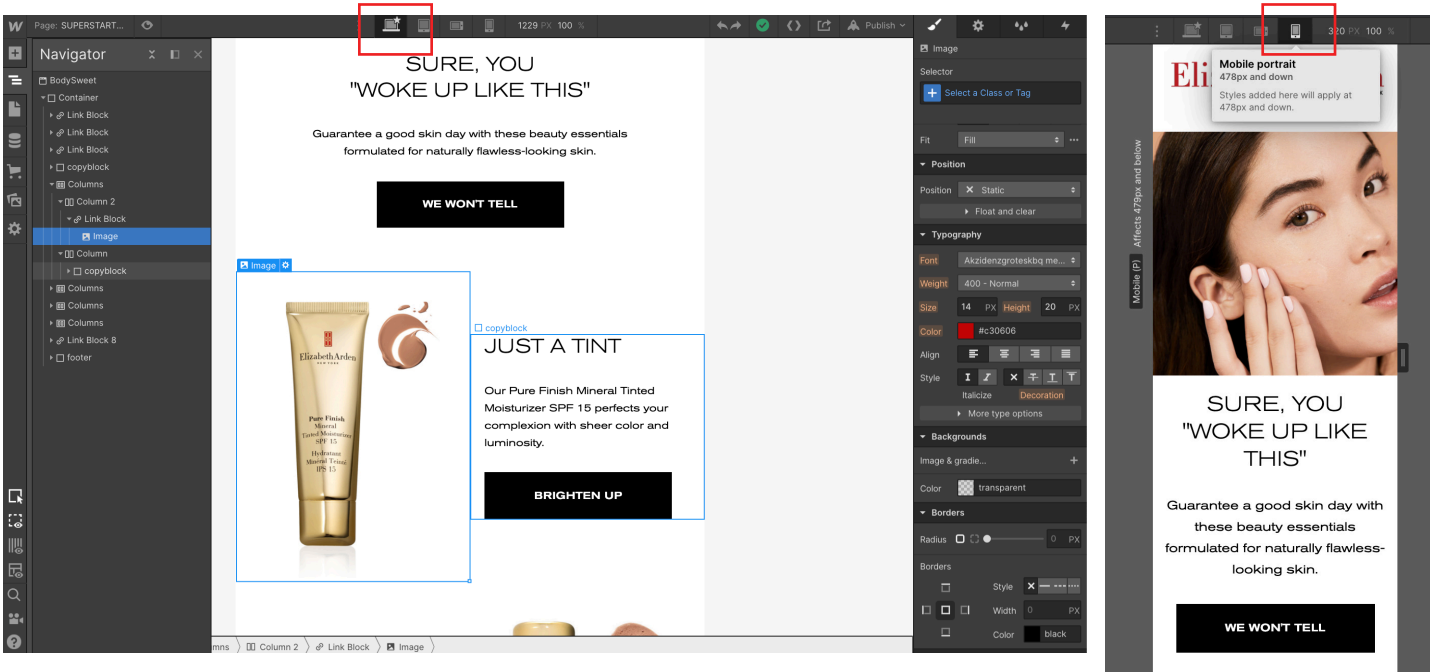
webflow

Webflow

Set rows and Mobile Views with responsive UI styles

Responsive styles must be CSS

Email will not accept JS

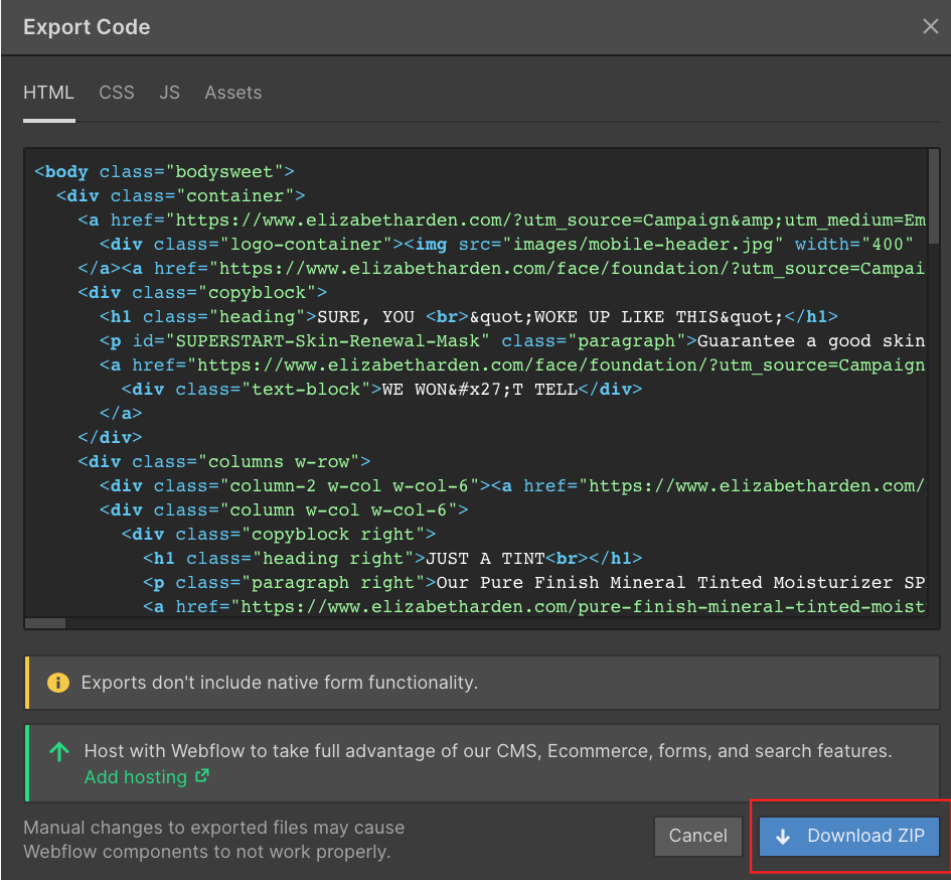


export code

Export

Export CSS / JS / HTML

You will need to strip out head / JS



Export Code [X]

HTML CSS JS Assets

```
<body class="bodysweet">
  <div class="container">
    <a href="https://www.elizabetharden.com/?utm_source=Campaign&utm_medium=Em
    <div class="logo-container"><a href="https://www.elizabetharden.com/face/foundation/?utm_source=Campai
    <div class="copyblock">
      <h1 class="heading">SURE, YOU <br>&quot;WOKE UP LIKE THIS&quot;</h1>
      <p id="SUPERSTART-Skin-Renewal-Mask" class="paragraph">Guarantee a good skin
      <a href="https://www.elizabetharden.com/face/foundation/?utm_source=Campaign
      <div class="text-block">WE WON&#x27;T TELL</div>
    </a>
  </div>
</div>
<div class="columns w-row">
  <div class="column-2 w-col w-col-6"><a href="https://www.elizabetharden.com/
  <div class="column w-col w-col-6">
    <div class="copyblock right">
      <h1 class="heading right">JUST A TINT<br></h1>
      <p class="paragraph right">Our Pure Finish Mineral Tinted Moisturizer SP
      <a href="https://www.elizabetharden.com/pure-finish-mineral-tinted-moist
```

i Exports don't include native form functionality.

↑ Host with Webflow to take full advantage of our CMS, Ecommerce, forms, and search features.
[Add hosting](#)

Manual changes to exported files may cause Webflow components to not work properly.

Cancel **Download ZIP**

utm tagging

Set up Campaign and Omni Channel Tracking

Content and Pixel Tracking is set up

Set up Content and User Journeys from Email, Call to Action, Landing and Jump Pages

SSL hosted endpoints and Personalization integrations to CRM and ID tagging set up

The screenshot shows the Google Analytics Campaign URL Builder interface. It includes a sidebar with navigation options like 'Demos & Tools', 'Account Explorer', and 'Campaign URL Builder'. The main content area is titled 'Campaign URL Builder' and contains a form with fields for Website URL, Campaign Source, Campaign Medium, Campaign Name, Campaign Term, and Campaign Content. Below the form is a table with more information and examples for each parameter.

Parameter	Description
Campaign Source <code>utm_source</code>	Required. Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. Example: <code>google</code>
Campaign Medium <code>utm_medium</code>	Required. Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. Example: <code>cpic</code>
Campaign Name <code>utm_campaign</code>	Required. Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign. Example: <code>utm_campaign=spring_sale</code>
Campaign Term <code>utm_term</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad. Example: <code>runningshoes</code>
Campaign Content <code>utm_content</code>	Used for A/B testing and content-targeted ads. Use <code>utm_content</code> to differentiate ads or links that point to the same URL. Examples: <code>logoLink</code> or <code>textLink</code>

utm tags are added in Webflow / CDN

event containers are set up in Google Tag Manager

Social Campaigns and Targeted ads are linked to UTM in Facebook Business Manager

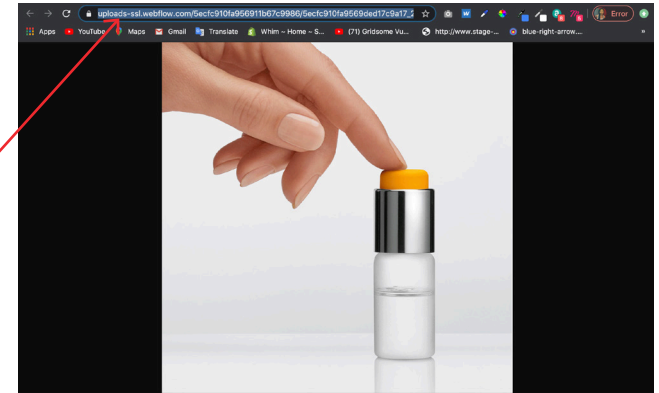
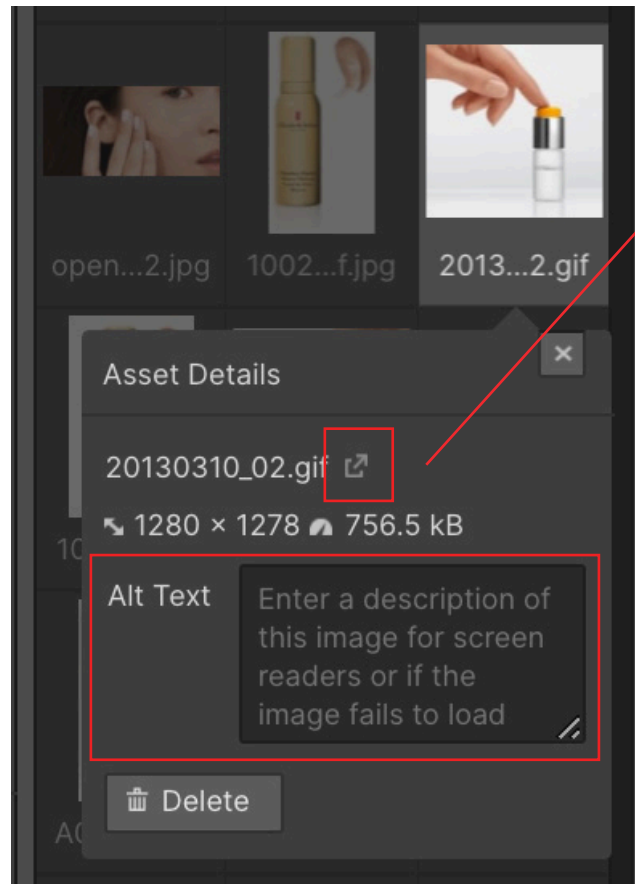
image cdn

Source Set / High Res Image Management

Upload as is images under 2500 MB

Copy URLs that include Evergreen Web, Tablet, Mobile Optimized Publishing.

Can host articles, images, GIFs, Media, API links to live RESTful feeds and webhook management



unique evergreen url

can be accessed in simultaneous pixel tracked Omni Channel workflows:

Salesforce Campaign can Pixel link via Google Tag/UTM parameters in Product Feeds, Social Campaigns and load once with Email Publish.

https://uploads-ssl.webflow.com/5ecfc910fa956911b-67c9986/5ecfc910fa9569ded17c9a17_20130310_02.gif

Alt Text

Manages, ADA Compliance, and Machine Index, Category Search, FB and Twitter # Weighting

inline css

Mailchimp Static Email Inliner

Insert Inline CSS into top of static HTML code

Test on Litmus for Responsive CSS based Media Breaks and Email Provider Compliance

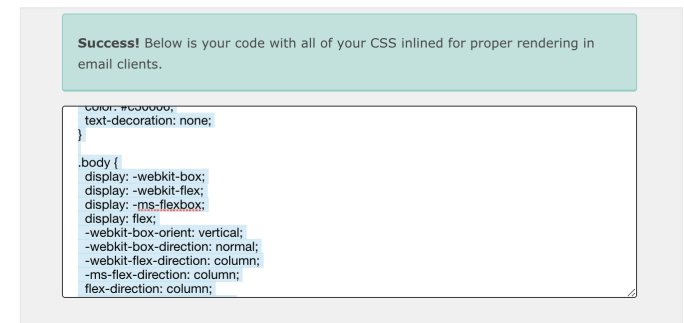
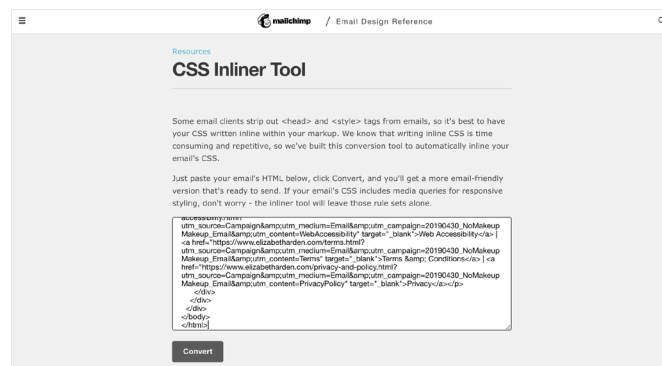
Remove <header></header>, any <script></script>

Include all css in <style></style>

Links

Email Inliner <https://templates.mailchimp.com/resources/inline-css/>

Compliance Chart <https://templates.mailchimp.com/resources/email-client-css-support/>



copy

Use in Salesforce (or other Marketing, CRM workflow)

UTM / Compliance / ADA tagging travel with image, styled static html content

links

Webflow

Export Static CSS / HTML

Remove head

Add CSS inline style tags

Convert in Mailchimp Inliner

Test using Testing Tools ie:

Litmus

Taxi for Emails

Publish to your IEP:

Salesforce Marketing Cloud

Adobe Experience Marketing Cloud

Mailchimp

Braze

Constant Contact

Links

Webflow <https://webflow.com/>

Litmus <https://www.litmus.com/>

Taxi for Emails (Salesforce integration) <https://taxiforemail.com/blog/salesforce-marketing-cloud-sfmc-exact-target-wysiwyg/>

Email Inliner <https://templates.mailchimp.com/resources/inline-css/>

Compliance Chart <https://templates.mailchimp.com/resources/email-client-css-support/>

UTM Parameter Content Management <https://ga-dev-tools.appspot.com/campaign-url-builder/>

tracking

Set up Analytics

Set up Catalog

Link to Google Tag Manager

Link to Google Merchant Account

Link to Amazon Search and Merchant Account

Include Google, FB, Twitter IDs in Globals of Template

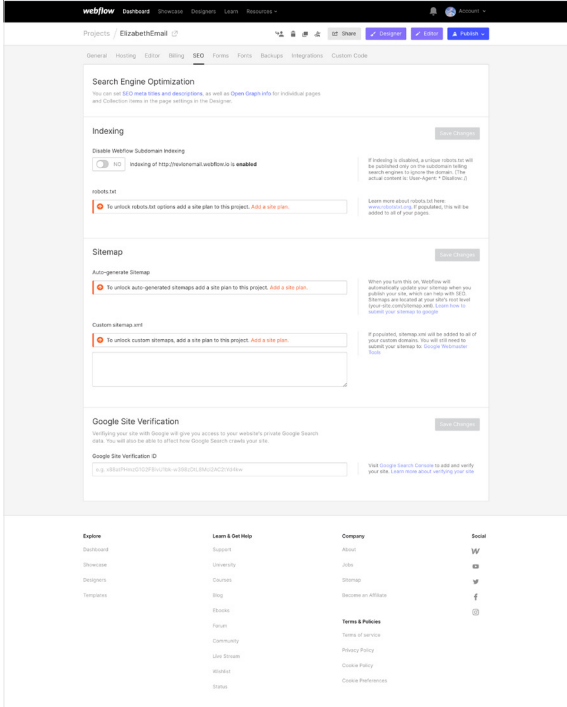
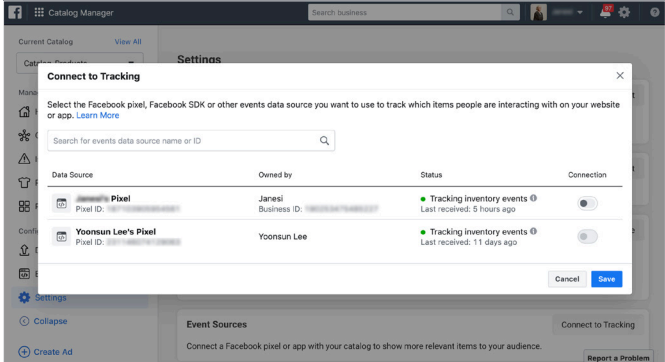
Links

Setting up Facebook Business <https://business.facebook.com/business/help/>

Google Merchant Account https://www.google.com/intl/en_us/retail/get-started/

Google Tag Manager <https://support.google.com/tagmanager/>

Amazon Merchant Account <https://sellercentral.amazon.com/>



analytics

Google Dashboard

Create a container and link to UTM Campaign

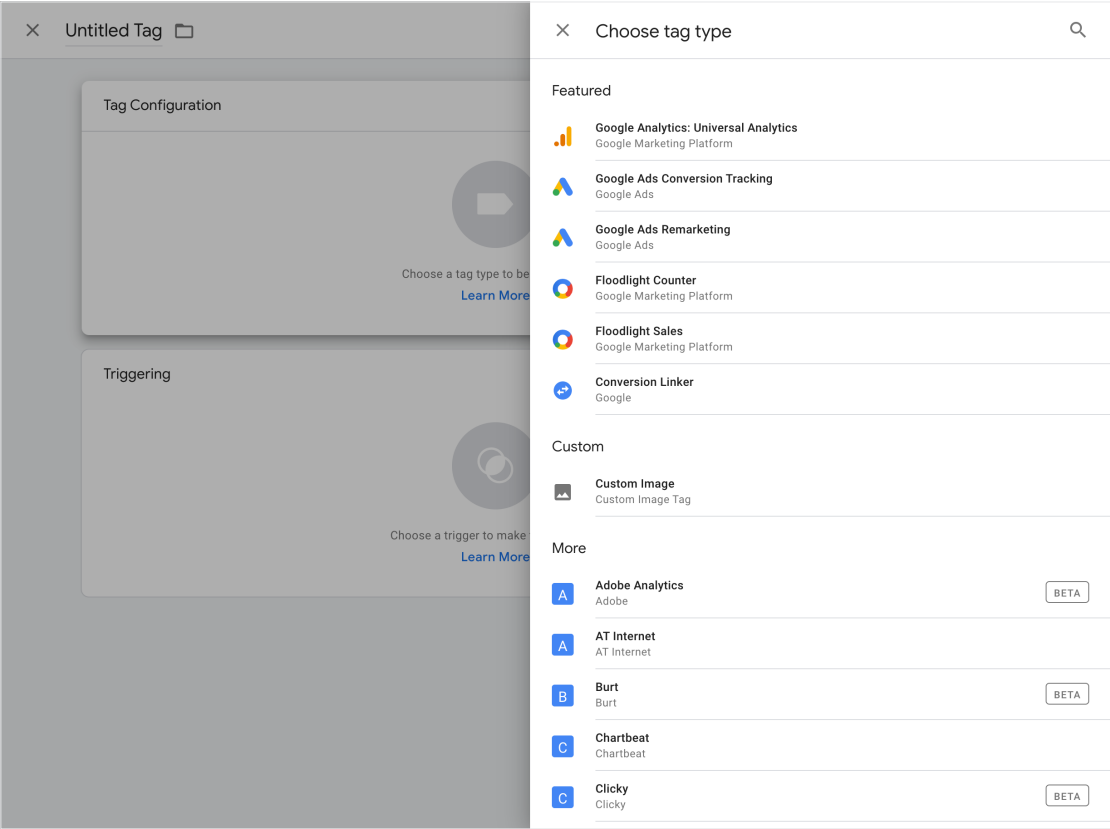
Links

Setting up Facebook Business <https://business.facebook.com/business/help/>

Google Merchant Account https://www.google.com/intl/en_us/retail/get-started/

Google Tag Manager <https://support.google.com/tagmanager/>

Amazon Merchant Account <https://sellercentral.amazon.com/>



webhooks

Link tracked events to API hooks in Webflow/CRM/CMS

Create Live syncing using Zapier, Integromat, Automation

Update PIM / Customer Tagging / Forms with real time user management

Links

Zapier <https://zapier.com/>

Integromat <https://www.integromat.com/en/>

Webflow API <https://developers.webflow.com/>

The screenshot shows a Zapier configuration page titled "Create customer in Shopify when new event in Klaviyo". The trigger is "1. New Event in Klaviyo". Under "Find Data", a search for "Event B" has been performed, showing event details such as event_id, event_name, and person information. The action is "2. Create Customer in Shopify".

The screenshot shows a Zapier configuration page titled "Name your zap". The trigger is "1. New Element in Library in Adobe Creative Cloud Libraries". The action is "2. Find or Create Contact in Salesforce (Legacy)".

continuous integration/ identity

Git managed Asset Management and Source Control

AGILE / Project Management

Trello / Project Management

Repository to Real Time Live Deployment

Functions and Automatic Scaling

Export Fonts/Media/Static Code from Webflow, use in Source Control AGILE product development lifecycles

Include Vanilla Templates in E Commerce, CRM, CMS, Blogging, Newsletter, Email Campaign Management

Netlify

Hosting and Deploy <https://www.netlify.com/products/build/>

Functions <https://www.netlify.com/products/functions/>

Forms <https://www.netlify.com/products/forms/>

Authentication <https://docs.netlify.com/visitor-access/identity/#enable-identity-in-the-ui>

Token Managed Entitlement / Real Time Moderation

PCI AND HIPAA Compliant

Scalable Role Based Identity with Localization/Globalization Endpoints



MORE IS MORE

Use a ceramide serum and booster set. Our Ceramide skincare regimen will keep you cozy, protected, and hydrated this winter.

Get 15% off \$75 or 20% off any \$100 purchase. Use code: JOY at checkout!

GET THE LAYERS



STEP ONE

Prep your skin for ultimate nourishment by cleansing and soothing with our Ceramide Cleanser & Toner Set, formulated to maximize the benefits of your moisture.

SOFTEN THE SKIN



STEP TWO

Smooth one capsule of our Daily Youth Restoring Serum inside with Advanced Ceramide into clean skin to help strengthen the natural barrier and improve resilience.

GET RESULTS



STEP THREE

Before you head out the door, apply our Ceramide Lip and Firm Day Cream with Broad Spectrum Sunscreen SPF 30 for intensive hydration and protection all day.

BOOST YOUR DAY

COUNTDOWN TO CHRISTMAS

For Guaranteed Delivery By Christmas

- 12:00 PM EST STANDARD SUREPOST SHIPPING
- 12:15 PM EST STANDARD GROUND SHIPPING
- 12:30 PM EST Choose SECOND DAY
- EST AIR
- 12:51 PM EST Choose NEXT DAY DELIVERY

CHAT WITH A SPECIALIST Monday - Friday, 10AM - 7PM (EST)

SKIN CARE
MAKEUP
FRAGRANCE
PREVAGE
EIGHT HOUR
OFFERS



SURE, YOU WOKE UP LIKE THIS*

Guarantee a good start day with these beauty essentials formulated for every beauty-seeking skin.

WE WON'T TELL



JUST A TINT

Our Pure Fresh Mineral Tint Moisturizer SPF 15 perfects your complexion with sheer color and luminosity.

BRIGHTEN UP

SHOW MORE SKIN

Our Flawless Fresh Moisture Makeup is a 5-in-1 any formula perfect for the makeup minimalist who wants to show as much skin as possible.

CAPTURE THE LIGHT



SKIN IS IN

PREVAGE Progressive Retinol is an all-time bestselling treatment that will help transform your skin in just 28 days so you can go bare-faced again!

GO BARE

TEA IS SERVED

Treat yourself to a White Tea Deluxe Skin, perfect for soothing with your favorite fragrance, with any \$50+ order.

Use code: CELEBRATE

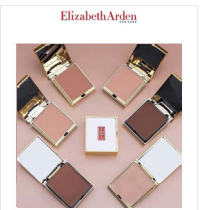
ENJOY YOUR MOMENT

Mother's Day Shipping Cut Off Dates
Ground - May 2nd @ 3PM EST
2nd Day - May 6th @ 3PM EST
Overnight - May 10th @ 3PM EST

CHAT WITH A SPECIALIST Monday - Friday, 10AM - 7PM (EST)

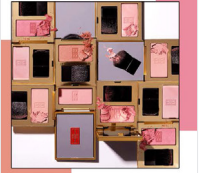
SKIN CARE
MAKEUP
FRAGRANCE
PREVAGE
EIGHT HOUR
OFFERS
*ARDENXRESEE

To receive these complimentary gifts, spend \$50 on any order \$50 during checkout at www.elizabetharden.com. This is a limited time offer. See www.elizabetharden.com for details. Offer valid on US orders only. Offer ends on 5/20/22 at 11:59 PM EST. Credit required. While supplies last. Shipping charges apply. Offer is subject to change without notice. Offer may not combine with any other offers. To learn more, visit www.elizabetharden.com. *This offer is available to US residents only. Offer ends on 5/20/22 at 11:59 PM EST. Offer is subject to change without notice. Offer may not combine with any other offers. To learn more, visit www.elizabetharden.com. © 2022 Elizabeth Arden, Inc. All rights reserved. See www.elizabetharden.com for details. Offer is subject to change without notice. Offer may not combine with any other offers. To learn more, visit www.elizabetharden.com. © 2022 Elizabeth Arden, Inc. All rights reserved. See www.elizabetharden.com for details. Offer is subject to change without notice. Offer may not combine with any other offers. To learn more, visit www.elizabetharden.com.



Our Flawless Fresh Spring-On Cream Makeup is formulated with essential powders to give you natural-looking, light-coverage skin and buildable full coverage.

STAY A POSE



COOL WEATHER CHEEKS

Your cheeks deserve a touch of color as the temperature dips, so we got your look with our luminous, high-glycogen light-reflecting blush.

LOOK UNDER YOUR MASK



BRIGHT LIGHTS

Treat yourself to new fresh oils during the holiday season with an amazing scent of My 1916. Receive our newest fragrance for women who know their angles.

SHED THE BELLS



6 Free gifts with any \$50 purchase. Use Code: BRIGHTEN

CHAT WITH A SPECIALIST Monday - Friday, 10AM - 7PM (EST)

SKIN CARE
MAKEUP
FRAGRANCE
PREVAGE
EIGHT HOUR
OFFERS



DIY SPA DAY

Boost your spring skincare routine with one of our versatile face masks. There's a formula for every need and occasion.

TAKE OFF



FOR INSTANT GLOW

Our SUPERSTART Probiotic Boost Skin Renewal Moisturizer Mask is great for softness and is packed with a concentration of probiotics to enhance your skin.

TAKE OFF



FOR DEEP CLEANING

Give yourself a satisfying treat with our PREVAGE Cleo Smart Double Action Deep Clean Off Mask. It's a true liquid magnet for pollution.

TAKE OFF



FOR BEAUTY SLEEP

Make the most of your nightly eight hours with our Ceramide Overnight Finishing Mask. It's a true cream that helps hydrate, firm, and lift the skin.

TAKE OFF



THANKS, MOM

This Mother's Day, make Mom smile with this 7-piece set, here with any \$50+ order.

<https://revlonemail.netlify.app/revlononline.html>
<https://eabaseemailb.webflow.io/lights-camera-selfie>
<https://eabaseemailb.webflow.io/ceramide-essentials>
<https://eabaseemailb.webflow.io/>

Cinemax

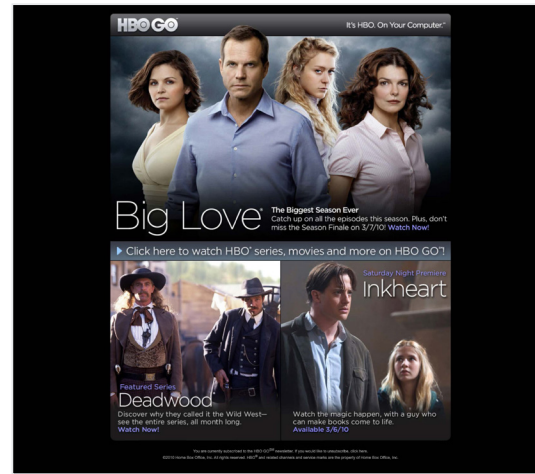
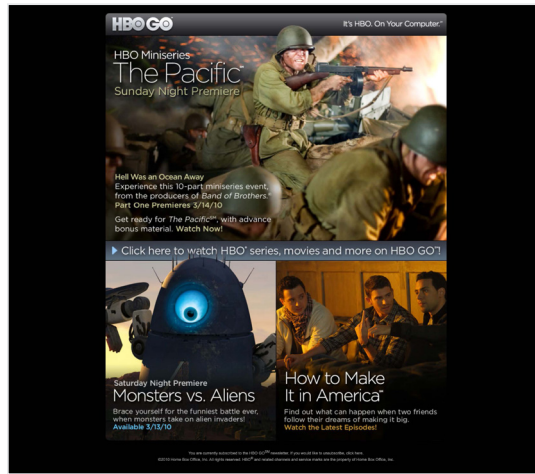
- Launch
- Rebrand
- Audience Development
- Asset Management set up and development
- Content Curation
- Affiliate Approvals and Partnership
- Analytics
- IEP Compliance / QA Testing



<https://cmaxnews.netlify.app/>
<https://cmax1224.netlify.app/>

HBO

- Launch
- Rebrand
- Audience Development
- Asset Management set up and development
- Content Curation
- Affiliate Approvals and Partnership
- Analytics
- IEP Compliance / QA Testing



<https://hboemail.netlify.app/>
<https://hboemail1224.netlify.app/>