



Admin Onboarding Handout: 5 Things You Need to Know

1. **Campaign Builder** allows you to deploy email communications quickly and easily to a specified audience.
 - The senders, audience, and content are configured by the marketers.
 - This tool allows organizations to send the same message at the same time to the recipients of their choosing.
 - Common use cases include newsletters, organization-wide initiatives, and company notifications like holiday hours and system outages.
2. **Self-Serve Print** gives marketing administrators the ability to create custom-designed assets with a pre-built template.
 - The template includes a custom signature footer.
 - Marketers can design print images like flyers and postcards in inDesign or another design tool, make a copy of the self-serve template, and replace the main image with their design, keeping the signature footer intact.
 - You can search for **template** on the Manage Marketing page to find available templates.
3. **Email Builder** is a drag-and-drop email building tool.
 - With multiple layouts and elements available, marketers can easily create beautifully designed emails that include text, image, video, buttons, and other content.
 - Using the email builder, marketers can create emails from scratch, use our prebuilt layouts, or edit Expert Content emails provided by the Total Expert team.
4. **Expert Content** includes emails, print and Web marketing, and journeys that have been designed in-house by our Expert Content team and distributed to our customers, free of charge.
 - Expert Content can be used “out of the box”, completely customized, or mixed and matched.
 - Total Expert creates and publishes a newsletter on a regular basis to keep you informed of newly available Expert Content.
5. **Knowledge Base (KB)** is the hub for all things related to Total Expert product training.
 - The KB includes user guides, simulations, webinar recordings, videos, and full eLearning courses to help all users (regardless of experience level) learn how to use the features and functionality of Total Expert.
 - You can use these resources to create your own internal training course for new users or to complement your own curriculum.
 - New resources are created and existing materials are updated as the Total Expert platform evolves.
 - You can access the KB from the platform by clicking the **Help Center** icon in the upper-right corner of any page and selecting **Help Desk** or by navigating directly to <https://totalexpert.freshdesk.com/support/home>.