

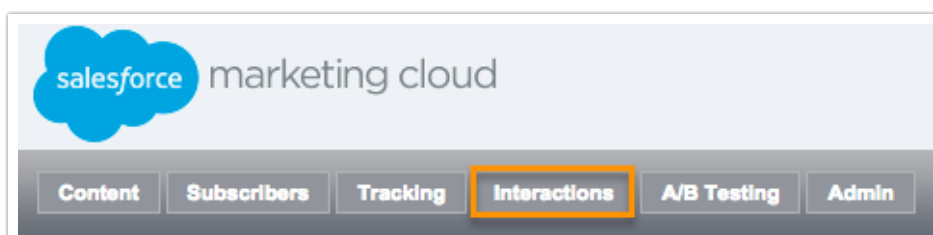
# Salesforce Marketing Cloud (Formerly ExactTarget) Triggered Email

You can trigger a Salesforce Marketing Cloud email using your regular Salesforce Marketing Cloud integration action. After setting up your triggered emails in Salesforce Marketing Cloud you just need to setup your SurveyGizmo Salesforce Marketing Cloud action, and voila - every time that Salesforce Marketing Cloud action is triggered, an email will be sent from your Salesforce Marketing Cloud account!

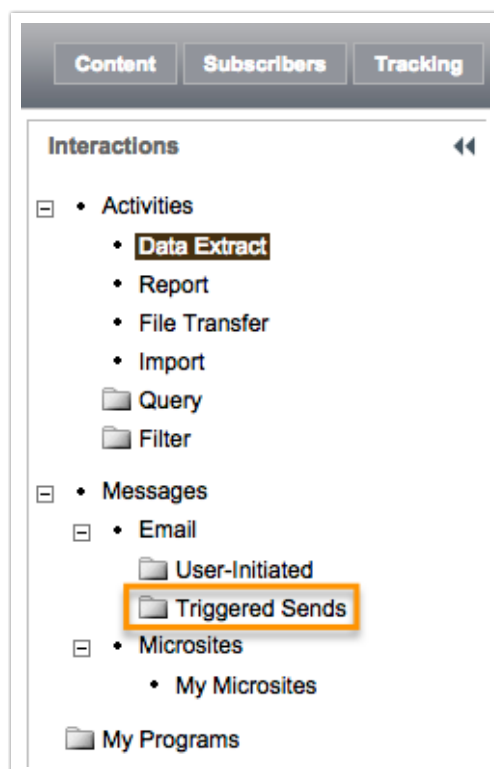
The possibilities are endless. Let's say you have a customer satisfaction survey, and you'd like to be able to email your customers to find out what went wrong when you receive a negative review. Well, if you set up your Salesforce Marketing Cloud action to only trigger when you've received a negative response, and then have that trigger an email in Salesforce Marketing Cloud to follow up with them, that not only allows you to keep in touch with your customers on how to improve, but allows you to track that email within Salesforce Marketing Cloud. It also means you have a lot more customization options inside of Salesforce Marketing Cloud with how the email will look.

## Setting up your Salesforce Marketing Cloud Trigger Sends

1. Once you're logged in to your Salesforce Marketing Cloud account, click the **Interactions** tab.



2. Under the Interactions column, click on the **Triggered Sends** option.



Now, you'll need to create a new triggered email:

3. Click **Create**.




The screenshot shows a software interface with a top navigation bar containing tabs: Content, Subscribers, Tracking, Interactions, A/B Testing, and Admin. The 'Interactions' tab is selected. On the left, a sidebar menu shows a tree structure: Interactions > Activities > Data Extract, Report, File Transfer, Import, Query, Filter; Messages > Email > User-Initiated, Triggered Sends; and Microsites > My Microsites. The 'Triggered Sends' item is highlighted. The main content area displays the 'Triggered Sends' table with columns 'Name' and 'External Key'. Above the table are action buttons: Create (star icon), Move (plus icon), Archive (folder icon), Start/Restart (play icon), and Pause (stop icon). The 'Create' button is highlighted with an orange box, and an orange arrow points to it from the 'Interactions' tab.

<input type="checkbox"/>	Name	External Key
<input type="checkbox"/>	<a href="#">Marybeth Trigger Send</a>	mbtrigger
<input type="checkbox"/>	<a href="#">Charli Triggered send test</a>	9820
<input type="checkbox"/>	<a href="#">06112012 Trigger Send Test</a>	9649
<input type="checkbox"/>	<a href="#">MorganTriggerSendTest2</a>	9616
<input type="checkbox"/>	<a href="#">MorganTriggerSendTest</a>	9615
<input type="checkbox"/>	<a href="#">Test Triggered Send Def II</a>	7585
<input type="checkbox"/>	<a href="#">Rob Dyn Created TriggerSendDef ...</a>	16171
<input type="checkbox"/>	<a href="#">Test Triggered Send Def</a>	6973


4. Customize your email and be sure to customize your **External Key** as you'll need to use it later when customizing your survey.

**NOTE:** Please remember to scroll down, there are several other options to be filled in in this particular section.

[Triggered Emails](#) > **New Triggered Email**

 Save  Publish Changes  Cancel


Interactions have an external key used to integrate external events and subscribers with properties of your message.


 **Properties**


**Name** *(required)*

**External Key**

**Description**

**Send Classification** *(required)*  
Default Commercial 

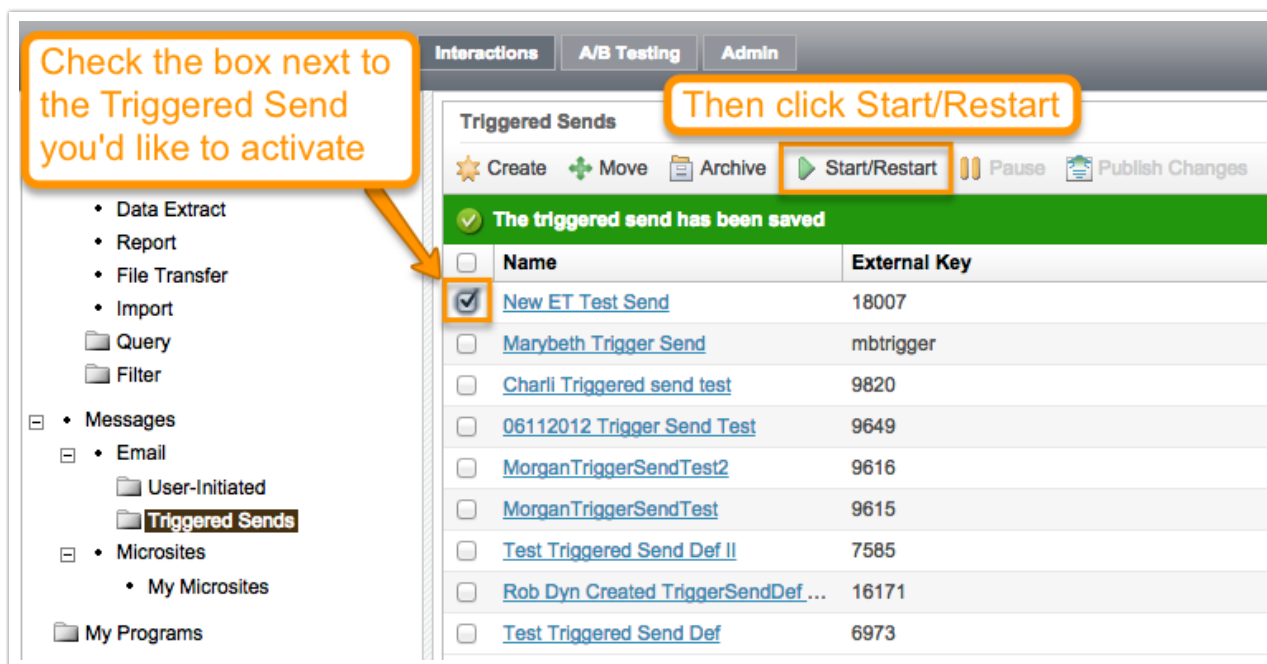
☐ Override Sender Profile with  

☐ Override Delivery Profile with  

5. Save your work.

6. Go back to **Interactions > Triggered Sends**.

7. Click the **checkbox** next to the triggered send you'd like to activate and click **Start/Restart**.



## Setting up your SurveyGizmo Salesforce Marketing Cloud action

Now that you've set up your Salesforce Marketing Cloud Trigger Send, head on back to SurveyGizmo to set up your Salesforce Marketing Cloud action.

1. Click **Add Action** on the bottom of the page where you'd like to add your Salesforce Marketing Cloud action.
2. Select **SF Marketing Cloud - Push**.
3. Choose your **Salesforce Marketing Cloud Account** from the dropdown menu.
4. Select **Push to Subscriber Attributes**.
5. Choose **which Salesforce Marketing Cloud list this subscriber should belong to**. This field is required and you can only select one list at a time.
7. Choose **which Subscriber Key to Pull from**. If you are using multiple Salesforce Marketing Cloud accounts (and using the subscriber key option) you'll need to fill in

this option as well.

**8. Select the name of the Triggered Send email to be sent** Be sure to choose your pre-set up triggered send email. This will trigger an Salesforce Marketing Cloud email once someone hits this part of your survey.

**9. Once you're done, make sure to Save Action.**

**ExactTarget Account:**

SG (survgiz\_ent2)

**ExactTarget Options:**

☒ Push to Subscriber Attributes

☐ Push to DataExtensions

**Which ExactTarget list should this subscriber belong to?:**

-- None --

**Pull Subscriber Key From:**

-- None --

**Select the name of the Triggered Send email to be sent:**

Test Triggered Send Def

**Fire action each time page is hit:**

☐ Yes, fire this action each time this page is rendered.

☒ No, only fire this action once for each response.

Related Articles