

Nicholas Center (CTR-CFIB): Website and Email Locations and Organization

An overview of the areas in Sitecore that are maintained by the Nicholas Center for Corp Finance & Investment Banking.

Website Pages, Images and Documents

Page Name	Item Path	Media Library Path
Nicholas Center for Corporate Finance and Investment Banking	/sitecore/content/Bus/centers/nicholas-center-for-corporate-finance-and-investment-banking	/sitecore/media library/Bus/Knowledge-Centers/cfib
Corporate Finance and Investment Banking	/sitecore/content/Bus/mba/current-students/mba-specializations/corporate-finance-investment-banking	/sitecore/media library/Bus/MBA/Specializations/Corporate-Finance-Investment-Banking

Blog Images and Documents

Images that are used in blogs should be located in one of the appropriate folders and organized by YYYY > MM

Blog	Item Path	Media Library Path
Nicholas Center for Corporate Finance & Investment Banking Blog	/sitecore/content/Bus/mba/current-students/mba-specializations/corporate-finance-investment-banking/blog	/sitecore/media library/Blogs/centers/CFIB

Email Builder

Emails are created in the following folder in Sitecore and organized by YYYY > MM.

Images and documents that are embedded/linked to from emails are uploaded to the following media library folder in Sitecore and organized by YYYY > MM.

Item Path	Media Library Path
/sitecore/content/templates/email/nicholascenter	/sitecore/media library/email/nicholas

Headshots Folder for Use on Website Pages and Emails

All faculty and staff headshots should be referenced from the following folder.

Item Path
/sitecore/media library/headshots

General Images for Emails

Item Path
/sitecore/media library/email/template

iContact Client Folder Settings

Below is a brief overview of the settings used in the Nicholas Center iContact client folder.

When using a client folder, iContact automatically adds UTM codes / Google Analytics to the end of all hyperlinks in an email. It uses the sender property to set the Campaign and the message name to set the Content of the UTM code. It is important that you always use the correct sender property and message name formatting.

Sender Properties

CTR-CFIB-Event	Event information from Nicholas Center for Corp Finance & Investment Banking
----------------	--

CTR-CFIB-News	News and updates from Nicholas Center for Corp Finance & Investment Banking
---------------	---

Always select the correct sender property. This sets the Campaign for the UTM codes used in Google Analytics.

Examples of Message Names

Message Name	CTR-CFIB-Subject-YYYY-MM-DD
--------------	-----------------------------

Always use the correct formatting for the message name. This sets the Content field for the UTM codes used in Google Analytics.

Contact / List Names

CTR-CFIB-Event	Event information from Nicholas Center for Corp Finance & Investment Banking
CTR-CFIB-News	News and updates from Nicholas Center for Corp Finance & Investment Banking
CTR-CFIB-Staff	Nicholas Center for Corp Finance & Investment Banking Staff
WSB-Web-Team-Staff	Web Team Staff

Remember to upload all the contacts to either the Event or News lists. Then segment them into groups. You can use a variety of techniques to segment lists. Please reach out to the web team, if you are uncertain as to the best way to add a new segment to one of your lists, or if you feel you need a new main list.

Examples of List Segmentation

Make sure the custom field you will use exists. Then the contact is uploaded with custom field as the header in a column. The cells in that column are all giving a specific value. And the contacts are uploaded into iContact using a CSV (Comma Delimited) file.

Example Contact List

fname	lname	email	class_year
Vanessa	Taulbee	vanessa.taulbee@wisc.edu	2016