

MANAGE AND MERCHANDISE A B2C COMMERCE CLOUD STORE (CCM101)



OVERVIEW

Discover how to present products in a compelling way on a B2C Commerce Cloud storefront so you can turn customers into repeat customers. In this 2 and a half days class, you'll learn how to improve conversion rates and increase the average order size of shoppers. Our B2C Commerce Cloud experts will walk you through how to organize an existing site, use best practices in search and online marketing, enhance the shopper experience, and leverage analytics to understand what products are selling best and why.

NOTE: This course does not include site creation, programming, or site design. This class is taught using the SFRA reference architecture site and not the client's specific site. Client specific site is used during the Launch Readiness Bootcamp conducted by Services.

WHO SHOULD TAKE THIS COURSE?

This class is ideal for merchants, marketers, and content managers who want to learn more about using B2C Commerce Cloud Business Manager to manage end-to-end business operations for a Commerce Cloud storefront. This course is also useful for developers preparing for the B2C Commerce Developer certification, providing information on working with a B2C site and data management using Business Manager.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Organize a storefront using catalogs, categories, products, pricing, and search refinements.
- Improve results in search engines using SEO best practices.
- Improve on-site search using the search index, Einstein Search dictionaries, and sorting rules.
- Entice and target online shoppers using customer groups, qualifiers, campaigns, and promotions.
- Create shopper experiences using content slots, Page Designer, and Einstein Recommendations.
- Leverage analytics and reports to determine success
- Create A/B Tests to make decisions on storefront experiences

PREWORK

Please complete the following trailmix before attending our expert-led class:

[Trailmix, Trailhead Academy](#)

CERTIFICATION

CCM101 is recommended to prepare Salesforce Certified B2C Commerce Developer exam. Other courses and self-study materials are recommended for this exam. The complete list of prerequisites is provided by Salesforce in the [Exam Guide](#).



DURATION
2.5 days

DELIVERY FORMAT
- Classroom
- Virtual

LANGUAGE
Course in French /
Materials in English

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LESSONS & TOPICS

Getting Started

- Introductions
- Housekeeping
- B2C Commerce Overview

Shop Organization

- Explain how catalogs work
- Create categories
- Manage products
- Manage pricing & inventory
- Configure search refinements

Search & Sort

- Manage search Engine optimization
- Implement searchandizing strategies

Online Marketing

- Use qualifiers (coupon codes, source codes, customer groups)
- Create promotions
- Create and manage campaigns
- Refine campaigns

Shopper Experience

- Identify content management basics
- Create and manage content slots
- Create a page using page designer
- Identify Einstein recommender types and related strategies

Analysis and Optimization

- View production reports
- Create an A/B Test