

BUILD AND ANALYZE CUSTOMER JOURNEYS USING MARKETING CLOUD (MKT101)



OVERVIEW

Start your journey to becoming a Marketing Cloud Specialist. In this 5-day, expert-led class, you will learn how to build customer journeys within Marketing Cloud. Our team of Marketing Cloud pros will walk you through best practices related to executing, monitoring, and analyzing your journeys, arming you with the tools and know-how to design personalized journeys and engage with your customers in a whole new way.

WHO SHOULD TAKE THIS COURSE?

This class is designed for email digital marketers who manage the email channel for their organization. Whether you are new to Marketing Cloud or looking for tips on how to improve your existing customer journeys, this class is a great place to start. No prior knowledge of Marketing Cloud is needed.

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

- Explain compliance concepts to ensure optimal deliverability.
- Use tools within Marketing Cloud to uphold deliverability standards.
- Utilize Email Design best practices to ensure the best customer experience.
- Develop effective, relevant messages using Content Builder.
- Design and test different delivery methods and options when sending an email message.
- Design and execute customer journeys using automation tools within Marketing Cloud.
- Differentiate the use cases for different automation activities in Automation Studio and Journey Builder.
- Define fundamental data management and structure terminology.
- Use data segmentation tools to create targeted emails.
- Apply a simple data model concept to a real-world scenario.
- Define subscriber statuses, unsubscribe methods, and preferences.
- Analyze marketing campaigns using common KPIs.
- Solve a common marketing problem using troubleshooting guidance.
- Prioritize testing methods and tools to ensure quality control.
- Explain fundamental account and sending administration.
- Know where to go for more information, guidance, and support.
- Describe capabilities across the platform.

PREWORK

Please complete the following trailmix before attending our expert-led class : [Trailmix, Trailhead Academy](#)

IMPORTANT : If you use your personal computer and a configuration is described in the [Computer Setup Guide](#), you must complete it before attending the class

CERTIFICATION

MKT101 is recommended to prepare Salesforce Certified Marketing Cloud Email Specialist 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](#). Registration for an inter-company training session entitles you to a voucher to pass the corresponding certification exam. The voucher, valid for 6 to 12 months, is sent to the trainee on request, at no additional cost. Note that this offer is valid for only one voucher per certification; If you register for multiple courses preparing for the same certification, you will be entitled to only one free voucher.

Note :

- Salesforce certification exam doesn't take place during the training and it's up to the delegate to register to the exam via the webassessor
- We don't recommend passing the Salesforce certification exam directly after attending the course. Additional work must be provided

DURATION

5 days

DELIVERY FORMAT

- Classroom
- Virtual

LANGUAGE

Course in French /
Materials in English

USER INTERFACE

Lightning Experience

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LESSONS & TOPICS

Introduction to Salesforce Marketing Cloud

- Describe Capabilities Across the Marketing Cloud
- Know Where to Go for Support

Administration Essentials

- Account Setup
- Sending Setup

Data management

- Contact Data
- Data Extensions
- Segmentation
- Synchronized Data Extensions

Email message design and creation

- Email Message Design
- Organizing Content
- Content Creation

Message testing, delivery, and email marketing best practices

- Message Testing
- Message Delivery
- Email Marketing Best Practices

Marketing automation

- Automation Studio
- Journey Builder
- Journey Testing

Analytics and troubleshooting

- Tracking
- Reports

Summary

Learn the Foundations of AI

Trailhead Academy classes include a lesson where you'll learn AI concepts, responsible AI practices, and how to use AI and Salesforce together to drive productivity.