TECHNO EXPERT SOLUTIONS

AN INSTITUTE FOR SPECIALIZED STUDIES!

Course Content of Sales Force Marketing Cloud

- Explain Marketing Cloud Connect.

- Connect a Marketing Cloud account to a Salesforce org.

- Create individualized content blocks to leverage Salesforce CRM data using personalization strings and active capacity.

- Create an email in Content Builder.

- Utilize the various sending methods to send to a Lead, Contact, Report,or Campaign in the Marketing Cloud and Sales/Service Clouds.

- Automate the sending of emails using a Triggered Email, Automation Studio and Journey Builder.

- Configure Synchronized CRM Sources to bring CRM data into the Marketing Cloud.

- Segment data using Reports, Filter Activity, and Query Activity.

- Create journeys using Salesforce Activities in Journey Builder.

- Review tracking data in the Marketing Cloud and Sales / Service Clouds.

- Create analytics reports in the Marketing Cloud.

- Create and customize Marketing Cloud reports in a Sales / Service Clouds.

- Create a dashboard based on Marketing Cloud reports.