

Salesforce Marketing Cloud Advanced Training

Unleash the potential of Salesforce Marketing Cloud Advanced Training, a comprehensive program crafted to empower you with the foundational knowledge and hands-on skills needed to excel in Salesforce Marketing Automation. Dive into the Advanced of Salesforce Marketing Cloud (SFMC) and take your marketing capabilities to the next level.

Our training program, backed by Peoplewo Skills' reputation for quality Salesforce content, is meticulously designed to align with industry standards, providing you with the expertise to conquer Salesforce Marketing Cloud certifications confidently.

What You'll Learn:

- Salesforce Marketing Cloud Admin and Developer skills
- In-depth knowledge of Salesforce Marketing Cloud Email Studio and Marketing Automation
- Digital Marketing and Data-Driven Marketing strategies
- Practical Ampscript applications to master dynamic content creation

Why Choose This Course?

- Certification-Focused Curriculum: Designed to prepare you for certifications such as Salesforce Marketing Cloud Email Specialist, Admin, and Consultant, this course ensures you're industry-ready.
- Flexible Learning Pace: Learn at your own speed, making it easier to balance your schedule with skill acquisition.
- Real-World Applications: Practical projects to apply what you've learned in realistic scenarios, boosting your confidence and employability.

Course Highlights:

- No Prior Experience Required: Accessible to all levels, with no programming knowledge needed—just a passion for learning and an ambition to excel.
- Target Audience: This course is perfect for Marketing Cloud Admin, Developer, Email Specialist, and Consultant certification aspirants, marketing automation enthusiasts, and entry-level job seekers in Salesforce Marketing Cloud.

Module 1: Introduction & Data Management

1. Overview of Salesforce Marketing Cloud
 - What SFMC is, its key components, and uses.
2. Platform Access for Hands-on Practice
 - Step-by-step guide to accessing SFMC for practical learning.
3. Users, Roles, Permissions, and Business Units
 - Understanding how to set up and manage access levels.
4. Data Models in SFMC
 - List-Based Data Model
 - Managing subscribers in lists and understanding segmentation.
 - Contact-Based Data Model
 - Contact relationships and how data flows between systems.
5. Subscriber Management & CAN-SPAM Compliance
 - Handling subscriber status and understanding compliance with CAN-SPAM laws.

Module 2: Personalization, Segmentation & Compliance

1. Send Classifications, Sender Profiles, and Delivery Profiles
 - Setting up classifications and profiles for compliant email sends.
2. Personalization with AMPscript
 - Customizing content with AMPscript for dynamic marketing campaigns.
 - Assignment: Practice with AMPscript and Personalization Strings.
3. Publication Lists and Suppression Lists
 - Maintaining lists to manage communication preferences.
4. Types of Data Extensions
 - Overview of different data extension types and their uses.
5. A/B Testing Basics
 - Creating and analyzing A/B tests for email optimization.
6. Mobile Studio Basics
 - Introduction to sending SMS and Push Notifications.

Module 3: Automation & Journey Building

1. Automation Studio Basics
 - Introduction to automation capabilities within SFMC.
2. Filter and SQL Activities
 - Using filters and SQL to segment and manage data.
3. ETL (Extract, Transform, Load) Process
 - Handling data transformations within SFMC.
4. Journey Builder Introduction
 - Overview of Journey Builder and its applications.
5. Journey Data vs. Contact Data
 - Understanding data management within journeys.
6. Entry Sources in Journey Builder
 - Exploring entry sources like Salesforce Data and API events.

Module 4: Advanced Features, Project & Interview Preparation

1. Cloud Pages
 - Creating web content and landing pages within SFMC.
2. Package Manager and Analytics Builder
 - Managing packages and using analytics for insights.
3. Mini Project with Filter Activity
 - Hands-on project applying filter activities.
4. Data Extension Retention Policy & Contact Deletion
 - Managing data retention and contact deletion for compliance.
5. Smart Capture Forms
 - Creating forms to capture and manage customer data.
6. Interview Preparation
 - Review of key SFMC concepts and mock interview questions.
 - Quiz: Full-Length Practice Test for certification readiness.

Key Takeaways:

Two capstone projects allow you to showcase your skills and gain interview confidence, preparing you to excel in a competitive job market.

Take the first step toward Salesforce Marketing Cloud mastery and set yourself up for success!