



Salesforce Marketing Cloud Online Training

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About the Program

In this course, you will learn about Salesforce Marketing Cloud configuration, Content Builder, Email Studio, Journey Builder, Social Studio, and more. You would be able to effectively configure and deploy tools in the Salesforce Marketing Cloud and provide solutions for running tactical email and social media campaigns. As part of this Salesforce Marketing Cloud training, you will work on a few real-world projects that will help you evaluate your knowledge in the real-time business setup. Upon the completion of the course, you will be awarded IntelliPaat's course completion certificate, which is recognized across the time-zones.

About IntelliPaat

IntelliPaat is one of the leading e-learning training providers with more than 600,000 learners across 55+ countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

Our courses are delivered by subject matter experts from top MNCs, and our world-class pedagogy enables learners to quickly learn difficult topics in no time. Our 24/7 technical support and career services will help them jump-start their careers in their dream companies.

Key Features



**28 HRS INSTRUCTOR-LED
TRAINING**



28 HRS SELF-PACED TRAINING



**56 HRS REAL-TIME
PROJECT WORK**



LIFETIME ACCESS



24/7 TECHNICAL SUPPORT



**INDUSTRY-RECOGNIZED
CERTIFICATION**



**JOB ASSISTANCE THROUGH
80+ CORPORATE TIE-UPS**



FLEXIBLE SCHEDULING

Career Support



SESSIONS WITH INDUSTRY MENTORS

Attend sessions from top industry experts and get guidance on how to boost your career growth



MOCK INTERVIEWS

Mock interviews to make you prepare for cracking interviews by top employers



GUARANTEED INTERVIEWS & JOB SUPPORT

Get interviewed by our 400+ hiring partners



RESUME PREPARATION

Get assistance in creating a world-class resume from our career services team



Why take up this course?

- The average annual salary of Salesforce Marketing Cloud Professionals ranges from US\$45,649 for Automation Experts to US\$60,649 for Digital Marketers – Indeed

Many global companies, such as Spotify, Toyota, Amazon Web Services, US Bank, etc., use Salesforce Marketing Cloud to get information about their customers and conduct marketing campaigns. They are in dire need of certified professionals to develop marketing strategies. By enrolling in Intellipaat's Salesforce Marketing Cloud training program, you will gain a 360-degree understanding of this platform and eventually get a lucrative job.

Who should take up this course?

There are many benefits associated with learning Salesforce Marketing Cloud. Professionals from any domain can opt for our training program. In general, individuals working in the following profiles should enroll in this training:

- IT Professionals
- Software Developers
- Data Analysts
- Data Scientists
- Software Architects, etc.

Program Curriculum

Salesforce Marketing Cloud Course Content

INTRODUCTION TO SALESFORCE MARKETING CLOUD

- Marketing Cloud Overview
- Salesforce Marketing Cloud, Google trend report, etc.
- Salesforce Marketing Cloud demo with live projects
- Navigation, options, and tool shortcuts
- Architecture, SOA, and client-server/cloud

SALESFORCE MARKETING CLOUD CONFIGURATION & ACCESS

- Supported systems, Windows, Linux, and Mac, and databases
- Virtual Box, platform limitations, and tools integration
- Setting up sender authentication package (SAP)
- Configuring sender profiles/send classifications
- Setting up FTP locations
- Setting up data extensions
- Setting up lists and groups
- Setting up profile management
- Setting up publication lists
- Setting up suppression lists and rules
- Setting up data filters

EMAIL STUDIO

- Email Studio overview and features
- Administration
- Creating test email templates and content
- Creating test send prospects and lists
- Subscribers, lists, and subscriber lists

- Exclusion, publication, and suppression lists
- Data extensions
- Classic content
- Custom unsubscribe page
- Social pages and smart forms
- Sends types and send logs
- Running a trial email send and performing A/B testing
- Tracking, how to track, etc.

SOCIAL STUDIO

- Setting up workspaces
- Setting up topic profiles
- Creating dashboards
- Creating workbenches
- Setting up the publishing calendar
- Setting up the engagement process

TRIGGER SEND CONFIGURATION

- What is trigger send?
- Use cases and examples
- Contact builder and data extension
- Contacts, data source, and import
- Overview of data designer
- Population, attributes, and attribute groups
- Cancel contact
- Best practices, etc.

CONTENT GENERATOR CONFIGURATION

- What is content builder?
- E-mail, template, content block, and code snippet
- Content generator best practices

MOBILE STUDIO CONFIGURATION & AUDIENCE BUILDER

- Mobile Studio overview
- Mobile connection and administration
- Importing and managing contacts
- Message, mobile push, and notifications
- Analytics builder, report, standard reports, and discover
- AMPScript demo
- Mobile Studio
- Web Studio (CloudPages)
- SmartPages
- Analytics Studio
- Mobile and web analytics
- Einstein engagement score
- Audience Builder overview and configuration

AUTOMATION STUDIO & ITS CONFIGURATION

- Automation Studio overview
- Creating and scheduling automation and studio events automation
- SQL query activity and SQL query use case
- Data view and its use
- Sending email campaigns
- Importing file activity, file transfer activity, script activity, filter activity, data extraction activity, wait activity, etc.
- Cloud and landing pages
- Microsite and smart capture form

JOURNEY BUILDER - OVERVIEW & CONFIGURATION

- Journey creation, template, and entry source
- Data extension
- Target audience
- Salesforce data events

- Journey canvas
- Wait activity, send email activity, and join activity
- Decision split, engagement split, and random split
- Encourage activities
- Einstein split
- Contact activity and sales and service cloud activity
- Overview and examples
- Journey settings and reports
- Administration
- Live scenes and errors
- Journey Builder best practices

MARKETING CLOUD CONNECT

- Connectors and their usage
- Installation and use cases
- Email send
- Integration of Journey Builder
- Trigger send
- Real-time scenarios
- Troubleshooting, API logs, and Salesforce logs
- Setting up a marketing calendar
- Marketing Cloud Connect best practices

Certification

After the completion of the course, you will get a certificate from IntelliPaat.



CERTIFICATE OF COMPLETION

This certificate is awarded to

Your Name

Who has successfully completed

Course Name

Fulfilling all the requirements stipulated by IntelliPaat to achieve professional excellence.

Issued Date: Month XX, XXXX.



Success Stories



Kevin K Wada

Thank you very much for your top-class service. A special mention should be made for your patience in listening to my queries and giving me a solution, which was exactly what I was looking for. I am giving you a 10 on 10!



Sampson Basoah

The Intellipaateam helped me in selecting the perfect course that suits my profile. The whole course was practically oriented, and the trainers were always ready to answer any question. I found this course to be impactful. Thank you.



Sugandha Sinha

Intellipaate's course instructors were excellent and well-versed with their concepts. The support team solved all my queries within the promised 24 hours. They explained all topics and concepts well, and the course material was updated and included videos, exercises, etc. I would highly recommend Intellipaate to those who wish to excel in the IT field.



Vishal Pentakota

The best part of this course was the series of hands-on demonstrations that the trainer performed. Not only did he explain each concept theoretically, but he also implemented all those concepts practically. Great job! A must go for beginners.

CONTACT US

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If you have any further queries or just want to have a conversation with us, then do call us.

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