

Salesforce Marketing Cloud

[SFMC]

Training



SV Tech Soft provides **Salesforce Marketing Cloud (SFMC)** Online training course is good and gets through a lot of material and detail explanation.

Email Essentials is designed to get you up and running on the Salesforce. Marketing Cloud Email Application. In this interactive course, email marketers will gain hands-on experience creating emails, sending and tracking results, managing subscriber data, segmenting data to deliver targeted, relevant messages, and learning automation tools to automate campaigns and daily tasks.

This course is designed for email digital marketers who manage the email channel for their organization. No prior knowledge other Marketing Cloud is needed.

S.No.	Session Title	Topics to Cover
1	Administration	<ul style="list-style-type: none"> ➤ Users ➤ Add a User ➤ Users Roles / Permissions ➤ Change a User Password ➤ Disable a User ➤ Modify User Settings ➤ Reset a User Password
2	Email Studio	<ul style="list-style-type: none"> ➤ Administration ➤ Subscribers ➤ Lists ➤ All Subscribers List ➤ Exclusion List ➤ Publication Lists ➤ Suppression Lists ➤ Data Extensions ➤ Create & Send an Email -Live Example ➤ Classic Content ➤ Types of Sends ➤ Send Logging ➤ A/B Testing ➤ Tracking ➤ Triggered Sends ➤ Overview ➤ Use-case and examples

3	Contact builder	<ul style="list-style-type: none"> ➤ Data Extensions ➤ All Contacts ➤ Data Sources ➤ Imports ➤ Data Designer ➤ Contact Deletion ➤ Best Practices
4	Contact builder	<ul style="list-style-type: none"> ➤ Emails ➤ Templates ➤ Content Blocks ➤ Code Snippet ➤ Best Practices
5	Mobile & Analytics Studio	<ul style="list-style-type: none"> ➤ Mobile Connect ➤ Overview ➤ Administration ➤ Import & Manage Contacts ➤ Messages ➤ Mobile Push ➤ Overview ➤ Notifications ➤ Analytics Builder ➤ Reports ➤ Standard Reports ➤ Discover
6	Automation studio	<ul style="list-style-type: none"> ➤ Overview ➤ Create and Schedule an Automation ➤ Automation Studio Activities ➤ SQL Query Activity ➤ SQL Queries – examples ➤ Data Views& its usage ➤ Send Email Activity ➤ Import File Activity ➤ File Transfer Activity ➤ Script Activity ➤ Data Extract Activity ➤ Wait Activity
7	Web studio	<ul style="list-style-type: none"> ➤ Landing Pages ➤ Smart Capture Form ➤ Examples and use-cases ➤ Microsites ➤ Code resource
8	Journey Builder	<ul style="list-style-type: none"> ➤ Overview ➤ Journey Creation – Live Example ➤ Journey Templates ➤ Journey Entry Sources ➤ Data Extension ➤ Audience ➤ Salesforce Data Events ➤ Events

		<ul style="list-style-type: none"> ➤ Journey Canvas Activities ➤ Wait Activity ➤ Send Email Activity ➤ Decision Splits ➤ Engagement Splits ➤ Random Splits ➤ Joins Activity ➤ Update Contact Activity ➤ Sales and Services Cloud Activities ➤ Overview & examples ➤ Goals ➤ Journey Settings ➤ Journey Testing ➤ Journey History & Reports ➤ Administration ➤ Real Time scenarios and errors ➤ Best Practices
9	Marketing cloud connect	<ul style="list-style-type: none"> ➤ Overview ➤ Installation steps ➤ Use Cases ➤ Email sends ➤ Journey Builder Integration ➤ Journey Builder Salesforce Entry sources ➤ Journey Builder Sales & Service cloud activities ➤ Synchronized Data Sources ➤ Real Time scenarios and errors ➤ Troubleshooting ➤ Capture API logs ➤ Capture Salesforce Logs ➤ Best Practices
10	AMP Script	<ul style="list-style-type: none"> ➤ Overview ➤ Live examples ➤ Real time Use cases ➤ How to use Ampscript in Emails ➤ How to use Ampscript in SMS & Push Messages ➤ How to use Ampscript in Cloud Pages ➤ Commonly used functions
11	API	<ul style="list-style-type: none"> ➤ SOAP API ➤ Overview ➤ WSDL and Endpoints ➤ Live examples using SOAP UI tool ➤ Real time Use cases ➤ REST API ➤ Overview ➤ API App creation ➤ API endpoints ➤ Live examples using POSTMAN tool ➤ Real time Use cases

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