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Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

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.

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Job Role

Marketer, Business User

Duration

Virtual: 5 Day(s)

User Interface

Lightning Experience

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Overview

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:

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

Prepare for the course with this Trailmix.



Build and Analyze Customer Journeys Using the Marketing Cloud - Prework

Please complete the following before attending our expert-led class.

Class Registration

Billing country

Choose



Currency

Choose



Classes can only be purchased in a currency that your billing country supports. Use the Billing Country filter to see available classes. If your billing country/currency isn't available, [contact us \(https://trailhead.salesforce.com/help?topic=Trailhead_Academy&topicName=Trailhead%20Academy&groupName=Trailhead_Support\)](https://trailhead.salesforce.com/help?topic=Trailhead_Academy&topicName=Trailhead%20Academy&groupName=Trailhead_Support).

Virtual Class

Unavailable

Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

Nov 7 through Nov 11, 2022 at 8:30 AM - 5:00 PM EST (5:30 AM - 2:00 PM PST) · Delivered by Salesforce · Virtual Training #1 · Virtual

Language: English

\$3,000.00 (USD)

Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

Register

Nov 14 through Nov 18, 2022 at 9:00 AM - 5:00 PM SGT (5:00 PM - 1:00 AM PST) · Delivered by Salesforce · Virtual Training SGT SG · Virtual

Language: English

\$3,500.00 (USD)

Virtual Class

Register

Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

Nov 14 through Nov 18, 2022 at 9:00 AM - 6:00 PM CET (12:00 AM - 9:00 AM PST) · Delivered by Authorized Training Provider · TenEnigen S.r.l Italy · Virtual

Language: Italiano

€1,785.00 (EUR)

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Lessons and Topics

- Introduction to Salesforce Marketing Cloud

Introduction to Salesforce Marketing Cloud

- Administration
- Subscriber and Data Management
- Email Message Design and Creation
- Message Testing, Delivery, and Email Marketing Best Practices
- Marketing Automation
- Analytics and Troubleshooting
- Summary

Learn

Trails
Trailmixes
Modules
Projects
Trailhead Academy
Career Paths

Credentials

Superbadges
Certifications
Maintain Certifications
Verify Certifications
Take Free Certification Prep

Community

Trailblazer Community
Events
Quests
Be a Multiplier (BAM)
Salesforce Developers
Salesforce Admins
Trailblazer Connect


Extras

Sales Enablement
Customer Stories
Trail Tracker
Sample Gallery
Trailhead Store
Trailhead Help



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