

SALESFORCE MARKETING CLOUD



Email Studio

- Overview
- 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

Contact Builder

- Data Extensions
- All Contacts
- Data Sources
- Imports
- Data Designer
- Contact Deletion
- Best Practices

Content Builder

- Overview
- Emails
- Templates
- Content Blocks
- Code Snippet
- Best Practices

Mobile Studio

- Overview
- Mobile Connect
- Mobile Push

Analytics Builder

- Reports
 - StandardReports
 - Discover

Automation Studio

- 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
 - Filter Activity
 - Data Extract Activity
 - Wait Activity

Cloud Pages

- Landing Pages
- Smart Capture Form
- Examples and use-cases

Journey Builder

- Overview
- Journey Creation – Live Example
- Journey Templates
- Journey Entry Sources
 - Data Extension
 - Audience
 - Salesforce Data Events
 - Events
- 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

API.

SSJS.

AMPSCRIPT.

Marketing Cloud Connect.



Partners :



Java



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