



MKT101

Build and Analyze Customer Journeys using Marketing Cloud

salesforce



DURATA

40 ore

AUDIENCE

Questo corso è progettato per i Marketer Digital che gestiscono il canale di posta elettronica per la propria organizzazione. Che tu sia un principiante di Marketing Cloud o cerchi suggerimenti su come migliorare l'engagement dei clienti esistenti, questo corso è un ottimo punto di partenza. Non è necessaria alcuna conoscenza preliminare di Marketing Cloud

OBIETTIVI

- Use tools within Marketing Cloud to uphold deliverability standards.
- Utilize Email Design best practices to ensure the best customer experience.
- Explain compliance concepts to ensure optimal deliverability
- 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.
- Define subscriber statuses, unsubscribe methods, and preferences
- Analyze marketing campaigns using common KPIs.
- Explain fundamental account and sending administration.

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Introduction to Marketing Cloud

- Describe Capabilities Across the Marketing Cloud
- Marketing Cloud Trust Site

Administration Essential

- Account Setup
- Sending Setup
- Business Unit Setup
- Role & Permission
- User Setup

Data Management

- Define Fundamentals Data Management
- Apply simple Data model Concept
- Import Data
- Contact Data
- Data Extensions
- Segmentation
- Query Studio

Email Message Design & Creation

- Email Message Design
- Organizing Content
- Content Creation
- Content Block Type
- Email Template
- Email Message
- Mobile Message
- Dynamic Content
- Personalization String
- AMPScript

Message Testing, Delivery and Email Marketing Best Practis

- Message Testing
- eMail Validation
- Message Delivery
- eMail Send Flow
- Subscriber Status
- Exclusion List
- Suppression List
- Publication List

Marketing Automation

- Automate extract, transform and load (ETL) activities with Automation Studio
- Design the customer journey using Automation Tools within Marketing Cloud
- Know the use Case for different automation activities in Automation Studio & Journey Builder
- Journey Testing
- Describe programmatic messaging capability

Analytics & Troubleshooting

- Analyze marketing campaigns using KPI
- Tracking Send & Tips
- Journey Builder Dashboard
- Journey History
- Engagement Metrics
- Marketing Cloud Reports
- Journey Builder Report
- Contact Reporting
- Account Summary
- Troubleshooting Unsent eMail