SMS 01
Salesforce Marketing Specialist

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