

# MANAGE AND MERCHANDISE A B2C COMMERCE CLOUD STORE (CCM101)



## OVERVIEW

Discover how to manage and merchandise a business-to-consumer (B2C) Salesforce Commerce storefront using Commerce Cloud Business Manager. In this instructor-led course, learn how to maintain an existing B2C Commerce site, leverage search engine optimization (SEO) and online marketing, and generate reports to monitor production performance. Elevate your storefront by creating a seamless, connected commerce experience for business consumers that drives customer retention and increases revenue.

**NOTE:** This course does not cover B2C Commerce site creation, programming, or design, and is exclusively taught using Salesforce Reference Architecture (SFRA) sites, not client sites.

## WHO SHOULD TAKE THIS COURSE?

This course is designed for merchants, marketers, and content managers who are responsible for managing, maintaining, and customizing an existing B2C Salesforce Commerce storefront using Commerce Cloud Business Manager. This is also a great course for anyone who is interested in earning their B2C Commerce Developer credential.

## WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Organize a storefront using catalogs, categories, products, pricing, and search refinements.
- Improve search engine results by championing SEO best practices.
- Use the search index, Einstein Search dictionaries, and sorting rules to improve on-site search.
- Target online shoppers using customer groups, qualifiers, campaigns, and promotions.
- Create shopper experiences using content slots, Page Designer, and Einstein Recommendations.
- Leverage analytics and product reports to monitor sales success.
- Create A/B Tests to drive storefront experience decisions.

## PREWORK

Please complete the following trailmix before attending our expert-led class:

[Trailmix, Trailhead Academy](#)

**IMPORTANT** : If you use your personal computer and a configuration is described in the [Computer Setup Guide](#), you must complete it before attending the class.

## CERTIFICATION

CCM101 is recommended to prepare Salesforce Certified B2C Commerce Developer exam. Other courses and self-study materials are recommended for this exam. The complete list of prerequisites is provided by Salesforce in the [Exam Guide](#). Registration for an inter-company training session entitles you to a voucher to pass the corresponding certification exam. The voucher, valid for 6 to 12 months, is sent to the trainee on request, at no additional cost. Note that this offer is valid for only one voucher per certification; if you register for multiple courses preparing for the same certification, you will be entitled to only one free voucher.

### Note :

- Salesforce certification exam doesn't take place during the training and it's up to the delegate to register to the exam via the webassessor
- We don't recommend passing the Salesforce certification exam directly after attending the course. Additional work must be provided.



**DURATION**  
2.5 days

**DELIVERY FORMAT**  
- Classroom  
- Virtual

**LANGUAGE**  
Course in French /  
Materials in English

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## LESSONS & TOPICS

### Introduction to Salesforce B2C Commerce

- Define Salesforce B2C Commerce

### Storefront Organization

- Explain how catalogs work
- Create categories
- Manage products
- Manage pricing and inventory
- Configure search refinements

### Search Marketing

- Manage search Engine optimization
- Implement Search and Sizing strategies

### Online Marketing

- Use qualifiers
- Create promotions
- Manage campaigns
- Refine campaigns

### Consumer Experience

- Identify content management basics
- Create and manage content slots
- Build a page using page designer
- Identify Einstein recommender types and related strategies

### Analysis and Optimization

- View production reports
- Create an A/B Test