

# BUILD AND ANALYZE CUSTOMER JOURNEYS USING MARKETING CLOUD (MKT101)



## OVERVIEW

Discover how to build unique, memorable customer engagements with Marketing Cloud. In this 5-day instructor-led course, you'll learn how to build customer journeys in Marketing Cloud. Our team of experts share best practices related to implementing, monitoring, and analyzing your journeys, preparing you to design personalized journeys and engage with customers in new, exciting ways.

## WHO SHOULD TAKE THIS COURSE?

This class is designed for digital marketers who manage the email channel for their marketing team. 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:

- 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.
- Evaluate different delivery methods and options when sending an email message.
- Implement customer journeys using automation tools within Marketing Cloud.
- Differentiate the use cases for 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 key performance indicators (KPIs).
- Solve a common marketing problem using troubleshooting guidance.
- Implement testing methods and tools to ensure quality control.
- Explain fundamental account and sending administration best practices.
- Know where to go for more information, guidance, and support.
- Describe Marketing Cloud platform capabilities.

## 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

MKT101 is recommended to prepare Salesforce Certified Marketing Cloud Email Specialist 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**  
5 days

**DELIVERY FORMAT**  
- Classroom  
- Virtual

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

**USER INTERFACE**  
Lightning Experience

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## LESSONS & TOPICS

### Introduction to Salesforce Marketing Cloud

- Describe Capabilities Across the Marketing Cloud
- Know Where to Go for Support

### Administration Essentials

- Setup an Account
- Send Setup Information

### Data management

- Gather Contact Data
- Generate Data Extensions
- Segment Data
- Synchronize Data Extensions

### Email message design and creation

- Design Email Message
- Organize Content
- Create Content

### Message testing, delivery, and email marketing best practices

- Test Message
- Deliver Message
- Follow Email Marketing Best Practices

### Marketing automation

- Discover Automation Studio
- Explore Journey Builder
- Learn about Journey Testing

### Analytics and troubleshooting

- Track Performance
- Generate Reports

### Summary

- Review the Capstone