



# Salesforce Marketing Cloud Training Curriculum

Chase your dream companies



IBM TECH  
mahindra



**500K+**  
Satisfied Students

**100K+**  
Online Students

**300+**  
Trainers

**300K+**  
Placements

**150+**  
Companies

We Are  
Affiliated  
With Different  
Partners

**NASSCOM**

**SAP** Academy  
**One**

**MSME**  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

**Ministry of Corporate Affairs**  
Department of India

**ISO**  
9001:2015

**startupindia**

**GST**

**SSDC**  
State Skill Development Council  
Skill Development

# Training Certificate



## Marketing Cloud Training Curriculum

**“Enhance your skills with a cutting-edge Curriculum of Salesforce Marketing Cloud Training Program.”**

### **Course Content:**

#### **Module 1: Data**

- Data Overview
- Lists: What is a Subscriber?
- Lists: How to Create Attributes
- Lists: How to Create a List
- Lists: How to Add Subscribers to a List
- Lists: What are the Profile and Subscription Centers?
- Data Extensions: What is a Data Extension?
- Data Extensions: What are Sendable Data Extensions and Non-Sendable Data Extensions?
- Data Extensions: How to Create a Data Extension
- Data Extensions: How to Import Data into a Data Extension
- Contact Builder Overview

#### **Module 2: Content**

- Content Builder Overview
- Uploading Assets into Content Builder
- Content Blocks: How to Create Static Content Blocks
- Content Blocks: How to Create Individualized Content Blocks Using Personalization Strings, Dynamic Content, and AMPscript.
- Content Blocks: How to Add Links to Content
- Templates: What a Template is and the Various Ways to Create One
- Templates: How to Create a Template with Locked Content
- Template: How to Specify Specific Content to be Placed in a Content Area in a Template
- Email: How to Create an Email from a Template.
- Email: How to Add Multiple Content Blocks to a Single Content Area
- Email: How to Add a Button Content Block

### **Module 3: Testing**

- Content Detective
- Validation
- Preview
- Test Send
- Approvals

### **Module 4: Sending**

- Send Flow
- User-Initiated Email
- A/B Testing
- Bounce Mail Management
- Global, Master, and List-Level Unsubscribes

### **Module 5: Analyze Your Results**

- Tracking Data
- Standard Reports
- Automating Reports

### **Module 6: Segmentation**

- Drag-and-Drop Segmentation
- How to Create Random and Filtered Segments
- How to Create Segments Using Measures
- Refreshing Data
- Query Activity
- Audience Builder Overview

### **Module 7: Automation**

- Data Activities: Data Extract
- Data Activities: Import
- Data Activities: File Transfer
- Refresh Activities: Filter Activity; Query Activity
- Email Automation: Overview of Email Automation Tools
- Email Automation: Welcome Series using Journey Builder



- Email Automation: Triggered Email
- Email Automation: Welcome Series Using Automation Studio

## **Module 8: Customer Journeys**

- Describe why customer journeys are important
- Define the customer journey
- Identify how to create 1:1 customer journey

## **Module 9: Marketing Cloud**

- Define the Marketing Cloud
- Log in to the Marketing Cloud
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## **Module 10: Contact Builder**

- Define Contact Builder
- Describe and use the various tools in Contact Builder
- Reiterate the concepts of Subscriber Key, Primary Key, and Contact Key
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## **Module 11: Journey Builder**

- Define Journey Builder
- Define an Interaction
- Build an Interaction
- Build an Interaction
- Create an Entry Event
- Utilize various Journey Builder activities
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## **Module 12: Monitoring and Optimizing**

- Set a goal
- Test the Interaction
- Review metrics
- Create a new version of an Interaction

## **Module 13: AMPscripts**

- Functions and Overview on AMPscripts
- AMPscripts Used Cases