



MARKETING CLOUD CONSULTANT

TRAINING THE
TRAILBLAZERS
OF TOMORROW



< **ISDI** >

TRAINING THE TRAILBLAZERS OF TOMORROW

The Marketing Cloud Consultant course teaches you how to make the most of the connection between your Salesforce org and your Marketing Cloud account.

In this interactive course, you will gain hands-on experience in marketing automation tools and skills, including segmentation and tracking, managing data through lists or data extensions, configuring customer-oriented journeys and configuring the marketing cloud and marketing cloud connections.

> COURSE HIGHLIGHTS



5 days, classroom, virtual classroom



Taught in Spanish
Materials in English



ISDI, Digital Acceleration Center
(Viriato 20, Madrid)



Salesforce certified
instructors



40 hours of classroom training
(TBD)



Small class size allows more
personalized learning

> OUTCOMES

Upon completion of the Marketing Cloud Consultant you will be able to:

1. Connect a Marketing Cloud account to a Salesforce org.
2. Configure Synchronized CRM Sources to bring CRM data into the Marketing Cloud.
3. Create and customize Marketing Cloud reports in a Sales / Service Clouds.
4. Create a dashboard based on Marketing Cloud reports.
5. A detailed understanding of what the Salesforce Certified Marketing Cloud Consultant Exam covers.



> CONTENT & METHODOLOGY

Connecting the Clouds

- Review of steps to connect the Clouds
- Review of the pre-requisites for
- Marketing Cloud Connect
- Review of Salesforce terminology
- Connect a Marketing Cloud account to a Salesforce org
- Review of pre-work

Personalized Digital Marketing

- Review of what functionality can be accomplished in each cloud
- Create a personalized email leveraging
- Salesforce CRM data using Content Builder
- How to use Testing Tools
- How to manually send a Marketing Cloud Email to a Lead / Contact, Report, and Campaign

Marketing Cloud Connect

- Marketing Cloud Connect Overview
- Review of various ways to connect the Clouds

Synchronized CRM Data

- Explain how and why to bring Salesforce CRM data into the Marketing Cloud
- How to synchronized data sources in Contact Builder
- How to create segments using Filters and the Query Activity
- How to create a Salesforce Data Extension for sending

Journey Builder

- Explain each of the Sales and Service Cloud Activities
- How to create a journey using Sales and Service Cloud Activities

> WHO SHOULD TAKE THIS COURSE?

This course is designed for:

- Customers who will be connecting their Salesforce org to the Marketing Cloud using Marketing Cloud Connect.
- The email digital marketer who will manage the email channel for their organization and who needs to know how to best leverage their Salesforce CRM data.
- The Salesforce Administrator who is responsible for supporting users when Marketing Cloud Connect is installed.



Open Courses Information

David Rodríguez (drodriguez@isdi.education)

+34 650 719 866



In Company Information

Bruno Bucher (bbucher@isdi.education)

+34 650 71 98 66