

Design Data-Driven Marketing Cloud Solutions (MKT201)

OEM: Salesforce • Duration: 3 Days (24 hrs) • Code: MKT-201

COURSE MODULES & TOPICS

Module 1: Marketing Cloud Emails and Landing Pages

- Discover CloudPages and Smart Capture Forms
- Configure Interactive Email Forms
- Create Custom Email Templates
- Compose Emails with Einstein

Module 2: AMPscript Syntax and Functions

- Explore AMPscript capabilities and concepts
- Identify functions and resource locations
- Configure Common, Add, Update, and Exclusion Functions
- Incorporate AMPscript using CRM data

Module 3: Marketing Cloud Connect (MCC) Data

- Discover and configure MCC
- Connect Marketing Cloud users to CRM
- Use Synchronized Data Extensions
- Create CRM Audiences
- Configure CRM Journey Entry Sources
- Review MCC best practices

Module 4: Data Segmentation Strategies

- Review Data Model Best Practices
- Source and connect data for real-time journeys
- Understand intentional data value

Module 5: Data Automation

- Explore data integration options
- Automate data management tasks with Automation Studio
- Transform data using SQL
- Review Filter and Query Activity use cases

Module 6: Customer Journey Optimization

- Plan customer journeys
- Explore Journey Entry Options and channels
- Discover Journey Builder Einstein capabilities
- Test, update, and review Journey Analytics

Module 7: Data Cloud for Marketing

- Identify connections between Marketing Cloud and Data Cloud
- Explore Data Cloud for Marketing features
- Examine Marketing Segments

Module 8: Marketing Cloud Personalization (MCP)

- Explore MCP capabilities
- Explain MCP implementation process
- List MCP tools

Module 9: Einstein for Marketers

- Discover Einstein Marketing Insights
- Review Marketing Cloud Intelligence (MCI) Reporting Packages
- Understand basic marketing metrics

Module 10: Marketing Cloud Best Practices

- Identify best practices for optimal system performance
- Examine email sending best practices
- Organize marketing assets and folder structure