

Manage and Merchandise a B2C Commerce Store (CCM101)

OEM: Salesforce • Code: CCM101

COURSE DESCRIPTION

Discover how to manage and merchandise a business-to-consumer (B2C) Salesforce Commerce storefront using Commerce Cloud Business Manager. In this 3-day or 5-day 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.

AUDIENCE PROFILE

- 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 Salesforce Certified B2C Commerce Cloud Developer certification.
- 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. Client sites are only used during Launch Readiness Bootcamps, which are conducted by Services.

PREREQUISITES

- Prepare for your Trailhead course by completing the prework before your session starts — Manage and Merchandise a B2C Commerce Cloud Store (CCM101) Prework, via Trailhead Academy.
- Students using their own computer for an in-person or virtual class are expected to follow the steps outlined in this Computer Setup Guide.

COURSE OBJECTIVES

By the end of this course, participants 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.

Module 1: Introduction to Salesforce B2C Commerce

- Define Salesforce B2C Commerce

Module 2: Storefront Organization

- Explain How Catalogs Work
- Create Categories
- Manage Products
- Manage Pricing and Inventory
- Configure Search Refinements

Module 3: Search Marketing

- Manage Search Engine Optimization
- Implement Search and Sizing Strategies

Module 4: Online Marketing

- Use Qualifiers
- Create Promotions
- Manage Campaigns
- Refine Campaigns

Module 5: Consumer Experience

- Identify Content Management Basics
- Create and Manage Content Slots
- Build a Page Using Page Designer
- Identify Einstein Recommender Types and Related Strategies

Module 6: Analytics and Optimization

- View Production Reports
- Create an A/B Test