

Sitecore XP for Marketers

OEM: Sitecore • Code: SITECORE_XP_FOR_MARKETERS

COURSE DESCRIPTION

The Sitecore XP 10 for Marketers course (previously named Context Marketing Fundamentals) is designed to cover Sitecore Experience Platform (XP) marketing features and how to use them to deliver relevant content to customers. This course is designed to give you the understanding that you will need to work with a project using Sitecore as a Content Management System. By working through guided student labs, live demonstrations, and question and answer sessions, you will learn how to deliver personalized experiences to your customers in the context of their previous interactions with your company.

AUDIENCE PROFILE

- This section doesn't contain any content.

PREREQUISITES

- Attendees should have successfully completed the Sitecore XM/XP for Business Users course, the Web Experience Management eLearning, or have equivalent experience.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Identify their most valuable marketing spend.
- Use personalization to increase the relevance of their content.
- Deliver targeted messaging to visitors.
- Test and optimize content.
- Get important insights through Experience Analytics.
- Gain desired results by failing faster.
- Gain a high-level understanding of Sitecore XP capabilities and related products.

COURSE OUTLINE

Module 1: Course Outline

- Exploring Digital Goals and Outcomes

- Using Sitecore Forms
- Working with Campaigns
- Applying Personalization
- Optimizing through Testing