

Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

Course Contents

The below topics will be covered in this training in detail:

- ✚ Introduction to Salesforce Marketing Cloud**
- ✚ Administration**
- ✚ Subscriber and Data Management**
- ✚ Email Message Design and Creation**
- ✚ Message Testing, Delivery, and Email Marketing Best Practices**
- ✚ Marketing Automation**
- ✚ Analytics and Troubleshooting**
- ✚ Summary**