Duration: 5 days (4 hours per day)

Day 1

- Salesforce Marketing Cloud Overview
- Overview of the Customer Success Platform
- Overview of the Marketing Cloud Marketing Cloud Connect
- Marketing Cloud Connect Overview
- Review of various ways to connect the Clouds
- Review of what functionality can be accomplished in each cloud
- Connect a Marketing Cloud account to a Salesforce org
- Explain how and why to bring Salesforce CRM data into the Marketing Cloud

Day 2

- Email Marketing Best Practices - CAN SPAM Act
- Mobile Studio overview
- How to manually send a Marketing Cloud Email to a Lead/ Contact, Report, and Campaign
- A/B Testing

Day 3

- **Marketing Cloud Engagement API**
- Create a personalized email leveraging Salesforce CRM data using Content Builder
- How to automate the sending of an email via a Triggered Email, Automation Studio, and Journey Builder
- How to synchronize data sources in Contact Builder
- All the activities and features of contact builder
- How to create a Salesforce Data Extension for sending

Day 4

- **Marketing Cloud Triggered API**
- How to create single send and multi-step journey by using different use cases.
- How to test a journey Builder
- Einstein for journey and emails

Day 5
- Tracking and Reporting Activity
- How to create and automate tracking reports in the Marketing Cloud
- Understand the tracking data available in the Sales / Service Cloud
- How to create a dashboard for Marketing Cloud tracking reports
- Intelligence report overview
- **Engagement Studio**