

Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101)

Duration: 40.00 hours (5 days)

32.5 CPD Hours

Rating: ★ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Online

Course Overview

Start your journey to becoming a Marketing Cloud Specialist. In this 5-day, expert-led class, you will learn how to build customer journeys within Marketing Cloud. Our team of Marketing Cloud pros will walk you through best practices related to executing, monitoring, and analyzing your journeys, arming you with the tools and know-how to design personalized journeys and engage with your customers in a whole new way.

About This Course

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Who Should Attend

This class is designed for email digital marketers who manage the email channel for their organization. Whether you are new to Marketing Cloud or looking for tips on how to improve your existing customer journeys, this class is a great place to start. No prior knowledge of Marketing Cloud is needed.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

When you complete this course, you will be able to:

- Explain compliance concepts to ensure optimal deliverability.
- Use tools within Marketing Cloud to uphold deliverability standards.
- Utilize Email Design best practices to ensure the best customer experience.
- Develop effective, relevant messages using Content Builder.
- Design and test different delivery methods and options when sending an email message.
- Design and execute customer journeys using automation tools within Marketing Cloud.
- Differentiate the use cases for different automation activities in Automation Studio and Journey Builder.
- Define fundamental data management and structure terminology.
- Use data segmentation tools to create targeted emails.
- Apply a simple data model concept to a real-world scenario.
- Define subscriber statuses, unsubscribe methods, and preferences.
- Analyze marketing campaigns using common KPIs.
- Solve a common marketing problem using troubleshooting guidance.
- Prioritize testing methods and tools to ensure quality control.
- Explain fundamental account and sending administration.
- Know where to go for more information, guidance, and support.
- Describe capabilities across the platform.

Additional Course Details

Nexus Humans Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101) training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101) course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

Frequently Asked Questions

Q: What delivery options are available for Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101)?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
 - Traditional Instructor-Led Classroom Training (ILT)
 - On-site delivery at your offices anywhere in United Kingdom
 - Private dedicated courses customized for your team
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Q: How many CPD hours does this course provide?

The 5-day Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101) course provides up to 32.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101) training?

The training takes place over 5 day(s), with each day lasting approximately 40.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101)?

Yes, we provide corporate training, dedicated training, and closed classes for Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101). Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: Why choose Nexus Human for Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101)?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Salesforce Build and Analyze Customer Journeys using Marketing Cloud (MKT101) training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

Professional Training & Development

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