

# Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201)

**Duration:** 32.00 hours (4 days)

**26.0 CPD Hours**

**Rating:** ★ 4.6 (5,878 reviews)

## Course Information

**Delivery Format:** Instructor Led - Online

## Course Overview

Unify and analyze your data in one place with Marketing Cloud Connect. In this 4-day class, you'll learn how to link your Marketing, Sales, and Service Clouds to seamlessly engage with your customers. Discover how to segment Salesforce data to create personalized, targeted emails. Track and report on those emails to see what resonates most with your customers so you can strengthen your relationships with them.

## About This Course

Unify and analyze your data in one place with Marketing Cloud Connect. In this 4-day class, you'll learn how to link your Marketing, Sales, and Service Clouds to seamlessly engage with your customers. Discover how to segment Salesforce data to create personalized, targeted emails. Track and report on those emails to see what resonates most with your customers so you can strengthen your relationships with them.

## Who Should Attend

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This course is ideal for email digital marketers responsible for managing the email channel for their organization, Salesforce Admins responsible for supporting users when Marketing Cloud Connect is installed, and customers who will be connecting their Salesforce org to Marketing Cloud using Marketing Cloud Connect.

# Learning Outcomes

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

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

Explain Marketing Cloud Connect.

Connect a Marketing Cloud account to a Salesforce org.

Create individualized content blocks to leverage Salesforce CRM data using personalization strings and dynamic content.

Create an email in Content Builder.

Utilize the various sending methods to send to a Lead, Contact, Report, or Campaign in Marketing Cloud and Sales and Service Clouds.

Automate sending emails using a Triggered Email, Automation Studio, and Journey Builder.

Configure Synchronized CRM Sources to bring CRM data into Marketing Cloud.

Segment data using Reports, Filter Activity, and Query Activity.

Create journeys using Salesforce Activities in Journey Builder.

Review tracking data in Marketing Cloud and Sales and Service Clouds.

Create analytics reports in Marketing Cloud.

Create and customize Marketing Cloud reports in Sales and Service Clouds.

Create a dashboard based on Marketing Cloud reports.

## Additional Course Details

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Nexus Humans Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201) 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 Link Your Salesforce Data using Marketing Cloud Connect (MCC201) 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

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## **Q: What delivery options are available for Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201)?**

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 4-day Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201) course provides up to 26.0 CPD hours of structured learning. CPD certificates can be provided upon request.

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## **Q: What is the duration of the Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201) training?**

The training takes place over 4 day(s), with each day lasting approximately 32.00 hours including breaks for lunch and refreshments.

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## **Q: Do you provide corporate training for Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201)?**

Yes, we provide corporate training, dedicated training, and closed classes for Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201). 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.

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## Q: Why choose Nexus Human for Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201)?

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

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## Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Salesforce Link Your Salesforce Data using Marketing Cloud Connect (MCC201) 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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