



Marketing Cloud Email Specialist Bootcamp



Let's succeed together!

Trailblazer COMMUNITY GROUPS

salesforce

Thank You!



Panelists



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Marketing Champion

Atlanta Marketers Group Co-leader

@mrs_najee



Guilda Hilaire

Director of Product Marketing

@justguilda



Helpful Tools For Today

- This session is **being recorded** and will be uploaded to YouTube channel:
[Trailblazing Together](#)
- Please **post** your questions in the chat window
- **Join** the MC Learning Camp Slack channel
- **Join** the [Community](#)
- **Follow** @MCLearningCamp
- **Register** to all the sessions in this Bootcamp
- Swag + Vouchers = 



Use Hashtag
#MCESBootcamp22

Bootcamp Agenda

- Email Specialist Certification Overview
- About the exam
- Exam Outline
- Resources
- Webassessor
- Practice Test
- Certification Maintenance
- Bootcamp Schedule
- Upcoming Sessions
- Next Steps



Marketing Cloud Email Specialist



The Salesforce Marketing Cloud Email Specialist has experience using Marketing Cloud, specifically Email Studio, Content Builder, Journey Builder, importing data, segmenting data, and running reports that capture email data. They can create solutions that meet email marketing goals. The Marketing Cloud Email Specialist is familiar with product capabilities related to email marketing, report generation, and data management.



About the Exam

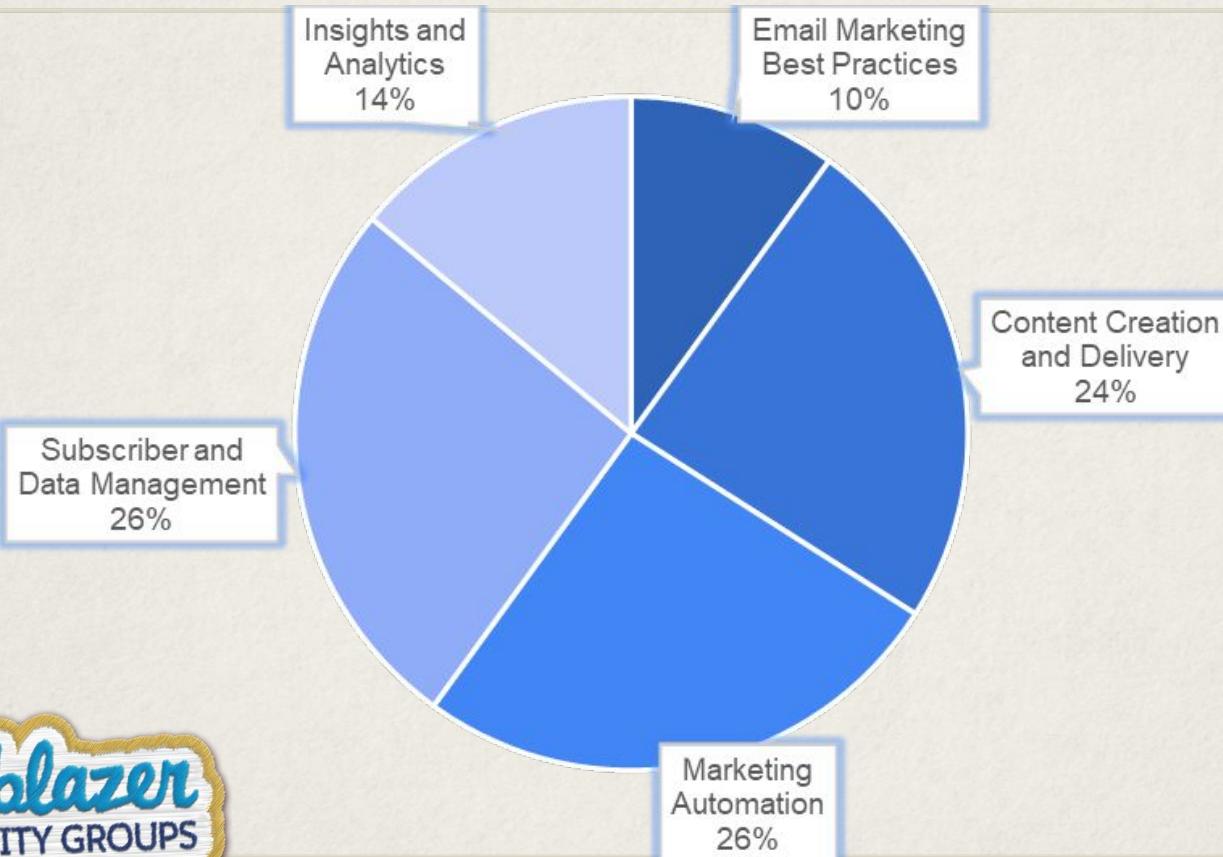
- **Content:** 60 multiple-choice questions, up to 5 unscored questions*
- **Time allotted:** 90 minutes
- **Passing score:** 67%, Pass/Fail/Section level feedback
- **Registration fee:** USD 200, plus applicable taxes as required per local law
- **Retake fee:** USD 100, plus applicable taxes as required per local law
- **Delivery options:** Online / Onsite
- **Prerequisite:** None
- **Recommended:** [MKT 101](#) course
- **Audience:** has at least 6 months of experience using the Marketing Cloud Email application and associated tools.



Exam Outline

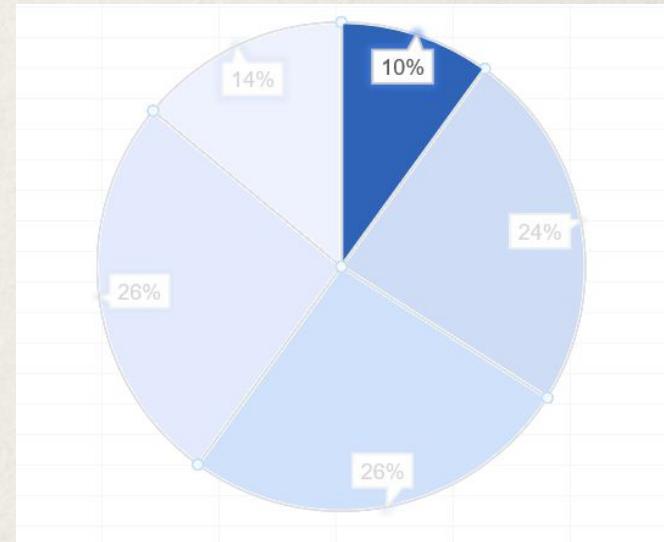


Exam Outline



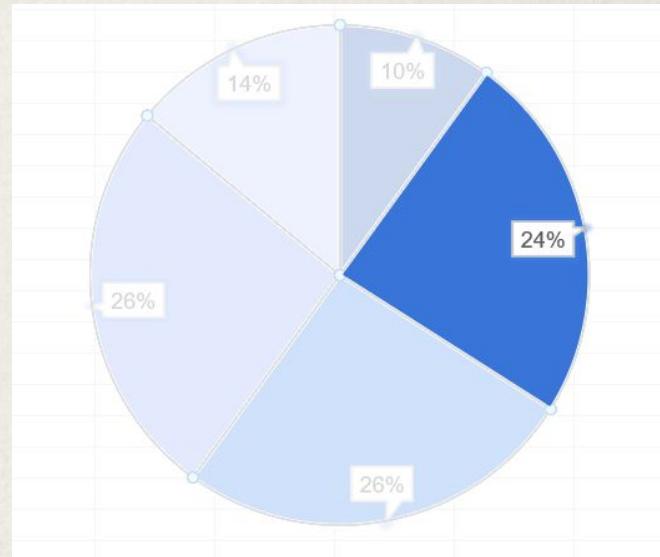
Email Marketing Best Practices

- Given a customer scenario, evaluate elements and techniques of email marketing to design effective emails and email programs.
- Given a customer scenario, differentiate elements of an email that can impact message deliverability.
- Given a customer scenario, demonstrate appropriate and effective subscriber acquisition and retention methodologies.



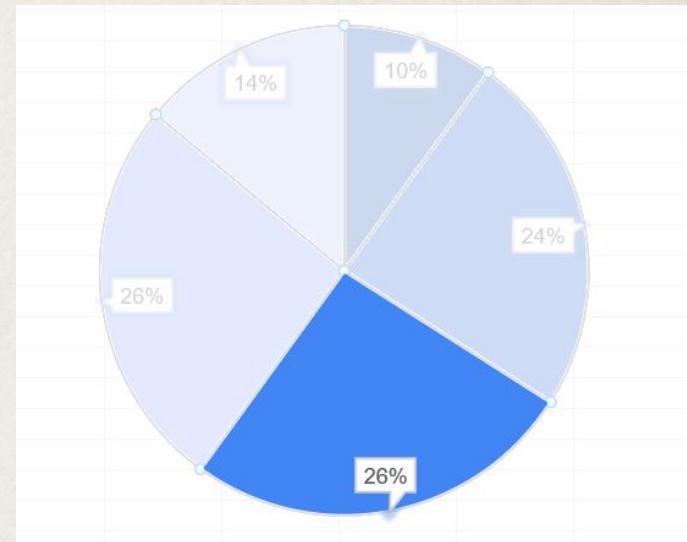
Content Creation and Delivery

- Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send.
- Given a customer scenario, create and customize an email message to meet customers' needs.
- Given a customer scenario, configure send settings to meet the customer requirements.
- Given a customer scenario, organize and manage email campaign content.



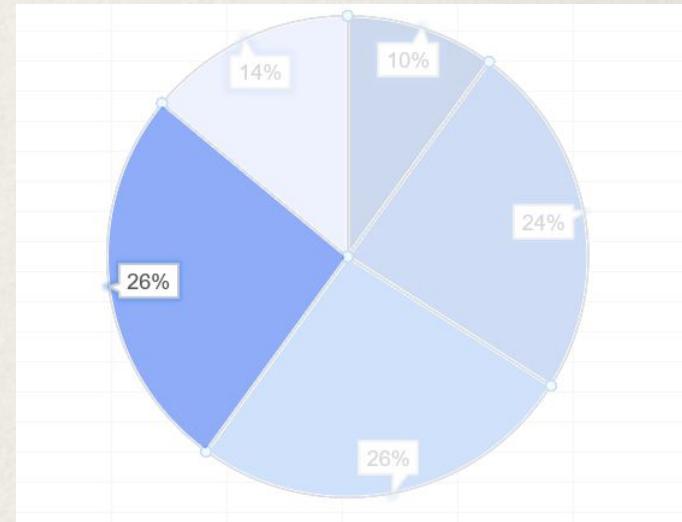
Marketing Automation

- Given a customer scenario, recommend the appropriate marketing automation solution.
- Given a customer scenario, build the appropriate Automation Studio solution.
- Given a customer scenario, build the appropriate Journey Builder solution.



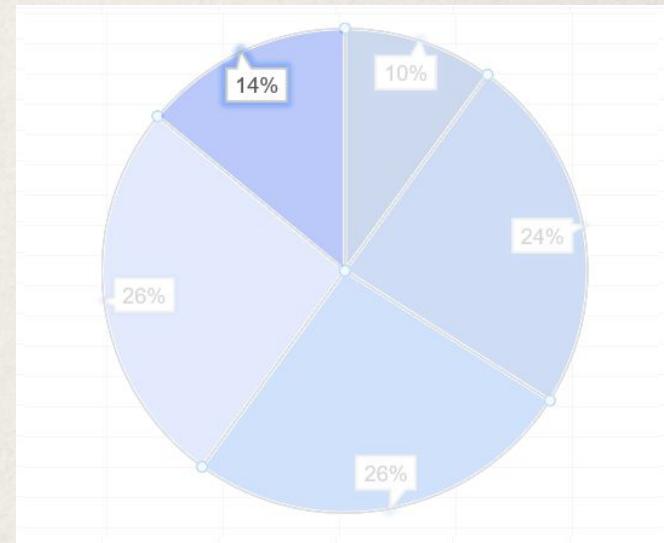
Subscriber and Data Management

- Given desired output requirements, setup Data Extensions in Marketing Cloud.
- Given a customer's business requirements, determine how to import data into Marketing Cloud.
- Given a customer's business requirements, configure segmentation tools to model subscribers and data.
- Given a customer scenario, identify and troubleshoot send discrepancy based on subscriber preference management.



Insights and Analytics

- Given a customer scenario, explain the different metrics available for email campaigns and what each one means.
- Given an email campaign, describe the steps involved to analyze the performance results.
- Given a customer scenario, configure and run Marketing Cloud ad hoc and automated reports.
- Given a customer scenario, recommend an Einstein product that will analyze campaign effectiveness.



Recommended Training and References



[Exam Guide](#)

[Exam Trailmix](#)

[Marketing Cloud Email Specialist Practice Test](#)

[Salesforce Help](#)

[Slack Channel](#)

[Trailhead Academy Course Build and Analyze Customer Journeys using Marketing Cloud \(MKT 101\)](#)



Webassessor

- Log in to [Webassessor](#).
- Click Register for a new exam.
- Expand the Marketing Cloud Exams section.
- Locate the exam called “Salesforce Marketing Cloud Email Specialist Certification Practice Test”.
- Choose online / onsite
- Select the location/date and time
- Click Register. The cost to register is USD 200.
- Click Check Out.



 KRYTERION™
GLOBAL TESTING SOLUTIONS



Schedule your Salesforce Certification Exam

Due to the coronavirus (COVID-19) outbreak, many exam testing centers are closed. View the list of open testing centers here: <https://www.kryteriononline.com/locate-test-center>. For additional information on the COVID-19 situation, view this FAQ: <https://sfdc.co/CertCovid-19>.

Connect with the Trailblazer Community
Ask Salesforce-related questions and connect with Trailblazers from around the world by joining the [Trailblazer Community](#).

Information about Salesforce Exams
[Learn about each credential](#), prerequisites, and check out the exam guides.

Prepare for your exam
Continue learning and improving your Salesforce knowledge by visiting [Trailhead](#) or [schedule a Trailhead Academy class](#) to learn more from certified instructors.

Additional questions
Visit [Trailhead Help](#) to view relevant articles or to contact us.

New to Salesforce certification?
[Create a new Webassessor™ login now](#)

(Use this login to schedule your exam and check your transcript.)



Practice Test

- Log in to Webassessor.
- Click Register for a new exam.
- Expand the Certified Practice Tests section.
- Locate the exam called “Salesforce Marketing Cloud Email Specialist Certification Practice Test”.
- Choose online / onsite
- Click Register. The cost to register is USD 20.
- Click Check Out.



The screenshot shows the Kryterion website interface. At the top, there is a navigation bar with links for "Home", "My Assessments", "Register For An Exam" (which is highlighted in blue), and "Receipts". Below the navigation bar, there is a section titled "Need help? Click the links below for helpful articles:" followed by a list of exam categories: "Consultant Exams", "CPQ Exams", "Designer Exams", "Developer Exams", "Marketing Cloud Exams", "Pardot Exams", and "Certified Practice Tests". The background of the page features a light beige color with some green foliage at the bottom right corner.

Certification Maintenance



TRAILHEAD

- In order to maintain your Salesforce certification(s), all certified professionals must successfully complete Trailhead maintenance modules specific to their certification
- Link your Webassessor and Trailhead accounts
- Check the [Maintenance Schedule](#)
- All certifications require completion of one maintenance module per year. Learn more about your maintenance requirements.
- **Keep in mind:** If you don't complete your maintenance requirements by your assigned deadline, your certification(s) will expire.



Bootcamp Schedule



MARKETING CLOUD EMAIL SPECIALIST BOOTCAMP

SPEAKERS



GUILDA HILAIRE
SALESFORCE PARTNER



JYOTHSNA BITRA



NAJEE BARTLEY



AYSHA MARIE ZOUAIN



KELAN MOSS



VICKI MORTIZ HENRY



KAYODE ADENIJI



CHRIS ZULLO



GENNA MATSON



ELIOT HARPER



CORRINA COHEN



VLADIMIR SILAK

Bootcamp Schedule

Date	Subject	Presenter
9/27/2022	Welcome	Jyothsna Bitra , Najee Bartley , Guilda Hilaire
9/29/2022	Email Marketing Best Practices	Aysha Zouain
10/4/2022	Content Creation and Delivery	Najee Bartley
10/6/2022	Content Creation and Delivery	Kaelan Moss
10/11/2022	Automation Studio concepts	Vicki Mortiz Henry
10/13/2022	Journey Builder concepts	Jyothsna Bitra
10/18/2022	Subscriber and Data Management	Kayode Adeniji
10/20/2022	Subscriber and Data Management	Kayode Adeniji
10/25/2022	Insights and Analytics	Chris Zullo
10/27/2022	Ask Me Anything Panel	Corrina Cohen, Genna Matson, Vladimir Silak and Eliot Harper
11/1/2022	Advance Features	Eliot Harper
11/3/2022	Practice Test	Najee, Jackie

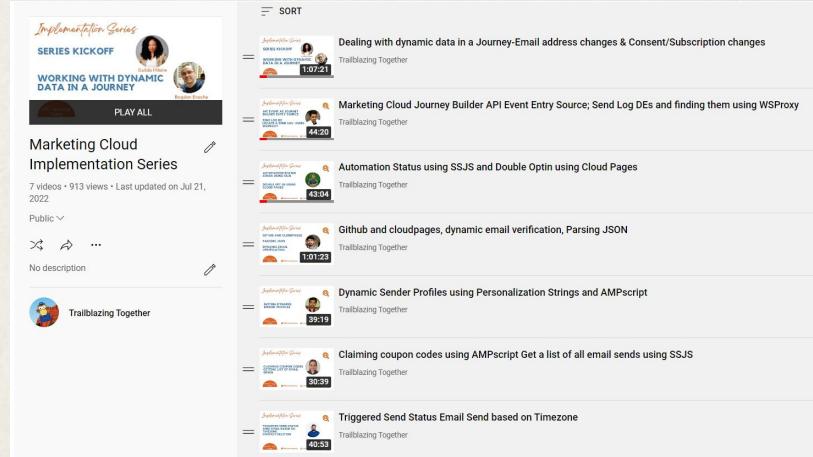
Expected Outcomes:

- Training for entry to mid-level Email Specialist role using Marketing Cloud
- Certification prep for Marketing Cloud Email Specialist Certification exam

Upcoming Sessions

1) Implementation Series

- Authenticating SFMC Cloud Pages with Okta by Mathes
- When AppExchange is right and what to do when it's wrong by Mateusz
- Let's explore Mobile Studio Use Cases by Vlad



2) Salesforce Certification Days Webinars



Preparing for your Marketing Cloud Email Specialist Certification

September 30, 2022
9:00 AM - 2:00 PM Eastern Standard Time
[Register](#)

October 4, 2022
9:00 AM - 2:00 PM Pacific Time
[Register](#)

Next Steps

- Join the MC Learning Camp Slack channel
- Join the Trailblazer Community
- [Register](#) for next session on 9/29
- [Homework: Complete Marketing Cloud Basics Module](#)



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Thank You!



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