Marketing Cloud Email Specialist

1. **EMAIL MARKETING BEST PRACTICES**
   - Identify the elements that make an email message effective or ineffective.
   - Describe global legal compliance guidelines.
   - Identify ways to improve deliverability.
   - Explain acquisition methods to allow potential subscribers to opt-in.
   - Identify best practices for interacting with potential and active subscribers.

2. **EMAIL MESSAGE DESIGN**
   - Describe email design best practices.
   - Explain how to create an email using Responsive Design in the email application.
   - Explain A/B testing best practices to test different email elements to drive results.
   - Describe the available tools to prepare and send an email.
   - Explain how approvals work in the Email application.

3. **CONTENT CREATION AND DELIVERY**
   - Explain various ways to customize email messages.
   - Given a scenario, identify the optimal ways to customize an email message.
   - Describe the available tools to construct email messages.
   - Explain the differences between the Send Flow and the User-Initiated Send Definition.
   - Given a scenario, identify the appropriate send method.
   - Describe various send capabilities in the Email application.
   - Describe how Send Classifications, Delivery Profiles, and Sender Profiles are used.

4. **MARKETING AUTOMATION**
   - Given a scenario, explain which automation tool to use.
   - Describe the capabilities of Automation Studio.

5. **SUBSCRIBER AND DATA MANAGEMENT**
   - Compare and contrast Lists and Data Extensions and describe when to use them.
   - Describe profile attributes, including Preview Profile Center.
   - Given a scenario, describe the relationship between Subscriber Key, Primary
   - Key, Send Relationship, and All Subscribers.

- Given a scenario, describe the ramifications of various settings when creating a Data Extension.
- Describe what happens when one unsubscribes from Lists vs. Data Extensions.
- Explain how unsubscribe works in each Marketing Cloud Edition.
- Describe the differences between a global unsubscribe and a master unsubscribe.
- Identify the ways to import, including Import Wizard, API, and Import Activity.
- Given a scenario, explain the optimal way to import data using the user interface vs. using the API.
- Given a scenario, explain when to use tools to segment data.
- Describe how to refresh segments manually vs. using automation.
- Describe how to use behavioral data to segment data.
- Explain how data relationships work and their use cases.
- Explain sharing data across business units.

6. TRACKING AND REPORTING

- Explain email analytics terminology.
- Analyze individual email performance.
- Given a scenario, describe the reporting functionality and capabilities.

7. EXTERNAL EMAIL INTEGRATIONS

- Identify where to find information or help on APIs and Marketing Cloud Connect.