**Salesforce Marketing Cloud Emails in the Sales and Service Clouds (MCC102)**

## Course Objectives

You will learn how to: Create, send, and track Marketing Cloud emails using Salesforce data Utilize your data to send targeted, relevant, and personalized emails Send emails to Leads and Contacts through single sends and execute a send to a report or campaign Automate the sending of emails via Triggered Emails and Automation Studio

Course Outline

### 1 - MARKETING CLOUD CONNECTOR OVERVIEW

* Explain what the Marketing Cloud Connector is
* Describe the capabilities of the Marketing Cloud Connector
* Explain what the pre-requisites are for the Marketing Cloud Connector
* Explain what can occur in each Cloud with the integration

### 2 - MARKETING CLOUD OVERVIEW

* Explain what the Salesforce Marketing Cloud is
* See how to login to the Marketing Cloud

### 3 - CONTENT

* Explain what Portfolio is
* See how to upload content
* Explain what a template is and the ways to create a template
* Create a template
* Explain the various types of content blocks
* Describe the ways to individualize email content to include personalization and dynamic content
* Create various content blocks
* Explain the ways to create an email
* Use the email editor to create an email

### 4 - TEST

* Describe the capabilities of the testing tools

### 5 - SEND

* Explain the ways to send an email through the Marketing Cloud and the Sales/Service Clouds
* Use the capabilities within the Sales/Service Cloud to send an email to a lead or contact
* Use the capabilities within the Marketing Cloud and the Sales/ Service Clouds to send to a report or campaign
* Explain the A/B Testing functionality
* Describe what a Salesforce Data Extension is
* Create a Salesforce Data Extension and segment contacts
* Use the capabilities of the Salesforce Send Activity to send an email
* Explain the Triggered Send functionality
* Use the capabilities of Automation Studio to send a welcome series

### 6 - ANALYZE

* Explain how to track the results of an email send in the Marketing Cloud and the Sales/Service Clouds
* Use the reporting capabilities in the Marketing Cloud to create a report
* Create reports within the Sales/Service Clouds