

## Introduction to SfmC

- Introduction to Salesforce marketing cloud
- Overview of Salesforce Marketing Cloud
- Features of Salesforce Marketing Cloud
- Benefit of using Salesforce marketing Cloud
- Understanding Salesforce marketing Cloud UI

## Email Studio

- What is Email studio
- Use of email Studio
- Importance of Email Studio

### DATA AND SUBSCRIBERS

#### 1.1 Data Overview

#### 1.2 Lists: What is a Subscriber?

#### 1.3 Lists: How to Create Attributes

#### 1.4 Lists: How to Create a List

#### 1.5 Lists: How to Add Subscribers to a List

#### 1.6 Lists: What are the Profile and Subscription Centers?

#### 1.7 Data Extensions: What is a Data Extension?

#### 1.8 Data Extensions: What are Sendable Data Extensions and Non-Sendable Data Extensions?

#### 1.9 Data Extensions: How to Create a Data Extension

#### 1.10 Data Extensions: How to Import Data into a Data Extension

#### 1.11 Data Extensions: How to import Export Data from Data Extension

#### 1.12 Data Extensions: Types of Data Extensions

- Standard
  - Random
  - Filtered
  - Salesforce Data Extension
  - Synchronize Data Extension
- #### 1.13 Data Extension Creation Method
- Create from New
  - Create From Existing
  - Create From Template

#### 1.14 Use Cases

## CONTACT BUILDER

### 2 Contact Builder Overview

#### 2.1 Data Designer

#### 2.2 All Contacts

#### 2.3 Data Source

#### 2.4 Data Extensions

#### 2.5 Imports

#### 2.6 Contacts Configuration

#### 2.7 Attribute Group

### 3 SUBSCRIBERS

#### 3.1 Subscriber

#### 3.2 Lists

#### 3.3 Groups

#### 3.4 Profile Management

#### 3.5 Preference Management

#### 3.6 Publication List

- 3.7 Shared Publication Lists
- 3.8 Suppression Lists
- 3.9 Shared Suppression Lists
- 3.10 Data Filters
- 3.11 Measures
- 3.12 Use Cases

## Content Builder

### 1. Email Message

#### 2. Template **Creation Method**

- Basic
  - Empty
  - Themed
  - Saved
- 3. Template+AMP
  - 4. Using HTML
  - 5. HTML+AMP
  - 6. Text Only
  - 7. Existing Only

#### 8. Email Template

- Paste HTML
- From Existing Template

#### 9. Content Blocks

- A/B Test
- Button
- Code Snippet
- Dynamic Content
- Email Form
- Enhanced Dynamic Content
- Email Form
- External Content
- Free Form
- HTML
- Image Blocks
- Image Carousel
- Layout
- Social Follow
- Social Share
- Text

#### 10. Interactive Content

##### Email Form

- Empty
- Review
- Progressive profile
- Case Form
- Lead Form
- Image Carousel

##### 11. Send Flow

- a) User-Initiated Email
- b) A/B Testing
- c) Bounce Mail Management
- d) Global, Master, and List-Level Unsubscribes

#### 12. Analyze Your Results

- Tracking Data
- Standard Reports
- Automating Reports

### 13. what is A/B testing?

How to implement A/B Teste?

Types Of A/B Testing

- Subject Lines
- Emails
- Content areas
- From names
- Send date/times
- Preheaders

### 14.INTERACTIONS

a.Import

b. Report

c.Data Factory Utility

d. User initiated Emails

e.Triggered Emails

## Automation

### Overview

### Activities

7.1 Data Activities: Data Extract

7.2 Data Activities: Import

7.3 Data Activities: File Transfer

7.4 Refresh Activities: Filter Activity; Query Activity

7.5 Email Automation: Overview of Email Automation Tools

7.6 Email Automation: Welcome Series using Journey Builder

7.7 Email Automation: Triggered Email

7.8 Email Automation: Welcome Series Using Automation Studio

7.9 Verification activity

7.10 Wait Activity

7.11 Use Cases

7.12 Summary

7.13 Workflow

7.14 Best Practices

## Customer Journeys (Journey Builder)

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8.1 Describe why customer journeys are important

8.2 Define the customer journey

8.3 Identify how to create 1:1 customer journeys

8.4 Types Of The Journey:

- Multi-steps Journey
- Single-send Journey
- Transactional-send journey

8.5 Entry sources

- Api events
- Cloud pages
- Data extension
- Salesforce Data

8.6 Activities

8.7 Email Configuration in journey

8.8 Flow Control

- Decision split
- Engagement Split

- Einstein STO
- Frequency split
- Join
- Path optimizer
- Random split
- Wait by attribute
- Wait Until Date
- Wait Until app event
- Wait until event
- Wait until push events

#### 8.9 Customer Updates

- Update Contacts

#### 8.10 Sales And Service Cloud

- Account
- Campaign member
- Case
- Contact
- Convert lead
- Lead
- Object Activity
- Opportunity
- Task

#### 8.11 Journey Settings

- Exit Criteria
- Goal

#### 8.12 Journey Templates

- Abandoned Cart-EveryDay Purchase
- Abandoned Cart-Significant Purchase
- Anniversary send
- Birthday journey with Coupon
- Event Follow-up
- Path optimizer Email AB Teste
- Re-Engagement
- Welcome Journey
- Welcome Journey with Engagement

#### 8.13 Create journey From Scratch

Welcome Journey

Anniversary sends

Use cases

### **40+ Real time Based Scenarios**

## **9. Analytic Builder**

1. B Test Summary Report
2. Account Send Summary Report
3. Attribute by Tracking Event
4. Campaign Email Job Tracking Summary
5. Campaign email tracking Report
6. Campaign process analytics detail report
7. Cloud Page impression by page report
8. Cloud Page Smart Capture Submission
9. Contact Data Portability report
10.       Contacts Counts
11.       Conversion tracking Statistics
12.       Email Message Frequency
13.       Email Performance by attribute
14.       Email Performance by Domain

15. Email Performance by List
16. Email Performance for all domains
17. Email Performance by overtimes
18. Forwarding activity details
19. Impression tracking by job
20. Impression tracking for trigger send by period
21. Journey builder email sends summary
22. Journey builder email sendss summary by day
23. Line outbound Report
24. List Demographics
- 25.Catalog
- 26.Activity

## 10.Cloud Pages

- 1.Collection
- 2.Content
- 3.Landing Pages
- 4.Basic Content
  - Button
  - Code snippet
  - Free form
  - Image Block
  - Smart Capture
  - Text
- 5.Advance Content
- Reference Content
- 6.Social Media
  - Social Follow
  - 2.Social Share
  - Code Resources
  - Interactive Email Pages
- 7.Use Case

## ADMIN

- 1.Users
  - Create a users
- 2.Create a roles
  - Assign a roles for particular users
- 3.Business Units
  - Create Business Units

### Data Management

- Ftp Account Creation
- File Location
- Key Management
- Parameter Management

### 5.Platform and tools

#### 1.Apps

Salesforce Integration

#### 2.Feature settings

##### a.Content Builder

- Approval Settings
- Campaign Settings
- Content Builder Settings

##### b.Email Studio

- From Address management
- Sender profile

- Delivery profile
- Send Classifications
- Reply Mail Management
- Email Optional Features
- Test Send Thresholds
- Subject/pre-header Validation
- URL Expiration
- Deep Linking Application

### 3. Mobile Studio

Chat Messaging

Mobile Connect

Mobile Push

Tags

### 4. Settings

Company Settings

- Account Settings
- Brand-builder
- Subscription Details
- Alert manager
- Alert manager

Security

security Settings

- Multi\_Factor Authentication
- Login IP Allowlist
- Export Email Allowlist
- Domain Allowlist
- Domain SSL

Journey monitoring

Automation Monitoring

Email Content testing

## INTEGRATION

1. MC Connector

2. API integration

### REST API

- Overview
- API App creation
- API endpoints
- Live examples using POSTMAN TOOL
- Real time Use cases

## AMPSCRIPT PL

1. What Is AmpScript?

2. Use of Ampscript?

- Syntax
- Ampscript Blocks
- Inline Ampscript

3. Tag-Based Syntax

### 4. Variables

- Naming Convention
- How to declare a variable?
- Setting variables

- Scope
- Order Of Operation
- 5. Order of operations**
- 6. Comments In Ampscript**
- 7. Constants**
- Numeric Constants
- String Constants
- Boolean Constants
- 8. Attributes**
- 9. Statements**

**10. Operators**

- Comparison operators
- Logical Operators
- Not Operator
- Controlling Expression Evaluation

**11. Conditional statements**

- IF function
- ELSEIF
- IIF

**12. Loop**

<b>Scenario to try(more than 15+)</b>	
<b>Pattern</b>	
<b>12345678910</b>	
<b>1.....1000</b>	
<b>1.....100</b>	
<b>Tabular Fomat</b>	<b>1.....10</b>
<b>Print table</b>	<b>1.....100</b>

**13. Functions**

- Content function
- AttachFile
- BarCodeURL
- ContentBlockBYID
- ContentBlockBYKey
- ContentBlockByName

**14. Data Extension Function**

- CalimRow
- ClaimRowValue
- DataExtensionRowCount
- DeleteData
- DeleteDE
- ExecuteFilter
- ExecuteFilterOrderedRows
- Field
- InsertData
- InsertDE
- Lookup
- LookupOrderRows
- LookuporderRowsCS

- LookupRows
- LookupRowsCS
- Row
- RowCount
- Update Data
- Update DE
- Upsert DE

### 15.Date And time Functions

- DateAdd
- DateDiff
- DateParse
- DatePart
- FormatDate
- GetSendTime
- LocalDateToSystemDate
- Now
- SystemDateToLocalDate

### 16.Math

- Add
- Divide
- FormatCurrency
- FormatNumber
- Mod
- Multiply
- Random
- Subtract

### 17.String

- Char
- Concat
- Format
- IndexOf
- Length
- Lowercase
- ProperCase
- RegExMatch
- Replace
- ReplaceList
- StringToDate
- StringToHex
- Substring
- Trim
- Uppercase

### 18.Utilities

- AttributeValue
- Domain
- Empty
- If
- If



- IsEmailAddress
- IsNull
- IsPhoneNumber
- Output
- OutputLine

#### 19.Use Cases

## MOBILE STUDIOS

### ➤ **Mobile Connect**

- Overview
- Administration
- Import & Manage Contacts
- Messages

### ➤ **Mobile Push**

- Overview
- Notifications

### ➤ **Reports**

- Standard Reports
- Discover