

Design Data-Driven Marketing Cloud Solutions

MKT201



Job Role:
Marketer



Duration:
3 Days



Learn how to drive customer engagement and reduce costs with personalized, data-driven solutions using Marketing Cloud. This 3-day instructor-led course will teach you how to configure AMPscript functions, integrate data from Marketing Cloud Connect (MCC), simplify data segmentation with Data Cloud for Marketing, and automate data management tasks using Automation Studio. You will also explore foundational concepts for AI in marketing and learn about additional Marketing Cloud features, including Marketing Cloud Personalization (MCP), Marketing Cloud Intelligence (MCI), and Einstein Marketing Insights. These tools will help you deliver relevant, data-centric experiences that increase customer retention and optimize system performance.

Overview

Who should take this course?

This course is intended for experienced marketers who are tasked with creating data-driven solutions using Marketing Cloud. Participants should have the Salesforce Marketing Cloud Email Specialist credential or an equivalent level of knowledge, as well as at least six months of experience using Marketing Cloud. They should have a working knowledge of Marketing Cloud Engagement components and tools, and demonstrate a strong understanding of fundamental Marketing Cloud concepts, including data extension configuration, email distribution, and customer journey creation.

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

- ✓ Create interactive Marketing Cloud emails and landing pages.
- ✓ Configure various AMPscript functions.
- ✓ Engage with customer relationship management (CRM) contacts and sales teams using MCC.
- ✓ Navigate basic Marketing Cloud data segmentation functionality.

About CloudWise

We offer Authorized Salesforce training with several guaranteed-to-run classes each month. We are an industry-leading authorized Salesforce training provider and part of Layer 8 Training.

- ✓ Transform data in Marketing Cloud using Structured Query Language (SQL).
- ✓ Automate data management tasks with Automation Studio.
- ✓ Enhance cross-channel customer journeys with built-in Einstein capabilities.
- ✓ Simplify data segmentation with Data Cloud for Marketing.
- ✓ Identify how MCP capabilities can solve for common use cases.
- ✓ Review marketing analytics using MCI reports and dashboards.
- ✓ Leverage Einstein Marketing Insights to propose customer engagement improvements.
- ✓ Champion Marketing Cloud best practices to optimize email deliverability and org-wide asset management.

Lessons & Topics



Marketing Cloud Emails and Landing Pages

- Discover CloudPages and Smart Capture Forms
- Configure Interactive Email Forms
- Create Custom Email Templates
- Compose Emails with Einstein



AMPscript Syntax and Functions

- Explore AMPscript Capabilities and Concepts
- Identify Functions and Resource Locations
- Configure Common, Add, and Update Functions
- Implement Exclusion Functions
- Incorporate AMPscript Using CRM Data



Marketing Cloud Connect Data

- Discover MCC
- Examine MCC Configuration Steps
- Connect Marketing Cloud Users to CRM
- Use Synchronized Data Extensions
- Create CRM Audiences
- Explore MCC Send Options
- Configure CRM Journey Entry Sources and Activities
- Review MCC Best Practices



Data Segmentation Strategies

- Understand Intentional Data Value
- Review Data Model Best Practices
- Source Data for Segmentation
- Connect Data for Real-Time Journeys



Data Automation

- Explore Data Integration Options
- Identify Common File Transfer Protocol Use Cases
- Automate Data Management Tasks with Automation Studio
- Transform Data Using SQL
- Review Filter and Query Activity Use Cases
- Discover Data Tool Options



Customer Journey Optimization

- Plan Customer Journeys
- Explore Journey Entry Options
- Identify Journey Channels
- Discover Journey Builder Einstein Capabilities
- Test and Update Journeys
- Review Journey Analytics



Data Cloud for Marketing

- Identify Connections Between Marketing Cloud and Data Cloud
- Discover Data Cloud for Marketing
- Explore Data Cloud for Marketing Features and Capabilities
- Examine Marketing Segments
- Simplify Data Segments



Marketing Cloud Personalization

- Explore MCP Capabilities
- Explain MCP Implementation Process
- List MCP Tools



Einstein for Marketers

- Discover Einstein Marketing Insights
- Review MCI Reporting Packages
- Understand Basic Marketing Metrics



Marketing Cloud Best Practices

- Identify Best Practices for Optimal System Performance
- Examine Email Sending Best Practices
- Compare Subscriber Preference Center Options
- Organize Marketing Assets and Folder Structure
- Explore Contact Exclusion Options

Contact us for upcoming classes and pricing:

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