

# MCC201

## Marketing Cloud Connect



# TOPICS

## **Salesforce Marketing Cloud Overview**

- Review the Customer Success Platform
- Get to Know Marketing Cloud

## **Marketing Cloud Connect**

- Review Marketing Cloud Connect
- Review the Various Ways to Connect the Clouds

## **Marketing Cloud Connect Configuration**

- Explore How to Connect the Clouds
- Review the Prerequisites for Marketing Cloud Connect
- Review Salesforce Terminology
- Connect a Marketing Cloud Account to a Salesforce Org
- Review Pework

## **Personalized Digital Marketing**

- Review What Functionality Can Be Accomplished in Each Cloud



- Create a Personalized Email Leveraging Salesforce CRM Data Using Content Builder
- Use Testing Tools
- Send a Marketing Cloud Email Manually to a Lead, Contact, Report, and Campaign
- Automate the Sending of an Email via a Triggered Email, Automation Studio, and Journey Builder
- Understand What Happens When an Email Is Sent
- Understand Subscriber Statuses

### **Synchronized CRM Data**

- Explain How and Why to Bring Salesforce CRM Data into Marketing Cloud
- Synchronize Data Sources in Contact Builder
- Create Segments Using Filters and the Query Activity
- Create a Salesforce Data Extension for Sending
- Create a Journey Using Synchronized Data Sources
- Test a Journey

### **Journey Builder**

- Explain Sales and Service Cloud Activities
- Create a Journey Using Sales and Service Cloud Activities Tracking and Reporting
- Understand the Tracking Data Available in Marketing Cloud
- Create and Automate Tracking Reports in Marketing Cloud
- Understand the Tracking Data Available in Sales and Service Cloud
- Create and Customize Marketing Cloud Reports in Sales and Service Cloud
- Create a Dashboard for Marketing Cloud Tracking Reports

