

Preparing for Your Salesforce.com Administrator Certification

Course Summary

Description

Take the next step in your career and become a Salesforce Certified Marketing Cloud Administrator. In this 1-day, expert-led certification prep class, boost your exam readiness with a detailed exam overview, exam resources, and practice exam questions to test your knowledge.

Objectives

At the end of this course, students will be able to:

- Recall exam objectives.
- Discuss product features and functionality covered on the exam.
- Assess your exam readiness by answering practice questions.
- Familiarize yourself with additional resources necessary to prepare for the exam.

Topics

- Exam Overview
- Digital Marketing Proficiency
- Subscriber Data Management
- Setup
- Channel Management
- Maintenance
- Practice Exam and Wrap-Up

Audience

This class is designed for administrators preparing to take the Salesforce Marketing Cloud Administrator exam who are able to configure Marketing Cloud products using industry and product best practices. You should be generally familiar with data structure in subscriber data management. You should also be able to thoroughly navigate Setup, troubleshoot account configuration, and manage user requests.

Prerequisites

There are no prerequisites for this course.

Duration

One day

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Course Outline

- I. *Exam Overview*
- II. *Digital Marketing Proficiency*
 - A. Review Governance and Compliance in Relation to Digital Marketing
 - B. Review Security Best Practices for Date, Permissions, and PII
 - C. Review Marketing Cloud Product Inventory and Offerings
- III. *Subscriber Data Management*
 - A. Review the Contact Model
 - B. Review Data Quality Evaluation
 - C. Review Preference and Profile Center
- IV. *Setup*
 - A. Review Business Units, Users, and Security Configuration
 - B. Review Integrations Configuration
 - C. Review Features in Setup Home
 - D. Review Marketing Cloud Extension Products
- V. *Channel Management*
 - A. Review Business Units, Users, and Security Configuration
 - B. Review Integrations Configuration
 - C. Review Features in Setup Home
 - D. Review Marketing Cloud Extension Products
- VI. *Maintenance*
 - A. Review Business Units, Users, and Security Configuration
 - B. Review Integrations Configuration
 - C. Review Features in Setup Home
 - D. Review Marketing Cloud Extension Products
- VII. *Practice Exam and Wrap-Up*
 - A. Review Business Units, Users, and Security Configuration
 - B. Review Integrations Configuration
 - C. Review Features in Setup Home
 - D. Review Marketing Cloud Extension Products