

# Introduction to Salesforce Marketing Cloud

Welcome to the course!

This course is an introduction to understand what Salesforce Marketing Cloud is and how it can support an organization and its customers. It will provide an overview of the most powerful tools in Marketing Cloud that help automate marketing tasks and makes them way more efficient.

In this course, you will learn how to easily design appealing email templates using Email Studio and Content Builder which can then be re-used in different marketing campaigns. Next, you would learn how you can import and manage all your customers from one place using Data Extensions. You will also learn how Marketing Cloud helps in creating complete customer journeys using Journey Builder and, lastly, how to automatically carry out activities on specified times using the Automation Studio.

The goal of this course is to familiarize you with what Salesforce Marketing Cloud has to offer. We will be providing a simplified explanation for each tool so you can understand its purpose clearly. For a more detailed look into each tool, we would have separate courses. If you have never used Salesforce Marketing Cloud before and would like to change your organization's marketing journey, this course is made for you!

## Module 1

### Marketing Cloud Basics

- Lecture 1 – Understanding Marketing Cloud
- Lecture 2 – Walkthrough

## Module 2

### Email Studio and Content Builder

- Lecture 1 – Email Studio and Content Builder Overview
- Lecture 2 – Dynamic Content & AMPscript
- Lecture 3 – Walkthrough
- Lecture 4 – IP Warm-up & A/B Testing

## Module 3

### Contact Builder

- Lecture 1 – Data Extensions
- Lecture 2 – Walkthrough

## Module 4

### Automation Studio

- Lecture 1 – Automation Studio Overview
- Lecture 2 – Walkthrough

## Module 5

### Journey Builder

- Lecture 1 – Journey Builder Overview
- Lecture 2 – Walkthrough

## Module 6

Web Studio: CloudPages

- Lecture 1 – Web Studio: CloudPages Overview
- Lecture 2 – Walkthrough

## Module 7

Conclusion