Drive Sales with Account Engagement

Duración: 3 Días   Código del Curso: PDX-101

Temario:

Discover how to drive more qualified leads, nurture prospects through the sales cycle, and sell more effectively using Account Engagement. In this 3-day class, our experts will show you how to design and implement marketing workflows in Account Engagement to make data-driven decisions and drive your company's business forward. Learn how to create and automate dynamic emails, generate and qualify leads, and leverage reports and data to boost sales.

Dirigido a:

This course is designed for Account Engagement Marketers and Salesforce Administrators responsible for designing, building, and implementing marketing workflows and reports using Account Engagement. Its also for Business Users looking to learn more about Account Engagement. This course is a great foundation builder for anyone looking to take the Salesforce Pardot Specialist Certification Exam.

Objetivos:

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

- Enable Account Engagement

- Explain the relationship created between Account Engagement and Salesforce once Account Engagement has been enabled.

- Generate leads with Account Engagements various lead generation tools including Forms, Landing Pages, and Custom Redirects.

- Manage leads with Account Engagements lead management tools including Page Actions, Automation Rules, Segmentation Rules, Dynamic Lists, and Completion Actions.

- Engage leads with Account Engagements lead engagement tools including Email, Personalization, Dynamic Content, and Engagement Studio.

- Qualify leads with Account Engagements scoring and grading functionality.

- Interpret data generated via Account Engagements reporting capabilities.

- Design and execute successful end-to-end marketing workflows using Account Engagement.

Contenido:

Course Introduction

- Review Course Objectives
- Set Learner Expectations
- Review Housekeeping Items
- Review Additional Course Resources
- Explore Course Case Study

Salesforce Integration

- Understand the Account Engagement-Salesforce Relationship
- Sync Data Between Salesforce and Account Engagement
- Enable Account Engagement in Salesforce
- Create Custom Fields
- Review Salesforce Campaigns

Administration

- Create an Account Engagement Dashboard
- Authenticate Your Email Sending Domain
- Sync with Third-Party Applications Using Connectors
- Restore Assets from the Recycle Bin
- Create and Assign Users and User Groups
- Understand Usage Governance

Visitors and Prospects

- Understand Account Engagement Visitors
- Understand Account Engagement Prospects

List Management

- Create List Types
- Organize Prospects Using Static Lists
- Test Emails Using Test Lists

Personalization and Email Marketing

- Personalize Your Emails with HML and Advanced Dynamic Content
- Automate Email Marketing
- Create Email Templates
- See What Works Best for Your Audience Using AB Testing
- Track Email Performance Using Email Reports

Forms and Landing Pages

- Capture Leads with Forms
- Convert Visitors to Leads Using Landing Pages
- Track Leads with Forms and Landing Page Reports
- Track Clicks Using Custom Redirects
- Create Custom Redirect Reports

Lead Management

- Trigger Page Actions
- Automate Actions from a Marketing Element Using Completion Actions
- Create a List of Prospects and Apply a Segmentation Action Using Segmentation Rules
- Create Repeatable, Criteria-Based Automation Rules
- Create Dynamic Lists
- Choose an Automation Tool

Lead Qualification

- Understand Prospect Scoring
- Grade Prospects Based on Profiles

Lead Nurturing

- Build an Engagement Program
- Create Engagement Program Reports

Más información:

Para más información o para reservar tu plaza llámanos al (34) 91 425 06 60

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