

OUR LEARNING EXCLUSIVE

- Custom exam prep software and materials
- Course-specific thinQtank[®] Learning publications to make the learning fun and engaging
- Hands-on exercises in a free Salesforce Developer Edition org every day
- We do not teach the test. We always deliver valuable hands-on experience
- All reading material and study guides sent to you when you register
- Every course taught by experienced Salesforce-certified practitioners
- Six months mentoring access to our engineers after the course

TRAINING CAMP FORMAT

thinQtank[®] Learning delivers this course as a **five-day instructor-led training camp, Monday to Friday**. About 60% lecture and 40% hands-on labs and practice exams. Hands-on work is set to suit the group and the delivery method. Contact us for the schedule covering your dates.

PREREQUISITES

- No certification prerequisite
- Six months of email marketing experience recommended

TARGET AUDIENCE

- Email and digital marketers
- Marketing operations professionals
- Anyone managing an organization's email channel
- Service members, veterans and military spouses using AF COOL, Army CA, MyCAA or VET TEC 2.0

EXAM

Exam	Salesforce Certified Marketing Cloud Engagement Specialist
Exam fee	\$200 USD per attempt, set by Salesforce; retakes \$100
Format	60 multiple-choice questions, 90 minutes
Passing	67%
Delivery	Testing center or online proctored; we help you schedule

DELIVERY METHODS

- Instructor-led training
- Immersive live-online training
- On-site and custom delivery

COURSE OVERVIEW

thinQtank[®] Learning is offering a unique five-day training camp comprised of five days of instructor-led learning that gives students the knowledge and skills needed to run email and journey marketing in Marketing Cloud Engagement: deliverability and best practices, Content Builder, sends and Journey Builder, Automation Studio, subscriber and data management, and campaign analytics.

Marketing Cloud Engagement Specialist (formerly Marketing Cloud Email Specialist) validates the skills to manage an organization's email and journey marketing.

This course prepares you for the **Salesforce Certified Marketing Cloud Engagement Specialist** exam.

WHAT YOU WILL BE ABLE TO DO

- Apply deliverability, CAN-SPAM and consent best practices
- Build responsive messages in Content Builder
- Design, test and schedule sends
- Build journeys with Journey Builder and Automation Studio
- Segment data and manage subscribers
- Analyze campaigns with KPIs

COURSE OBJECTIVES

Primary course objectives, following the official exam outline:

- Email Marketing Best Practices
- Content Creation and Delivery
- Marketing Automation
- Subscriber and Data Management
- Insights and Analytics

EXCLUSIVE LEARNING PACKAGE

- thinQtank[®] Learning Accelerated Custom Exam Study Guide for this exam
- Practice exams built to the official exam outline
- Additional hours of remote lab access
- Custom video recordings for review
- Retake any or all of the course, in person or live online, for 24 months

SALESFORCE CERTIFICATION PATH

Marketing Cloud Engagement Specialist / Administrator

Associate

Marketing Cloud Engagement Consultant

Professional

Account Engagement Specialist

B2B marketing automation

COURSE MODULES

01 Email Marketing Best Practices

10% of exam

- › Topic A: Deliverability
- › Topic B: Compliance and consent
- › Topic C: Design best practices

02 Content Creation and Delivery

24% of exam

- › Topic A: Content Builder
- › Topic B: Dynamic content and AMPscript basics
- › Topic C: Send definitions

03 Marketing Automation

26% of exam

- › Topic A: Journey Builder
- › Topic B: Automation Studio
- › Topic C: Triggered sends

04 Subscriber and Data Management

26% of exam

- › Topic A: Data extensions and lists
- › Topic B: Segmentation
- › Topic C: Subscriber status

05 Insights and Analytics

14% of exam

- › Topic A: Tracking and reports
- › Topic B: KPIs
- › Topic C: Testing

TERMS

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