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Marketing Cloud Consultant

Training Program

The Salesforce Certified Marketing Cloud Consultant has experience using Marketing Cloud tools in executing both tactical and strategic email campaigns. The consultant knows how to build email marketing campaigns while incorporating different tools such as the content system, segmentation, automation, tracking, and analytics to make data-driven decisions to optimize customer email campaigns. The Salesforce Certified Marketing Cloud Consultant is also able to troubleshoot and solve platform issues.

The Salesforce Certified Marketing Cloud Consultant candidate has the experience, skills, knowledge, and ability to:

- Incorporate different tools such as segmentation, automation, tracking, and analytics to make data driven decisions to optimize email campaigns.
- Troubleshoot and solve basic platform issues.
- Write basic SQL, including join statements.
- Utilize scripting for use in messaging and CloudPages (AMPscript, Guide Template Language, Server-Side Javascript).
- Configure account setup and administration (Business Units, roles and permissions, profiles, SAP, RMM, Users, subscriber filters, SFTP).
- Configure data (data extensions, Contact Builder).
- Manage unsubscribes (custom Preference Center).
- Define and execute email data interactions (import, data extracts, file transfers).
- Configure automation.
- Understand Web Service offerings.
- Manage and troubleshoot Marketing Cloud Connect.
- Configure Distributed Marketing.
- Understand the Contact Delete process.

A candidate for this exam is not expected to know Social Studio, Audience Builder, or Pardot.

Recommended - Salesforce Certified Marketing Cloud Email Specialist and Marketing Cloud Developer.



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About the Exam

- 60 multiple-choice questions, up to 5 unscored questions
- Time to complete the exam: 105 minutes
- Passing score: 67%
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment.
- Prerequisite: Salesforce Certified Marketing Cloud Administrator credential
- References: No hard-copy or online materials may be referenced during the exam.