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## Marketing Cloud Email Specialist and Journey Builder

### Training Program

#### Data

- Data Overview
- Lists:
  - What is a Subscriber? How to Create Attributes
  - How to Create a List
  - How to Add Subscribers to a List
  - What are the Profile and Subscription Centers?
  - Data Extensions What is a Data Extension?
  - What are Sendable Data Extensions and NonSendable Data Extensions?
  - How to Create a Data Extension 2/5
  - How to Import Data into a Data Extension
  - Contact Builder Overview

#### Content

- Content Builder Overview
- Uploading Assets into Content Builder

#### Content Blocks:

- How to Create Static Content Blocks
- How to Create Individualized Content Blocks Using Personalization Strings, Dynamic Content, and AMPscript
- How to Add Links to Content

#### Templates:

- What a Template is and the Various Ways to Create One
- How to Create a Template with Locked Content
- How to Specify Specific Content to be Placed in a Content Area in a Template

#### Email:

- How to Create an Email From a Template
- How to Add Multiple Content Blocks to a Single Content Area
- How to Add a Button Content Block

#### Testing

- Content Detective
- Validation
- Preview
- Test Send
- Approvals

#### Sending

- Send Flow
- User-Initiated
- Email A/B Testing
- Bounce Mail Management
- Global, Master, and List-Level Unsubscribes



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- Analyze Your Results
- Tracking Data
- Standard Report
- Automating Reports

## **Segmentation**

- Drag-and-Drop Segmentation
- How to Create Random and Filtered Segments
- How to Create Segments Using Measures
- Refreshing Data
- Query Activity
- Audience Builder Overview

## **Automation**

- Data Activities:
- Data Extract

## **Import**

- File Transfer
- Refresh Activities:
- Filter Activity
- Query Activity

## **Email Automation:**

- Overview of Email Automation Tools
- Welcome Series using Journey Builder
- Triggered Email
- Welcome Series Using Automation Studio