



Introduction to Salesforce for Marketing (SPMA-101)

Course ID #: 6510-101-MA-W

Hours: 5

Course Content

Course Description:

This class is delivered by a live instructor and is specifically designed to teach marketing people the basics of Salesforce. The instructor will focus on the key features a marketer can use to immediately become effective with Salesforce.

A student in this class will learn how to manage leads and campaigns. In addition, the instructor will show students how to use the lead import wizard to manage large campaigns. Finally, the student will learn how to use and create list views and reports.

Each student will be given a practice learning environment to participate in hands-on exercises during the class. The student will be able to use that learning environment indefinitely after the class without any additional fee.

Target Student:

Marketers with little or no experience with Salesforce or those wanting a refresher on how to effectively manage leads and campaigns within Salesforce.

Topics:

- Introductions / Login to Training Orgs
- Overview of Salesforce for marketing
- Working with Leads
- Working with Campaigns
- Importing Leads
- Mass Updating Leads
- Creating List Views & Reports
- Question & Answer