

BOOST YOUR CAREER WITH OUR SALESFORCE BOOTCAMP



# POSTGRADUATE CERTIFICATE IN SALESFORCE CRM & MARKETING CLOUD (PGCert)



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BUSINESS  
SCHOOL

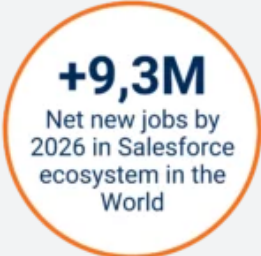


# WHY THIS SALESFORCE BOOTCAMP?

The 100-hour bootcamp in Salesforce CRM and Marketing Cloud will allow you to obtain the necessary knowledge to work in the most in-demand disciplines in the market.

You will master all the benefits that the Salesforce platform offers, getting to know in depth solutions such as Sales Cloud, Service Cloud, Marketing Cloud and Marketing Cloud Account Engagement (Pardot). We will also train you for certifications.

Additionally with this programme you will get a voucher so you can obtain an official Salesforce certification.



# STRUCTURE OF THE SALESFORCE BOOTCAMP

## Module 1: SALESFORCE CRM (SALES AND SERVICE)

### Salesforce Ecosystem

We will begin by introducing Salesforce, covering its history, market evolution, cloud ecosystem, certifications, and the fantastic training center: Trailhead.

### Introduction to CRM

It is of utmost importance to grasp the concept of a CRM, its purpose, and how CRMs benefit companies from a customer-centric standpoint, encompassing sales, service, and marketing. Moreover, we will provide a hands-on experience to familiarize ourselves with the system, navigate through its features, and make minor configurations.

### Service Cloud Platform

Next, we'll explore Salesforce's service features, examining use cases, console capabilities, case management, and efficiency tools to improve customer experiences. Through hands-on practice, we'll cover queues, case rules, omnichannel experiences, SLAs, and more.

### Implementation of real Sales Cloud and Service Cloud projects

We'll present real-world scenarios from various industries to understand sales and service cloud challenges in daily operations. Through practical examples, we'll engage in simulations to replicate work experiences. Additionally, we will discuss methodologies and their advantages to enhance proficiency.

### Admin, Sales & Service Certifications

We will cover the various certification paths, the online platform for registering and tracking certifications, and the significance of obtaining these credentials. Additionally, we will share study best practices for successfully passing the certifications and provide practice exams to test and comprehend their underlying concepts.

### Sales Cloud Platform

We'll explore Salesforce's core sales functionality, covering setup for objects, page layouts, processes, and reports. The focus is on understanding the end-to-end sales lifecycle, from lead conversion to opportunity management, with automation.

## Module 2: SALESFORCE MARKETING CLOUD

### Introduction to Marketing Automation

We'll dive into Digital Marketing, highlighting how Marketing Automation helps manage customer relationships and campaigns. By exploring inbound and outbound channels, we'll show strategic campaign design to impact sales funnels and cultivate customer loyalty.

### Marketing Cloud Account Engagement (Pardot)

We'll start with Salesforce's Account Engagement tool, Pardot, for email automation, targeted campaigns, and lead management in B2B contexts. Through exercises, we'll automate key marketing tasks like tracking behaviors, enhancing lead conversions, and nurturing strategies.

### Marketing Cloud Engagement Overview

In this module, we'll focus on Salesforce Marketing Cloud, equipping marketers to create engaging digital experiences for all customers. We'll practice personalized marketing and journeys to deepen customer connections. Additionally, we'll use automation for customized customer journeys, optimizing across channels.

### Email Studio & Cloud Pages

We'll explore two main channels enhancing marketer interaction with leads and customers. Through Cloud Pages, we'll learn to craft and refine content for mobile, social, and web, especially landing pages. Email Studio will guide us in crafting personalized emails, from newsletters to intricate campaigns.

### Mobile Studio

Building on the omnichannel strategy, we'll extensively explore Mobile Studio to effectively deliver relevant content through your customers' preferred channels and devices, encompassing text, push notifications, in-app messages, and chat apps.

### Automation Studio & Journey Builder

Salesforce Marketing Cloud is grounded in Journey Builder and Automation Studio. We'll dive into practical exercises to craft and automate campaigns, steering customers along their brand journey. This includes managing marketing and data tasks, from straightforward to complex, in real-time, triggered, or scheduled ways.

### Implementation of real Marketing Cloud projects

We'll showcase a wide range of real-world scenarios across industries, providing a comprehensive grasp of Marketing Cloud and the engagement challenges faced in everyday operations. Through practical examples and hands-on simulations, we'll recreate authentic work experiences. Furthermore, we'll explore various methodologies and their benefits, fostering improved proficiency.

### Marketing Cloud Certifications

We'll delve into the diverse certification paths, the online platform for registration and tracking of certifications, and the importance of attaining these credentials. Moreover, we'll provide valuable study techniques to excel in the certification exams, along with practice tests to solidify understanding of the core concepts, with a specific focus on Marketing Cloud and Pardot.

### 360 view: Salesforce CRM + Marketing Cloud Engagement

Finally, we'll bridge the gap between CRM and Marketing, exploring various information architecture options, out-of-the-box connectors, and best practices. We'll reinforce these concepts with practical examples drawn from international experiences. The main goal would always be pursuing a 360° customer centric experience.

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# SALESFORCE BOOTCAMP HIGHLIGHTS



Access to Salesforce platforms at no extra cost.



Obtain official Salesforce certifications.



Flexibility to attend F2F or online, all sessions recorded.



Real project implementation in an European company.



All professors certified in Salesforce.



100% hands-on bootcamp.

# CORPORATE RECOGNITION

The teaching team in the bootcamp has developed and implemented Salesforce projects for the following distinguished companies.



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# FREQUENTLY ASKED QUESTIONS

## **? What is the bootcamp timetable?**

The bootcamp starts on 06 Jan and the taught part finishes on 18 Mar. Sessions take place on Fridays 13:30 to 18:30 and Saturdays 9:00 to 13:00 every other weekend.

## **? Is the bootcamp face-to-face or online?**

The bootcamp is delivered online during the timetabled hours. All sessions are recorded and posted in the School's virtual learning environment for participants to review.

## **? Will I have support during the bootcamp?**

Yes, the bootcamp is taught by lecturers that will be working alongside participants.

## **? Can I participate if I am not based in Brussels?**

Yes, the bootcamp is delivered online during the timetabled hours and open to all participants globally. All sessions are recorded and posted in the School's virtual learning environment for participants to review.

## **? How do I engage with the bootcamp (lecturers, classmates, etc)?**

Participants actively engage with instructors and students during the timetabled online sessions. They will also have access to UBI's virtual learning environment to work in teams, discuss with lecturers, and make progress through the bootcamp. All sessions are recorded.

### **? Does the bootcamp have access to Salesforce platforms?**

Yes, the whole bootcamp is based on the use and access to actual Salesforce platforms.

### **? Where is UBI Brussels?**

UBI is located in a prime location in the heart of Brussels. The address is Rue de Namur 48. B-1000 Brussels.

### **? Does the bootcamp prepare me for official Salesforce certifications?**

Yes, participants are trained to go through the most relevant Salesforce certifications. At the end of the bootcamp you will need to choose between certifications on CRM or on Marketing Cloud (three in each area). The cost of the chosen three is included in the tuition fees.

### **? How much are the tuition fees for the bootcamp?**

The tuition fees are €3,950 and include the cost of three Salesforce official certifications.

### **? What do I get after completion?**

Upon completion of the all the bootcamp's requirements, graduates receive a Post Graduate Certificate in Salesforce CRM and Marketing Cloud by UBI Business School along with three Salesforce official certifications. Participants can choose between three certifications on CRM or three on Marketing Cloud.



# CERTIFICATIONS

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The bootcamp includes three official certifications

## Get Salesforce Official Certifications with UBI's PGCert

### CRM



### Marketing Cloud



START <b>Sept 19</b>	END TAUGHT PART <b>Nov 30</b>
<b>Online synchronous</b>	
Tuesdays 18:00-20:00 Fridays 15:00-19:00 Saturdays 08:00-12:00 Every other weekend	<b>€3,900</b>

**BOOK NOW**



Contact

# GET IN TOUCH



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