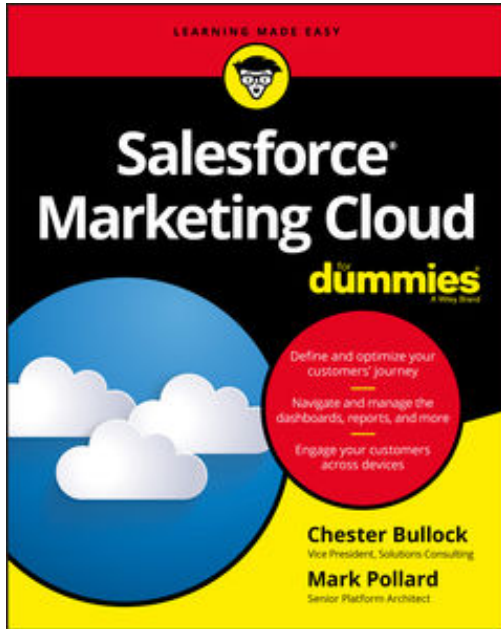


Leggere Salesforce Marketing Cloud For Dummies Ebook Gratuito PDF/EPUB/mobi - Chester Bullock & Mark Pollard



leggere Salesforce Marketing Cloud For Dummies Ebook gratuito PDF/EPUB/mobi Chester Bullock & Mark Pollard , Salesforce Marketing Cloud: Take your digital marketing on a journey!

Everything seems to be moving to the cloud these days—and digital marketing is no exception! *Salesforce Marketing Cloud For Dummies* guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that

enable you to create a positive experience for your customers.

As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool!

Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement

Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

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