

Empowering Your Salesforce Journey: A Hands-On Workshop

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Munvo's consulting services help you deliver personalized, real-time digital experiences at scale using Salesforce Marketing Cloud. We drive value through seamless implementation, integration, and customer journey design while creating tailored frameworks and proof of concepts for real-time personalization to suit your business needs.

What Can You Expect from the Workshop?

1

Introductions and Overview

- Kick-off the workshop with a brief introduction of the participants and an overview of the session objectives. Understand the key goals and outcomes to ensure everyone is aligned and ready to dive into Salesforce Personalization and Journey Builder.

2

Experience Salesforce Personalization and Journey Builder in Action

Instructor-led Session:

- **Abandoned Cart Architecture Review:** Gain insights into the architecture of an abandoned cart strategy, exploring how Salesforce Personalization (SFP) can be effectively utilized. Understand the flow and structure of an abandoned cart journey, setting the stage for your hands-on work.
- **Review of Templates:** Explore the templates that will be used throughout the workshop. Understand how these templates streamline the creation of personalized campaigns, saving time and ensuring consistency.

3

Inbound Channel Customer Tracking

- Discover how Salesforce Personalization can track customer interactions on your website. Learn how AI-driven insights can provide relevant recommendations, helping to guide customers further down the sales funnel with precision and efficiency.

4

Hands-on Experience

- **Creation of Salesforce Personalization (SFP) Campaign:** Roll up your sleeves and start creating your own SFP campaign. Work through each step with guidance from the instructor, ensuring you understand how to leverage Salesforce tools to their full potential.
- **Creation of Salesforce Marketing Cloud Data Extension:** Learn how to set up and manage a Salesforce Marketing Cloud data extension. Understand how this serves as the backbone for storing and managing customer data, which is critical for personalizing your marketing efforts.
- **Creation of Salesforce Journey Builder Campaign using SFP as the Real-Time Trigger:** Dive into the creation of a customer journey using Journey Builder. Use SFP as a real-time trigger to personalize and automate your campaigns, ensuring you deliver the right message to the right audience at the perfect moment.

5

Crafting Customer Journeys

- Master the art of designing personalized customer journeys with Salesforce Journey Builder. Discover how to automate and optimize multi-channel campaigns that resonate with your audience and drive meaningful engagement.

6

Q&A and Wrap-Up

- Conclude the workshop with a Q&A session. Address any lingering questions, clarify concepts, and ensure you leave with the confidence to implement what you've learned in real-life scenarios. Wrap up with a summary of key takeaways and next steps.

Who is This Designed For?



Are you responsible for elevating personalization within your enterprise and curious about what Salesforce has to offer?



Are you a part of the leadership team exploring various solutions for customer journey creation and personalization, seeking an impartial overview?



Are you an active user of Salesforce Marketing Cloud or a similar tool, interested in discovering the potential of Salesforce Personalization and Journey Builder for your needs?

Register now



Interested? Get in touch with our Experts!

Online



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Format: Online, instructor-led event (MS Teams)