salesforce

Certification Exam Guide

SALESFORCE CERTIFIED MARKETING CLOUD CONSULTANT

Winter '19

CONTENTS

ABOUT THE SALESFORCE CERTIFIED MARKETING CLOUD CONSULTANT PROGRAM

The Salesforce Certified Marketing Cloud Consultant program is designed for consultants who have hands-on experience implementing Marketing Cloud Email Studio, Journey Builder, Automation Studio, Content Builder, Contact Builder, and Marketing Cloud Connect in a customer-facing role. The audience has proven experience with the administration and configuration of the Marketing Cloud Email application, as demonstrated through successful completion of the Salesforce Certified Marketing Cloud Email Specialist exam. This credential is targeted toward the Marketing Cloud Consultant or Partner who has mastered the implementation of Marketing Cloud by demonstrating implementation design best practices, executing deployment of campaigns, and finalizing custom solutions for customers. The Salesforce Certified Marketing Cloud Consultant is able to meet customer business requirements that are maintainable, scalable, and contribute to long-term customer success.

SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Marketing Cloud Consultant exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives–all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED MARKETING CLOUD CONSULTANT

The Salesforce Certified Marketing Cloud Consultant has experience using the Marketing Cloud Email application tools in executing both tactical and strategic email campaigns. The consultant knows how to build email marketing campaigns, incorporating different tools such as the content system, segmentation, automation, tracking, and analytics to make data-driven decisions to optimize customer email campaigns. The Salesforce Certified Marketing Cloud Consultant is also able to troubleshoot and solve platform issues.

The Salesforce Certified Marketing Cloud Consultant generally has **six months to a year implementation experience and/or at least five complex implementation projects with hands-on experience as a Salesforce Marketing Cloud Solutions Architect or similar expertise implementing the Marketing Cloud Email application and associated tools**. The Salesforce Certified Marketing Cloud Consultant possesses facilitation and consultative skills at a technical level.

The Salesforce Certified Marketing Cloud Consultant candidate has the experience, skills, knowledge, and ability to:

- Build personalized dynamic emails (AMPscript).
- Incorporate different tools such as segmentation, automation, tracking, and analytics to make data-driven decisions to optimize email campaigns.
- Troubleshoot and solve basic to complex platform issues.
- Write basic SQL, including join statements.
- Configure Contact Builder.
- Build and activate an entry-level (simple) Journey Builder Interaction.
- Utilize scripting for use in Email personalization (AMPscript, Guide Template Language, Server-Side Javascript).
- Configure account setup and administration (BUs, roles and permissions, profiles, SAP, RMM, Users, subscriber filters, FTP).
- Configure data (lists, data extensions, Contact Builder).
- Manage unsubscribes.
- Define and execute email data interactions (import, data extracts, file transfers).
- Configure an automation via Automation Studio.
- Configure a Triggered Send Definition.
- Understand Web Service offerings.

- Understand Marketing Cloud Connect.
- Invest time in studying the resources listed in this Exam Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to know Social Studio, Audience Builder, Predictive Intelligence, Pardot, or Mobile.

SECTION 3. ABOUT THE EXAM

The Salesforce Certified Marketing Cloud Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions

- Time allotted to complete the exam: 105 minutes

- Passing score: 68%

- Registration fee: USD 200, plus applicable taxes as required per local law

- Retake fee: USD 100, plus applicable taxes as required per local law

- References: No hard-copy or online materials may be referenced during the exam.

- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click here for information on scheduling an exam.

- Prerequisite: Salesforce Certified Marketing Cloud Email Specialist credential

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: at least six months to a year implementation experience and/or at least five **complex** implementation projects with hands-on experience as a Salesforce Marketing Cloud Solutions Architect or similar expertise implementing the Marketing Cloud Email application and associated tools, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses here.

Instructor-Led Training *highly* recommended for this exam:

- Instructor-led course: Marketing Cloud Implementation Workshop (MCI-101)
- Instructor-led course: Journey Builder 101 (JB-101)
- Instructor-led course: Marketing Cloud Connect Essentials (MCC-201)

To review online Documentation, Tip Sheets, and User Guides – search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training.**

Trailhead trails can be accessed here.

SECTION 5. EXAM OUTLINE

The Salesforce Certified Marketing Cloud Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with the Marketing Cloud Email application and demonstrate the knowledge and expertise in each of the areas below.

DISCOVERY

- Provided with a set of business requirements, determine what additional information is needed to design the recommended solution.

- Provided with a list of branding and creative strategies, probe for additional information that is needed to recommend an appropriate solution.

- Provided a customer environment and goals, determine the viability of external systems that need to be included in the solution (I.e. POS, CRM, ecommerce, data warehouse, data source inputs).

- Demonstrate how to gather requirements in order to put together the data and segmentation strategy for the customer (I.e. frequency, complexity, volume of sending).

- Given a scenario that includes customer information about subscriber acquisition, management, and attrition, utilize this information to select solution components.

- Given a solution, recommend the appropriate customer skill sets required to utilize the Marketing Cloud application.

Weighting
13%
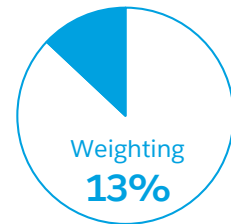
CONCEPTUAL DESIGN

- Analyze customer data to determine the appropriate data model (I.e. List model, Data Extensions).

- Given a scenario, determine the appropriate solution for given requirements considering technical expertise of personas (I.e. Automation Studio vs. Journey Builder).

- Given a narrative data flow, select the correct data flow diagram that depicts that data flow.

- Given a customer scenario, identify which User Stories are appropriate to use for accessing Marketing Cloud.

- Given a customer scenario, determine the factors to consider when scaling the solution.

- Articulate how data construct will drive one-to-one messaging and content.

- Explain the purpose of IP Warming and make a recommendation based on customer needs.

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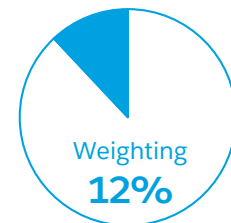
MARKETING CLOUD CONNECT

- Understand the prerequisites to consider prior to starting a Marketing Cloud Connect configuration (I.e. Salesforce edition, list of integration users, scope user, administrator credentials).

- Understand how to send an email to a contact, lead, campaign, and report via the Sales / Service Cloud and Marketing Cloud (I.e. sending, triggered, automated).

- Understand how Sales / Service Cloud data in the Marketing Cloud can be segmented.

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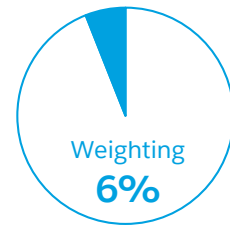
ACCOUNT CONFIGURATION

- Given a customer scenario, recommend the appropriate Marketing Cloud role based on User Stories.

- Determine which type of customer scenario warrants the creation of a business unit (I.e. publication types, demographic, workflow processes, and organizational structure).

- Given a scenario, troubleshoot issues regarding Reply Mail Management.

- Analyze the impact of applying Sender Authentication Package (SAP) to a business unit (I.e. link wrapping, Landing Pages, image URLs).

Weighting
10%

REPORTING

- Explain how the information in data views and tracking extracts are accessed.

- Compare and contrast standard reports, data views, and tracking extracts.

- Summarize Send Logs including when/why to use it; how to create and manage.

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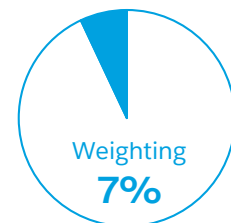
DATA DESIGN

- Explain the various data objects in the Marketing Cloud (I.e. data extensions, list model, data retention model, publication lists, suppression lists).

- Understand available data types, retention, and template options when building a data extension.

- Understand how data is retrieved within a Relational Data Model (I.e. basic SQL).

- Given a customer scenario, recommend appropriate import method with lists or data extensions.

- Understand the implications of a system being database of record.

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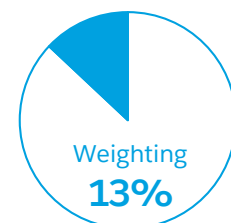
AUTOMATION

- Given a customer scenario, select the appropriate workflow that meets the business requirement (I.e. import, segmentation, email send).

- Compare and contrast triggered and scheduled interactions.

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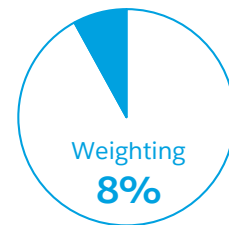
EMAIL BUILD

- Understand the required steps to build, test, and deploy an email based on customer requirements.

- Explain the various ways to individualize email content (I.e. AMPscript, personalization strings, Dynamic Content, Guide Template Language).

- Compare and contrast the ways to individualize content, such as: SSJS vs AMPscript, Dynamic Content Wizard vs. AMPscript/LookupRows function.

- Explain various Marketing Cloud Email technologies (I.e. Link Alias tags, Impression regions, Web Analytics Connector).

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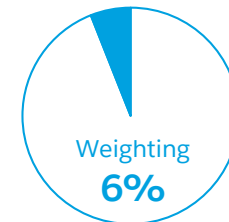
CONTACT BUILDER

- Explain the role and capabilities within Contact Builder.

- Understand how cardinality impacts data modeling.

- Summarize how to use Data Designer to incorporate data source into Contact Builder.

- Given a customer scenario, know how to build an Attribute Group to be used for a simple interaction.

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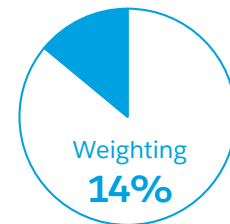
JOURNEY BUILDER

- Compare and contrast automation tools, such as Journey Builder and Automation Studio.

- Given a customer scenario that includes Journey Builder, evaluate the requirements, activities, and steps.

- Explain the requirements for and the methods by which a contact can enter a Journey.

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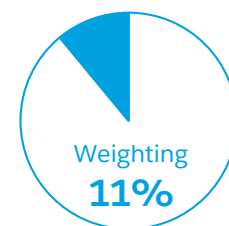
SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Marketing Cloud Consultant exam. These questions are *not* designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than this set of questions.

1. A customer has a group of inside Sales Cloud users that need to see tracking information at the Contact or Lead level, but do not need to send an email.

    Which two recommendations should the consultant advise?

    Choose two answers

    A. Each Sales Cloud user should have a Connected Marketing Cloud user.
    B. View Tracking permissions should be enabled for the Sales Cloud user.
    C. Select Marketing Cloud for AppExchange user.
    D. Add the users to the ConnectedApp permission set.

2. A customer wants to implement a weekly newsletter campaign for an existing brand:'
    - The customer will place a DEManager form on the website to capture data.
    - The form will qualify the subscriber for the campaign if subscribers enter a particular value for one of the form items.
    - The communication will be sent every Tuesday at 9:00 A.M.
    - The send will use the default send classification.

    Which three questions are relevant to implement a solution?

    Choose three answers

    A. Will the creative utilize the View as Web Page link?
    B. What are the segmentation rules for the audience?
    C. How often will data be sent to Salesforce Marketing Cloud?
    D. What is the From Name/Address for the newsletter?
    E. Will the creative contain any dynamic or personalize?

3. A customer's marketing manager will use Social Pages to manage the company's Facebook page.

    Which role should the marketing manager have in the Marketing Cloud?

    Choose one answer

    A. Security Administrator
    B. Channel Manager
    C. Content Editor/Publisher
    D. Viewer

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1.   C, D
2.   A, B, E
3.   C

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:
· [Maintenance Exam Due Dates](#)
· [Verify Your Certification Status](#)
· [Overall Maintenance Requirements](#)

Don't let your hard-earned credential expire! Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

LEARN
Learn at your own pace, from our experts, and your peers.

EARN
Earn points, badges, and skill-based credentials that grow your resume.

CONNECT
Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

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sfdc.co/learnsalesforce
1 (877) 872-4610

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