

Postgraduate Certificate Email Marketing in Salesforce



Postgraduate Certificate Email Marketing in Salesforce

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/email-marketing-salesforce

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01

Introduction to the Program

According to the Data & Marketing Association (DMA), the return on investment (ROI) of email marketing can reach 42 dollars for every dollar invested, making it one of the most profitable tactics in the field of digital marketing. In this context, the implementation of advanced platforms such as Salesforce Marketing Cloud allows companies to personalize and automate their email campaigns, optimizing their impact and improving the user experience. With this in mind, TECH has developed this comprehensive Postgraduate Certificate that will provide an analytical framework to optimize the use of this technology in the modern business environment. All this, based on a 100% online and innovative methodology.





“

With this 100% online Postgraduate Certificate, you will learn how to segment audiences, automate mailings and analyze data to maximize your impact. Enroll now and boost your career in Marketing!”

Email Marketing has established itself as one of the most effective strategies for attracting, retaining and converting customers in the digital environment. In this context, Salesforce Marketing Cloud is positioned as a key tool for the personalization and automation of campaigns, allowing companies to optimize their communication and improve the user experience. In fact, its advanced segmentation capacity, integration with multiple channels and real-time analysis make this platform an essential solution for those seeking to maximize the impact of their strategies.

With the aim of responding to this demand, TECH has designed this Postgraduate Certificate in Email Marketing in Salesforce as the best option for learning about the area in a dynamic and efficient way. Throughout a comprehensive and optimized syllabus, essential aspects such as email automation, advanced audience management, the creation of personalized journeys and performance optimization through data analytics will be addressed. Likewise, key topics such as privacy regulations, best practices in email delivery and integration with other tools in the Salesforce ecosystem will be emphasized.

On this basis, professionals will acquire key knowledge that will enable them to access new job opportunities in digital marketing departments, advertising agencies and technology companies. Similarly, they will be prepared to optimize digital communication strategies and boost the return on investment in email campaigns.

In addition, this program will be delivered 100% online, allowing students to access the content at any time and from any device with an Internet connection. In turn, the Relearning methodology will be implemented, based on the reiteration of key concepts to achieve more efficient and lasting learning. Thanks to this innovative pedagogical strategy, graduates will acquire advanced skills in a flexible way that is adapted to their needs.

This **Postgraduate Certificate in Email Marketing in Salesforce** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Salesforce
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies in the management of audiovisual industries
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



With the 100% online methodology and the innovative Relearning system, you will acquire key knowledge without sacrificing your daily routine. What are you waiting for to enroll and boosting your?"

“

Do you want to become an expert in digital communication? With this Posgraduate Certificate you will achieve your goals. You will learn how to segment audiences, automate campaigns and analyze data!”

Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

With a 100% online methodology and an up-to-date syllabus, you will prepare to optimize strategies and increase conversion in digital marketing. Enroll now and take your career to the next level!

In this program you will have specialized teachers who will guide you through each step of the training. Make the most of this opportunity, sign up today and make a difference in the industry!



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



“

Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete **syllabus**

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills, and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty



The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



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03 Syllabus

This qualification represents a unique opportunity to acquire specialized knowledge in the creation, management and optimization of personalized campaigns. Throughout an optimized syllabus, specialists will delve into the use of Salesforce, learning to design automated journeys with Journey Builder, segment audiences with Audience Studio, personalize dynamic content with Content Builder and analyze campaign performance using Einstein Analytics. In turn, it will cover key aspects such as privacy and data protection regulations (GDPR and CCPA) and the configuration of dedicated IPs to improve deliverability.



“

With TECH you will have access to an up-to-date syllabus, flexible online methodology and the innovative Relearning system. It's your moment to specialize in the digital marketing of the future!”

Module 1. OmniStudio Framework

- 1.1. OmniStudio Architecture
 - 1.1.1. OmniStudio Architecture
 - 1.1.2. OmniStudio Component Layers
 - 1.1.3. OmniStudio Version Types
- 1.2. System Administration and Configuration
 - 1.2.1. Installing and Upgrading OmniStudio
 - 1.2.2. Licenses and Permissions in OmniStudio
 - 1.2.3. Configuring Interfaces and Deployments
- 1.3. DataRaptors
 - 1.3.1. DataRaptor
 - 1.3.2. Types of Dataraptors
 - 1.3.3. Types of Data Returned by Dataraptors
 - 1.3.4. Caching and Security in Dataraptors
 - 1.3.5. Dataraptors Invocation Methods
 - 1.3.6. Best Practices for Dataraptors
- 1.4. Integration Procedures
 - 1.4.1. Types of Actions in Integration Procedures
 - 1.4.2. Caching and Security in Integration Procedures
 - 1.4.3. Integration Procedures Invocation Methods
 - 1.4.4. Error Handling in Integration Procedures
 - 1.4.5. Best Practices for Integration Procedures
- 1.5. Flexcards
 - 1.5.1. Flexcards
 - 1.5.2. Elements for Flexcards
 - 1.5.3. Flexcard Management
 - 1.5.4. Flexcard Designer
 - 1.5.5. Debugging and Testing Flexcards
 - 1.5.6. Best Practices for Flexcards





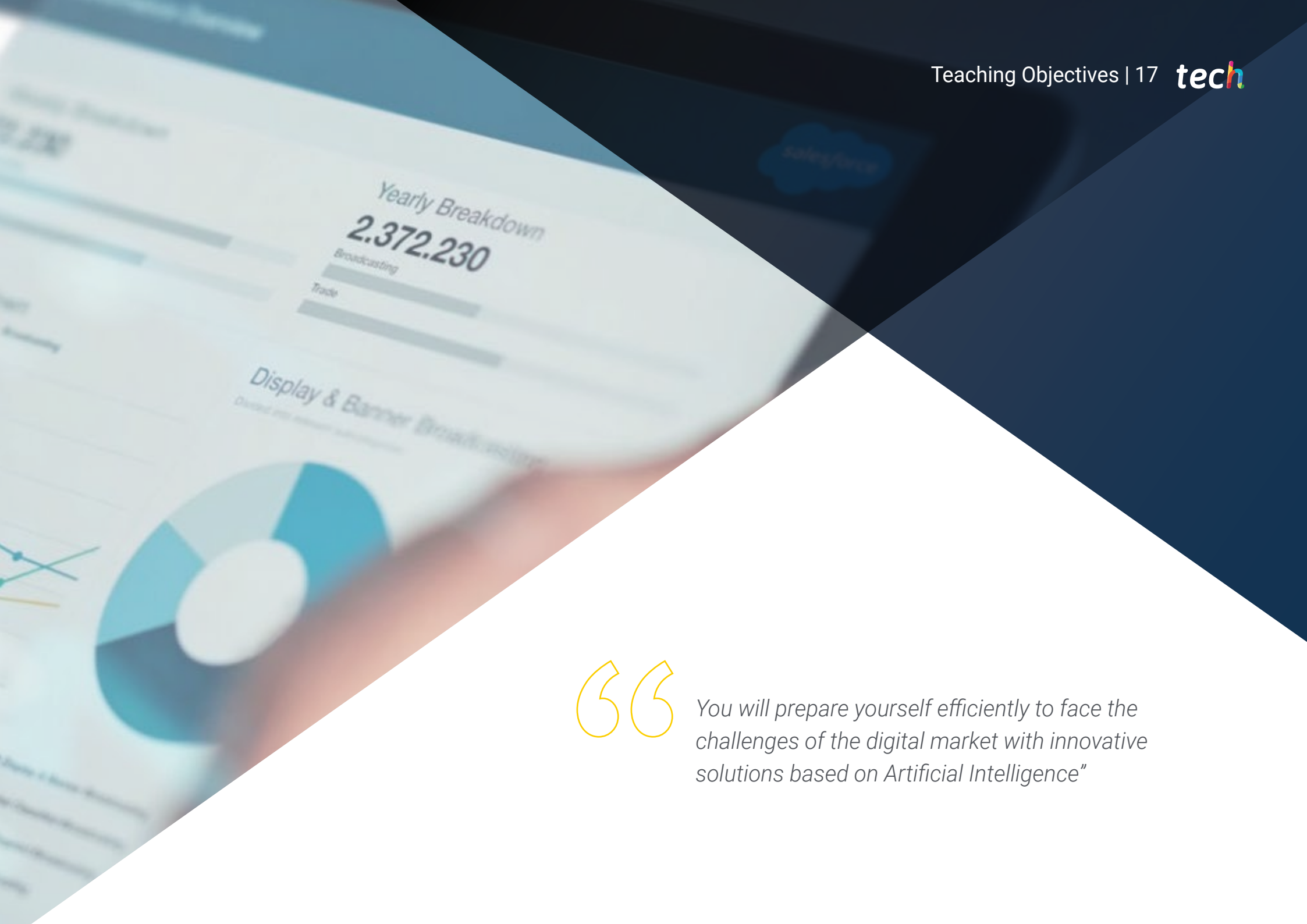
- 1.6. Omniscripts
 - 1.6.1. Omniscripts
 - 1.6.2. Elements for Omniscripts
 - 1.6.3. Omniscripts Management
 - 1.6.4. Omniscripts Designer
 - 1.6.5. Debugging and Testing in Omniscripts
 - 1.6.6. Best Practices for Omniscripts
- 1.7. Business Rules Engine
 - 1.7.1. Business Rules Engine
 - 1.7.2. Matrix Decision
 - 1.7.3. Decision Tables
 - 1.7.4. Expression Sets
 - 1.7.5. Business Rules Integrations
 - 1.7.6. Migration of Calculation Matrix and Calculation Procedures
- 1.8. Tracking Service
 - 1.8.1. Tracking Service
 - 1.8.2. Tracking Service Usage Configuration
 - 1.8.3. Elements for Using Tracking Service
- 1.9. Omni Analytics Overview
 - 1.9.1. OmniAnalytics
 - 1.9.2. Usage Configurations for Omni Analytics
 - 1.9.3. Omni Analytics Results for Google Analytics
- 1.10. IDX Workbench (Deployment Tool)
 - 1.10.1. Installing IDX Workbench
 - 1.10.2. Metadata Configuration and Migration
 - 1.10.3. Metadata Migration Validation

04

Teaching Objectives

The main goal of this Postgraduate Certificate is to provide professionals with with the skills necessary to design, manage and optimize highly effective email campaigns. To this end, the academic itinerary will focus on mastering Salesforce Marketing Cloud, one of the most advanced platforms for the automation and personalization of Email Marketing. In this way, graduates will acquire the tools and knowledge necessary to boost conversion, build customer loyalty and position themselves as experts in one of the most in-demand disciplines in today's marketing.





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You will prepare yourself efficiently to face the challenges of the digital market with innovative solutions based on Artificial Intelligence”



General Objectives

- ◆ Develop email marketing strategies optimized for automation in Salesforce and campaign personalization
- ◆ Implement automated workflows to improve segmentation and conversion of potential customers
- ◆ Analyze key metrics of email marketing campaigns to optimize performance and profitability
- ◆ Configure and manage automation tools within Salesforce Marketing Cloud to enhance communication with customers
- ◆ Apply advanced personalization techniques in emails to improve the open and engagement rates
- ◆ Integrate Salesforce with other platforms and CRMs for efficient database management and audience segmentation
- ◆ Design email marketing campaigns aligned with business objectives and consumer needs
- ◆ Improve customer loyalty through remarketing strategies and automation of personalized messages
- ◆ Implement A/B testing to evaluate and optimize content, design and calls to action in emails
- ◆ Ensure compliance with regulations and best practices in email marketing to avoid penalties and improve digital reputation





Specific Objectives

- Delve into the OmniStudio framework to create customized solutions in Salesforce
- Use OmniStudio to create and manage workflows and personalized pages



If you want to create high-impact Email Marketing campaigns with Salesforce, you've come to the right place. You will discover how to personalize messages, improve the open rate and build customer loyalty"

05

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

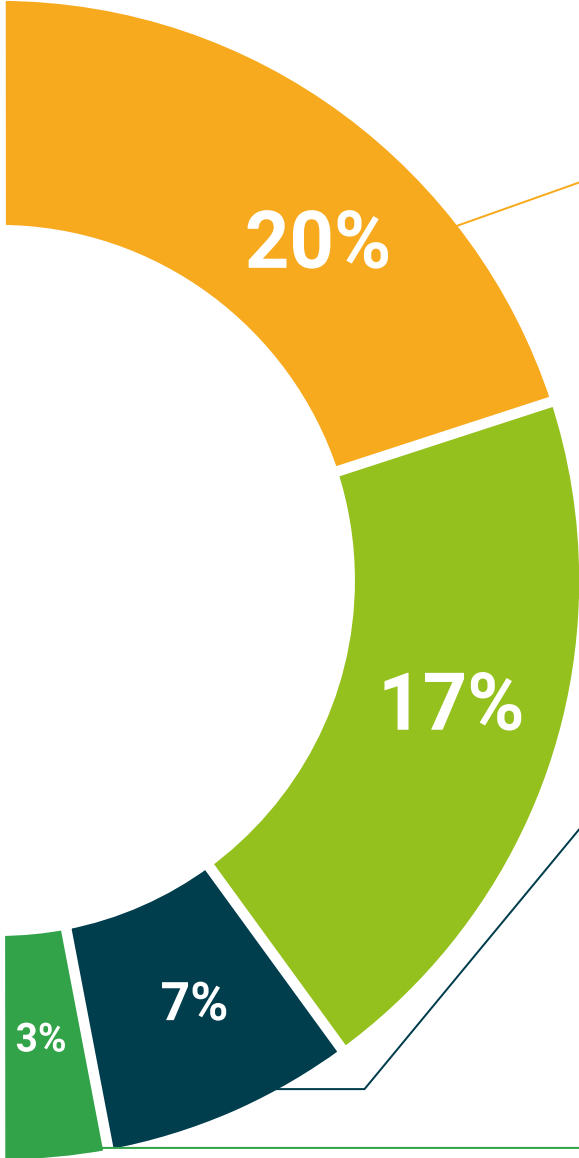
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



06

Teaching Staff

This qualification benefits from a teaching staff of excellence, made up of specialists with extensive experience in digital marketing and campaign automation. In fact, the lecturers not only stand out for their technical mastery of tools such as Journey Builder, Audience Studio and Einstein Analytics, but also for their ability to transmit the best practices in the industry. Thanks to their experience in leading companies and renowned agencies, these professionals will offer a strategic and applied vision on the use of Salesforce Marketing Cloud, allowing students to acquire practical and up-to-date knowledge.





“

The highly qualified teaching staff will guarantee the utmost quality education, in line with the demands of modern digital marketing. Take the plunge and join TECH now!”

Management



Ms. Carrillo Pineda, Carmen

- ◆ CDP Data Specialist at Boehringer Ingelheim
- ◆ Degree in Journalism and Communication from the Universidad del Istmo
- ◆ Degree in Philosophy and Theology from the Pontifical University of the Holy Cross
- ◆ Master's Degree in Business Administration and Management from the IMF Business School
- ◆ Expert in Salesforce
- ◆ Specialist in Outbound Marketing from the Business School (Madrid)
- ◆ Expert in Business Intelligence (Power BI and Tableau) from the Center for Financial Studies



Professors

Ms. Higuera del Río, Eulalia

- Master's Degree in Marketing Automation Salesforce Marketing Cloud from Jakala
- Graduate in Business Administration and Management from the University of Castilla
- Specialist in Digital Marketing and E-commerce from ThePower Business School

07 Certificate

This Postgraduate Certificate in Email Marketing in Salesforce guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.





Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Email Marketing in Salesforce** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Email Marketing in Salesforce**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



Postgraduate Certificate Email Marketing in Salesforce

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
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- » Exams: online

Postgraduate Certificate Email Marketing in Salesforce

