

MOA.

salesforce

Salesforce CRM & Marketing
Cloud Bootcamp



Get ready to master the Salesforce Ecosystem

salesforce



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Starts:

March 01st

Ends:

May 17th

Hours:

105 hours

Schedule:

Friday 3pm-8pm
Saturday 8am-1pm

Format:

Online
Synchronous

Price:

Bespoke Pricing



Salesforce CRM & Marketing Cloud Bootcamp

1	Programme	Objectives of the Programme and benefits of studying
2	Who is it aimed for?	Target audiences for this Programme
3	Syllabus	In-Depth agenda, session by session
4	Certifications	Which certifications we prepare you for
5	Designated Instructors	Experienced instructors who will support you during the Programme
6	Why us?	Key points that differentiate this program
7	Q&A	Questions and answers about MOA and the programme
8	Testimonials	Our students and their vision

1. Programme

Programme Goals



Our Salesforce Bootcamp will enable you to acquire the knowledge required to work in the most in-demand disciplines in the market.

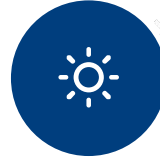
You will develop a comprehensive understanding of the benefits that the Salesforce platforms offer, gaining in-depth knowledge of solutions such as **Sales Cloud, Service Cloud, Marketing Cloud.**

Through this programme, you will gain a high level of expertise in **Customer Management, Loyalty and Marketing Automation**



Understand

the operation of Salesforce within the Digital Strategy of companies



Get to know

the main functionalities offered by the different products



Learn

to use the products and to master the different Salesforce products



To gain

the necessary expertise to be self-sufficient in managing and utilizing the main Salesforce product



Obtain

the necessary skills to work proficiently in the sector



Enhance

the profile and professional skills of individuals who undergo this training



1. Programme

Why study Salesforce



This program was created by professionals for professionals who want to learn about the Salesforce ecosystem firsthand.

You'll learn from experienced instructors who have executed projects using Salesforce technology for years. In just two months, you can master Salesforce.

Ready for the challenge? ;)

Programme Highlights



Our training is **100% practical and tailored** to the needs of the market, both for individuals and companies.



All sessions are recorded and accessible to you at all times. Classes will be available in the **virtual classroom**.



During the program, you will see case studies of companies from different sectors, focused on **B2B, B2C and multi industry**.



Certified professors and instructors



Each edition will have **personalization** for the students objective.



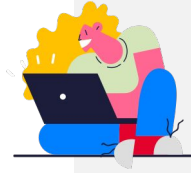
Our **Learning by Doing Methodology** and our real **success cases** will help you strengthen the knowledge acquired.

2. Who is it aimed at?

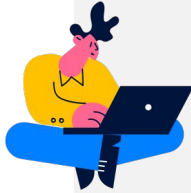
Focused professionals that want to learn Salesforce >

Our programme is designed for individuals who want to learn how to work with Salesforce and its ecosystem.

It is also suited for companies seeking to invest in employee training to apply these learnings in the professional field.



Digital professionals seeking to specialize in Salesforce technologies.



Salesforce enthusiasts looking to expand their knowledge of CRM and Marketing Automation.



Professionals seeking a career change and looking to invest in Salesforce.



Organizations looking to expand their knowledge or to invest in the Salesforce Ecosystem.

2. Who is it for?

Benefit from these topics:



- + CRM**
- + Marketing Automation**
- + Digital Marketing**
- + Sales Rep**
- + Customer Service**
- + Social Networks**
- + Digital Analytics**
- + Customer 360 View**



3. Syllabus



Unit 1: CRM

- + Salesforce Ecosystem
- + Introduction to CRM
- + Sales Cloud Platform
- + Service Cloud Platform
- + Implementation of real Sales and Service projects
- + Admin, Sales & Service certifications



Unit 2: Marketing Automation

- + Introduction to Marketing Automation
- + Marketing Cloud Account Engagement (Pardot)
- + Salesforce Marketing Cloud Engagement Overview
- + Email Studio & Cloud Pages
- + Automation Studio & Journey Builder
- + Mobile Studio
- + Implementation of real Marketing Cloud projects
- + Marketing Cloud Certifications
- + 360° vision: Salesforce CRM + Marketing Cloud

Success case with a Partner will be elaborated through the programme and presented at the end of the programme as part of the **final course project and will be graded.**

4. Certifications

Prepare yourself to get certified >

The training includes an official voucher valued at \$250 for obtaining your Salesforce certification, which is included in the programme price.



5. Designated Instructors

Experienced international talent ➔

MOA faculty are proven professionals in the industry with extensive professional and academic experience.

We have a network of professors based in different countries around the world, all of whom have more than 15 years of experience in the Salesforce Ecosystem.

All of them are highly qualified and have worked in multiple industries.

All of them have a high value of professionalism, training experience, and human qualities.



Alvaro Pariente
Programme Director



Alvaro has worked in the world of digital consulting for multiple industries which has given him experience in different parts of the world.

Within his experience, he has founded the salesforce practice in companies in 6 different countries such as Spain, countries in Latam and UK.

Key successes:

- x3 Salesforce Certifications
- Managing teams up to 200 people
- +70 Successful Salesforce Implementations
- Dreamforce Speaker
- Professor at various business schools

6. Designated Instructors

**Great professionals from the sector
will accompany you** ➔



George Rashmawi Ruiz
Marketing Automation Developer



Alessia de Castro
Marketing Automation Consultant



Daniel Espinoza
Marketing Automation Functional
Lead

6. Designated Instructors

**Great professionals from the sector
will accompany you** ➔



Ricardo Beatriz
Head of Customer Centric



Harpreet Dulai
Global Go-To-Market Salesforce
Customer Centric Lead



Stephani Brown
Project Manager

7. Why us?

MOA's training programme offers a unique and valuable proposition ➔

Online sessions:

Synchronous online sessions are taught by experienced professionals.



Sessions recordings:

All sessions are recorded and available on-demand, in case you are unable to attend live. There is unlimited access to these recordings.

Ad-hoc classes:

Each edition is limited to a maximum of 15 students to ensure high-quality training



Access to all platforms:

The programme provides access to solutions such as Sales Cloud, Service Cloud, Marketing Cloud, and Pardot.

Learning by Doing:

Our methodology emphasizes practical application of learned concepts through real-life configurations



Each session is 100% personalized

The programme's level and use cases are personalized to align with the companies and interests of our students.

Our instructors are actively working professionals

Our instructors are professionals who work in the sector for national and international companies



Since we were born in 2021, we have taught +400 students

Customers keep choosing us for our expertise and methodologies

8. FAQs

What's the schedule?

Our Salesforce CRM & Marketing Automation bootcamp begins on March 01st and ends on May 17th with a total of 105 training hours.

Will I have access to the tools that will be used?

From day one you will have access to Sales Cloud, Service Cloud, Marketing Cloud Engagement and Marketing Cloud Account Engagement (Pardot) solutions. In addition, we will prepare you for certifications.

What hours does the programme have?

The program runs on Fridays from 3 pm to 8 pm and Saturdays from 8 am to 1 pm, with a 10-minute break each day in the middle of class

Is the training online?

The sessions are online and synchronous. The classes will be taught through the Google Meet platform.

How much is the cost?

The cost of the program is €3,900. To enroll, a payment of €300 must be made through a transfer to the account number ES03 0128 0067 71 0100034106, under the name of LEARNING BY DOING ACADEMY SL with CIF/VAT B05333869. After the transfer has been made, proof of payment must be sent to crisrina.gallego@marketingonline.academy. Alternatively, credit cards or PayPal are also accepted as forms of payment.

9. Testimonials

Our Students ▶



"I'm not new to the CRM world, but I search for excellence in everything I do, that is why I chose to study the Salesforce Bootcamp at MOA."

Alia
Marketing automation Consultant
Redk



"MOA's programme has given me a vision behind the Marketing Scenes and in two months has let me learn how to work with a new technology"

Cary
System Administrator
VASS



"MOA's methodology (Learning By Doing) and the quality in their classes and professors guarantees you the best way of landing in the Salesforce Ecosystem."

Yago
Marketing Automation Specialist
MRM

MOA.

**Salesforce CRM &
Marketing Cloud
Bootcamp**

¡Study at MOA!

salesforce

+34 609 918 613

info@marketingonline.academy

