MOΔ.

salesforce

Salesforce CRM & Marketing Cloud Bootcamp

Master your Career in Salesforce

MOΔ. | Salesforce Bootcamp

Get ready to master the Salesforce Ecosystem

Starts:
September 19th

Ends:
November 30th

Hours:
100 hours

Schedule:
Tuesday 6pm - 8pm CET
Friday 3pm - 7pm CET
Saturday 8am - 12pm CET

Format:
Online
Synchronous

Price:
Bespoke Pricing

Salesforce CRM & Marketing Cloud Bootcamp

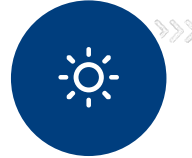| 1	**Programme**	Objectives of the Programme and benefits of studying
2	**Who is it aimed for?**	Does this program suit my requirements?
3	**Syllabus**	In-Depth agenda, session by session, Salesforce Clouds
4	**Certifications**	Which certifications we prepare you for
5	**Designated Instructors**	Experienced International instructors
6	**Why us?**	Key points of Distinction
7	**Q&A**	Frequently Asked Questions
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1. Programme

Programme Goals

o Our Salesforce Bootcamp will **accelerate** you to acquire the minimum knowledge required to work in the Salesforce ecosystem.

o You will gain in-depth knowledge of Salesforce solutions such as **Sales Cloud, Service Cloud, Marketing Cloud & Pardot**.

o This programme grants you access to **Salesforce environments**, facilitating **hands-on learning** through numerous practical exercises guided by our expert instructors.

o The curated content is designed to **expedite** our students' knowledge and provide hands-on experience in an area that typically requires two years to accumulate.

Understand
the Salesforce operation within companies' Digital Strategy

Get to know
the main functionalities offered by the different Salesforce Clouds

Acquire
proficiency in using and mastering various Salesforce Clouds

To gain
the necessary expertise through an e2e real company use case presentation

Obtain
the necessary skills to work proficiently in the sector

Boost
Your profile and professional skills to achieve official Salesforce certifications

1. Programme

Why study Salesforce

Developed by professionals for professionals seeking first-hand insights into the Salesforce ecosystem, this **accelerated program** provides knowledge typically acquired over two years. Ideal for professionals entering the Salesforce domain, it offers **hands-on experience**, **certifications**, and prepares you for **market demands**.

Ready for the challenge? ;)

Programme Highlights

- Our training is **100% practical and tailored** to current market needs.

- All sessions are always recorded and accessible to you. Classes will be available in **virtual classroom.**

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

- **Certified** professors with a wide International experience

- We offer access to our **Certification online tool**, featuring authentic exam questions for effective preparation.

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

2. Who is it aimed at?

Professionals focus on learning Salesforce ❯

Our programme is designed for individuals who want to accelerate and 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 and become certified 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?

Master your knowledge:

- CRM – Sales Cloud
- Marketing Automation
- Digital Marketing
- Marketing Account Engagement
- Customer Service
- Marketing Cloud Engagement
- Data 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

Craft a client success case for your final project to demonstrate practical skills and stand out in Salesforce

4. Certifications

Get Ready for Certifications ▶

The training covers an official $250 voucher for your Salesforce certification, included in the program cost.

Take advantage of **CTC Online Certification Training tool** with 200+ real exam questions and explanations to fast-track your certification journey.

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, with a background in digital consulting across various industries, has garnered extensive international experience. His expertise includes founding Salesforce practices in six different countries, spanning Spain, several countries in Latin America, and the UK.

Key successes:
- x6 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:

Led by experienced professionals, our synchronous online sessions are recorded for on-demand access. If you can't attend live, enjoy unlimited access to all recorded sessions.

Ad-hoc classes:

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

Learning by Doing:

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

Recognized Instructors

Our instructors are professionals who work in the sector for international companies and has more than 10 years working with Salesforce.

CTC Online Certification Training:
We provide access to the CTC Online Certification Training tool with over +1000 real exam questions and their explanation.

Access to all platforms:

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

Each session is 100% personalized

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

Since we were born in 2021, we have taught +500 students

Customers keep choosing us for our expertise and methodologies

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8. FAQs

What's the schedule?

Our Salefsorce CRM & Marketing Automation bootcamp begins on September 19th and ends on November 30th with a total of 100 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 Tuesday from 6pm to 8pm CET, Fridays from 3pm to 7pm CET and Saturdays from 8am to 12pm CET, 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 can I get certified?

We provide you with a voucher worth $250 that you can use for one certification.
We provide access to the CTC Online Certification Training tool with over +1000 real exam questions.

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 cristina.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!

+44 7441 398929

info@marketingonline.academy