



Getting Started with Journey Builder (JB101)

ID JB101 Price on request Duration 1 day

Who should attend

Getting Started with Journey Builder is designed for individuals in the following roles:

- Administrators responsible for the setup, configuration, and maintenance of their organization's Marketing Cloud applications.
- Content editors and publishers who will assist in the setup of customer journeys.
- Channel managers who are responsible for the marketing automation channel within an organization.

Prerequisites

Students taking this course should have experience creating data extensions, import definitions, and data relationships, and have knowledge of executing import definitions, segmentation using Drag-and-Drop Segmentation, and should understand the following key concepts: Primary Key, Subscriber Key, All Subscribers, and Send Relationships. Students who have already attended the Essentials for Marketing Cloud Email Marketers (EEB101) course will be well prepared to take this class.

Course Objectives

- Engage in critical thinking in regards to the customer journey.
- Create and relate data structures in Contact Builder.
- Build an interaction with various activities.
- Optimize journeys through versioning.

Course Content

Customer Journeys

- Describe why customer journeys are important
- Define the customer journey
- Identify how to create 1:1 customer journeys

Marketing Cloud

- Define the Marketing Cloud
- Log in to the Marketing Cloud

Contact Builder

- Define Contact Builder
- Describe and use the various tools in Contact Builder
- Reiterate the concepts of Subscriber Key, Primary Key, and Contact Key

Journey Builder

- Define Journey Builder
- Define an Interaction
- Build an Interaction
- Create an Entry Event
- Utilize various Journey Builder activities

Monitoring and Optimizing

- Set a goal
- Test the Interaction
- Review metrics
- Create a new version of an Interaction

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