

Introduction to Salesforce.com for Marketing

Course Overview

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This is a 1-day class

This course is specifically designed to teach marketing people the basics of Salesforce. The instructor will focus on the key features a marketer can use to immediately become effective with Salesforce.

Who Should Attend

Marketers with little or no experience with Salesforce or those wanting a refresher on how to effectively manage leads and campaigns within Salesforce.

Course Outline

- 1 **Introductions / Login to Training Orgs**
- 2 **Overview of Salesforce for marketing**
- 3 **Working with Leads**
- 4 **Working with Campaigns**
- 5 **Importing Leads**
- 6 **Mass Updating Leads**
- 7 **Creating List Views & Reports**