eLearning for Adobe Campaign v7

Design & Orchestrate Marketing Campaigns

About our eLearning
Adobe’s eLearning is the perfect complement to instructor-led training, especially when you need flexibility and the convenience of real-time how-to’s. Course content is hosted on your learning management system or accessible directly via your web browser. Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace.

Course Overview
Design & Orchestrate Digital Assets is designed for marketing users and developers who plan and execute campaigns. This course enables you to implement marketing plans, compose email content, execute email and SMS campaigns, segment and target recipients, design recurring and multi-channel campaigns, and review campaign reports. This course is also a prerequisite for developers and IT-staff interested in attending developer-level Campaign courses.

After completing this course, you will be able to:
• Explore the features and UI of Adobe Campaign v7
• Implement marketing plans
• Explore Workflows and query editor
• Design and Orchestrate an email campaign
• Design and orchestrate a multi channel campaign (email, direct mail, sms deliveries)
• Review how A/B test is conducted using an existing template
• Use Interaction module for inbound and outbound offers
• Identify Campaign integration points with other Adobe Marketing Cloud solutions
• Review Push Notifications channel

Prerequisites
Digital Marketing (required); Relational database, Basic data modelling concepts, and Web page design or document management (good to know)

Your Benefits
• Save time. Easily deploy real-time 24/7 training to your teams across multiple sites.
• Save money. A great solution when travel budgets are tight.
• Stay productive. Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills.
Design & Orchestrate Marketing Campaigns Using Adobe Campaign v7
[3 hour 20 min eLearning]

Course Outline

1. Adobe Campaign UI and Key Concepts
   • Features and Functionalities of Adobe Campaign
   • **Demo:** Accessing the Campaign
   • Exploring Profiles and Targets
   • Exploring Recipients
   • Exploring Dashboards and Targeting Workflows
   • **Exercise 1.1:** Browse the Recipient/Profiles Data
   • **Exercise 1.2:** Update Previously Created Profiles
   • **Exercise 1.3:** Create a Marketing Plan and Program

2. Profiles and Workflows
   • Profiles and Targets
   • Workflows
   • Using a Query to Segment Recipients
   • **Exercise 2.1:** Create and Run Simple Queries
   • **Exercise 2.2:** Create and Run Advanced Queries
   • **Exercise 2.3:** Create Simple Queries that Use Functions
   • **Exercise 2.4:** Combining Results of Multiple Queries

3. Design and Orchestrate Email Campaigns
   • **Exercise 3.1:** Manage an Email Campaign
   • **Exercise 3.2:** Design the Content of the Email by Using AEM Content Editor/Templates
   • **Exercise 3.3:** Design the Email Content and Observe Inbox Rendering
   • **Exercise 3.4:** Review the Delivery and Analyze

4. Design and Orchestrate a Multi-Channel Campaign
   • Direct Mail Overview
   • **Demo:** Send a Direct Mail Delivery
   • SMS Deliveries
   • **Demo:** Send an SMS Delivery
   • Multichannel Campaigns
   • **Exercise 4.1:** Create Multidelivery Campaigns

5. A/B Tests and Event-Triggered Campaigns
   • A/B Tests
   • Event-Triggered Campaigns

6. Access Management and Administration Overview
   • Adobe Campaign Security Model Overview
   • Operator Group Membership
   • Rights to Perform Operations
   • Folder Security
   • Data Organization in Folders
   • Connecting Adobe Campaign through Adobe ID

7. Social Marketing Overview
   • Adobe Campaign Social Marketing
   • **Demo:** Publishing on Facebook
   • Publishing on Twitter

8. Adobe Campaign Interaction
   • Offer Engines
   • Inbound-Outbound Interactions
   • Offer Propositions
   • Interaction Elements

9. Marketing Cloud Solutions Integration Overview
   • Adobe Experience Cloud Solutions
   • Marketing Cloud
   • ACS Connector
   • Integration with Adobe Experience Manager
   • Adobe Campaign with Profile & Audience Core Service
   • Integration with Adobe Target
   • Integration with Assets

10. Push Notifications Overview
    • How does the Push Notification Work
    • Mobile App Channel

**Final Assessment**
• Design & Orchestrate Marketing Campaigns Using Adobe Campaign Classic

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