

eLearning for Adobe Campaign Classic

Design & Orchestrate Marketing Campaigns



Who should take this eLearning?

Marketing Managers, Campaign Managers, Business Users, Marketing Agencies and Providers

Course Duration:

3 hrs 15 min

Course Content:

12 modules

Explore a module:

<http://www.adobe.com/training/elearning.html>

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Americas
adlsamer@adobe.com

EMEA
adlsemea@adobe.com

APAC
adlsapac@adobe.com

Japan
adlsjapa@adobe.com

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 Marketing Campaigns 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 Classic
- 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 the Interaction module for inbound and outbound offers
- Identify integration points with other Adobe Experience Cloud solutions
- Review push notification channels

Prerequisites

Knowledge of digital marketing concepts is required. Relational database and basic data modelling concepts are also helpful.

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 Classic

[3 hour 15 min eLearning]

Course Outline

1. Adobe Campaign UI and Key Concepts

- GDPR
- Campaign Classic Features
- Demonstration: Verify Access to Campaign Console
- Campaign Home Page
- Accessing, Sorting and Filtering Recipient Data
- Ready-to-Use and Advanced Filters
- **Exercise 1.1:** Browse Recipient & Profiles
- **Exercise 1.2:** Update an Existing Profile
- Marketing Campaigns
- **Exercise 1.3:** Create a Marketing Plan and a Program

2. Profiles and Workflows

- Segmenting Recipients by Using a Query
- **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:** Combine the Results of Multiple Queries
- **Exercise 2.5:** Apply Standard Exclusions

3. Access Management and Administration: An Overview

- Rights to Perform Operations
- Folder Security
- **Exercise 3.1:** Manage Access Privileges and Permissions

4. Design and Orchestrate Email Campaigns

- Process to Design and Orchestrate Campaigns
- **Exercise 4.1:** Manage an Email Campaign
- **Exercise 4.2:** Design Email Content and Observe Inbox Renderings

5. Direct Mail and SMS Campaigns

- Direct Mail Delivery
- Demonstration: Send a Direct Mail Delivery
- SMS Deliver
- Demonstration: Send an SMS Delivery

6. A/B Tests

- Overview: A/B Tests
- **Exercise 6.1:** Perform an A/B Test

7. Cross-Channel or Multi-Channel Campaigns

- Overview: Cross-Channel or Multi-Channel Campaigns
- **Exercise 7.1:** Create a Multi-Channel Campaign

8. Event-Triggered Campaigns

- Overview: Event-Triggered Campaigns
- **Exercise 8.1:** Design an Email Campaign with an Event Trigger

9. Reports and Analysis

- Reporting Tools
- Analyzing Needs

10. Adobe Campaign Interactions

- Interactions
- How the Offer Engine Works
- Inbound-Outbound Interactions
- Offer Propositions
- Interaction Elements

11. Marketing Cloud Solutions Integration

- Adobe Experience Cloud Solutions
- Integration with Adobe Experience Manager
- Overview: Adobe Campaign with Profile & Audience Core Service
- Integration with Adobe Target
- Integration with Assets

12. Push Notifications

- How Push Notifications Work
- Mobile App Channel

13. Final Assessment



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Adobe Inc.
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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