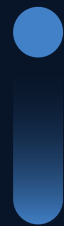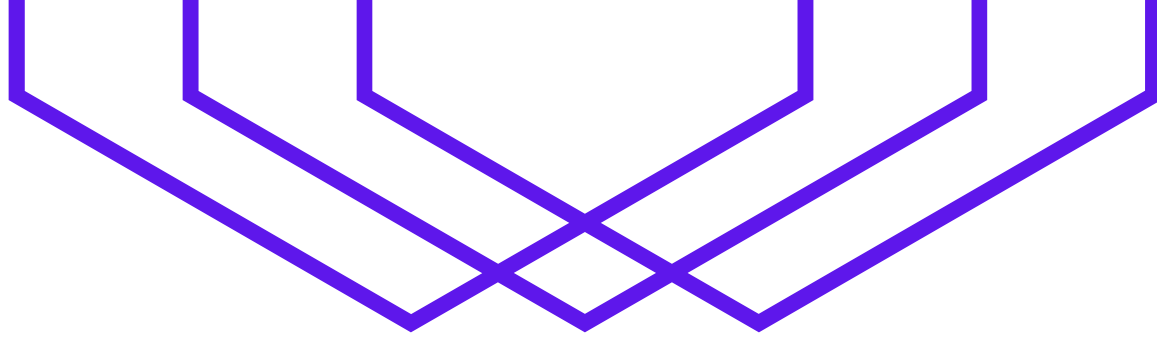# Salesforce
STUDIOS

PEOPLEWOO

salesforce.org **CONSULTING PARTNER**

About
Peoplewoo

Peoplewoo is a leading Salesforce consulting, staffing, and training company that delivers top-tier services to businesses of all sizes. Our team of seasoned experts specializes in optimizing Salesforce systems, from initial setup to ongoing maintenance and support. We provide a comprehensive range of consultancy services on multiple Salesforce products to ensure that our clients achieve their business goals.

At Peoplewoo, we understand that the success of a Salesforce implementation depends on the knowledge and skills of the users. Therefore, we emphasize on the importance of training in various Salesforce applications. Our training services cover Sales Cloud, Service Cloud, Marketing Cloud, and more. Our certified trainers use a hands-on approach to ensure that your team gains practical experience in using Salesforce to its full potential

We believe that training is not a one-time event, but an ongoing process that evolves with the needs of the business. Therefore, we provide continuous support to our clients, offering guidance and advice as they navigate the complexities of their Salesforce systems.

SOCIAL STUDIO

Contents

S.no	Session Title
1	Configuring Topic Profiles
2	Configuring Workspaces
3	Creating Workbenches
4	Creating Dashboards
5	Configuration of a public calendar
6	Setting up Engagement process

ADVERTISING STUDIO

Contents

INTERACTION STUDIO

Contents

S. no	Session Title	Topics
1	Interaction Studio Overview.	• Use Cases • Interaction Studio (IS) Architecture • IS in Salesforce Stack. • Interaction Studio UI Walkthrough
2	Interaction Studio Platform Setup	• Account Settings. • Users, Roles & Permission settings. • Dataset Creation & Configuration. • API tokens.
3	Interaction Studio Web SDK Integration.	• Understand Web SDK. • Configure Domain. • Configure IS Chrome Extension.
4	Understand Catalog & Profile Objects.	• Catalog Object Setup. • Attributes • Dimensions • Promotions. • Profile Object setup.

Contents

S. no	Session Title	Topics
5	Sitemap Development	- Sitemap Overview. - Create &Test Sitemap. - Deployment & version Control. - Basic JavaScript & DOM. - Content Zones. - Page Types. - Real time Event Capturing. - Utilizing Sitemap's libraries. - Identity Mapping & User attributes. - Single vs Multisite tagging Stratergy.
6	Identity Management	- Setup Identity Attributes at Dataset. - Unified Customer Profile. - Web SDK, mail & mobile Attributes.
7	Audiences	- Understand & Create Segments. - Create Segments using attributes, Actions - etc. - Nested Segments. - A/B Test Segments.

Contents

S. no	Session Title	Topics
7	Audiences	- Segment Activation. - Web campaign Targeting - Activation on Marketing Cloud. - SFTP / CSV Export.
8	Web Campaign Development	- Campaign Overview. - Templates. - Global Vs custom Templates. - Client-side typescript. - Server-side typescript. - Handlebars & CSS. - Campaign Stat tracking. - IS launcher to test a template. - Campaign Composer Console. - Campaign Targeting Rules. - Rule based VS A/B Test campaigns. - Campaign Priority Setup. - Test & Publish Web campaigns.

Contents

S. no	Session Title	Topics
9	Machine Learning	- Einstein Recipes. - Ingredients. - Boosters. - Exclusions. - Smart Bundle. - Build Recommendations. - Test & Deploy Recommendations. - Einstein Decisions. - Configuration. - Decision based Promotions.
10	Reports and Analytics	- Understanding Dashboard. - Event Stream. - Engagement Scores. - Cohort Reports. - Filters. - Goals. - Funnel Reports. - Campaign Specific Stats, Attribution and Confidence.

Contents

S. no	Session Title	Topics
11	Industry wise Use case	- E-Commerce use case. - Travel & Hospitality use case. - Email, Server-side & Mobile - Campaign - Create Email Campaigns. - Open time Email & Recommendations. - Server-side Campaign setup. - Set up server-side campaign

Contact Us

Thanks for reading through!

Now that you are ready to master Salesforce with our expert trainings, why wait? Contact us below and start your journey to mastery in Salesforce.

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