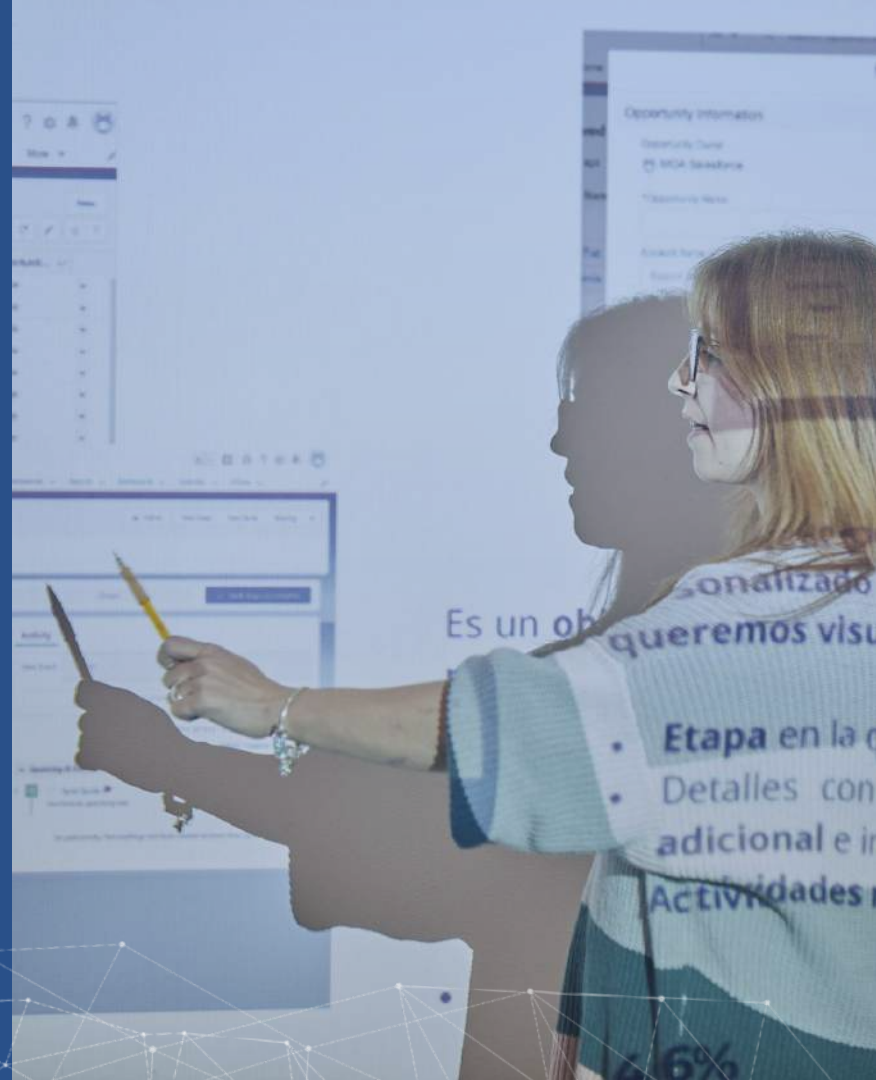


# MOA.



## Salesforce CRM & Marketing Cloud Bootcamp



# MOA.

Get ready to master the  
Salesforce Ecosystem.



**STARTS**  
19 September 2024



**ENDS**  
30 November 2024



**HOURS**  
100 hours



**SCHEDULE**  
Tu. 6/8 pm, F. 3/7 pm,  
Sat. 8am/12pm (CET)



**FORMAT**  
Online Synchronous



**PRICE**  
3.900 €





# Salesforce CRM & Marketing Cloud Bootcamp

- 01 — Bootcamp**  
Objectives of the Programme and benefits of studying
- 02 — Who is it aimed for?**  
Does this program suit my requirements?
- 03 — Syllabus**  
In-Depth agenda, session by session, Salesforce Clouds
- 04 — Certifications**  
Which certifications we prepare you for

- 05 — Designated Instructors**  
Experienced International instructors
- 06 — Why us?**  
Key points of Distinction
- 07 — Q&A**  
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- 08 — Testimonials**  
Our students and their vision

# Bootcamp goals

Our Salesforce Bootcamp will **accelerate** you to acquire the minimum knowledge required to work in the Salesforce ecosystem.

You will gain in-depth knowledge of Salesforce solutions such as Sales Cloud, Service Cloud, Marketing Cloud & Marketing Cloud Account Engagement (Pardot). We will prepare you for the **certifications**.

This bootcamp grants you access to Salesforce environments, facilitating hands-on learning through numerous practical exercises guided by our expert instructors.

The curated content is designed to expedite our students' knowledge and provide hands-on experience in an area that typically requires two years to accumulate.



## Understand

the Salesforce operation within companies' Digital Strategy



## Get to know

the main functionalities offered by the different Salesforce Clouds



## Acquire

proficiency in using and mastering various Salesforce Clouds



## To gain

the necessary expertise through an e2e real company use case presentation



## Obtain

the necessary skills to work proficiently in the sector



## Boost

Your profile and professional skills to achieve official Salesforce certifications

# Why this bootcamp?

Developed by professionals for professionals seeking first-hand insights into the Salesforce ecosystem, this **accelerated bootcamp** provides knowledge typically acquired over two years. Ideal for professionals entering the Salesforce domain, it offers **hands-on experience, certifications**, and prepares you for **market demands**.  
**Ready for the challenge? ;)**

## Bootcamp Highlights



Our training is 100% practical and tailored to current market needs



All sessions are always recorded and accessible to you. Classes will be available in virtual classroom.



During the bootcamp, you will see case studies of companies from different sectors, focused on B2B, B2C and multi-industry.



Certified professors with a wide international experience



We offer access to our Certification online tool, featuring authentic exam questions for effective preparation.



# Professionals focus on learning Salesforce

Our bootcamp is designed for individuals who want to accelerate and learn how to work with Salesforce and its ecosystem.

It is also suited for companies seeking to invest in employee training to apply these learnings in the professional field.



**Digital professionals seeking to** specialize and become certified in Salesforce technologies.



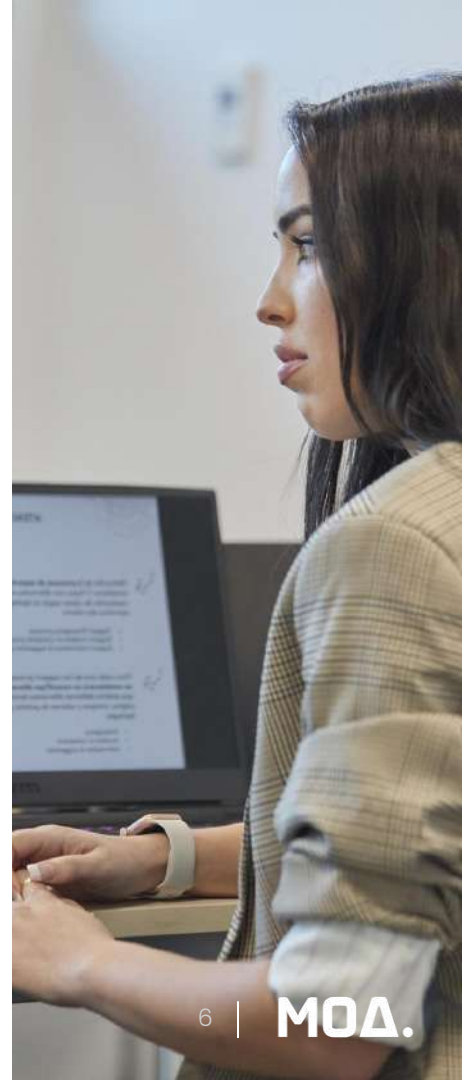
**Salesforce enthusiasts** looking to expand their knowledge of CRM and Marketing Automation.



**Professionals seeking a career change** and looking to invest in Salesforce.



**Organizations looking to expand** their knowledge or to invest in the Salesforce Ecosystem.





02. WHO IS IT AIMED AT?

## Master your knowledge:

- |                                |                              |
|--------------------------------|------------------------------|
| + CRM – Sales Cloud            | + Customer Service           |
| + Marketing Automation         | + Marketing Cloud Engagement |
| + Digital Marketing            | + Data Analytics             |
| + Marketing Account Engagement | + Customer 360 View          |

# The SYLLABUS, in CAPITALS. Everything you need to know to master Salesforce

## Module 1: Salesforce CRM (Sales and Service)

- ✓ Salesforce Ecosystem
- ✓ Introduction to CRM
- ✓ Sales Cloud Platform
- ✓ Service Cloud Platform
- ✓ Implementation of real Sales Cloud and Service Cloud projects
- ✓ Admin, Sales & Service Certifications

## Module 2: Salesforce Marketing Cloud

- ✓ Introduction to Marketing Automation
- ✓ Marketing Cloud Account Engagement (Pardot)
- ✓ Marketing Cloud Engagement Overview
- ✓ Email Studio & Cloud Pages
- ✓ Automation Studio & Journey Builder
- ✓ Mobile Studio
- ✓ Implementation of real Marketing Cloud projects
- ✓ Marketing Cloud Certifications
- ✓ 360 view: Salesforce CRM + Marketing Cloud Engagement



# Get Ready for Certifications

## BEGINNER'S



Certified  
Associate



Certified Marketing  
Associate



Certified  
AI Associate

## BASIC LEVEL



Certified  
Administrator



Certified Marketing Cloud  
Administrator



Certified Marketing Cloud  
Email Specialist

## ADVANCED LEVEL



Certified Sales Cloud  
Consultant



Certified Marketing Cloud  
Consultant



Certified Marketing Cloud  
Developer



## MOA CTC: Certification Training Center

From MOA, we will provide a voucher per student (included in the bootcamp price) so you can obtain your certification. During the training, we will explain where to start and which certifications you should acquire in order according to your profile.

We provide our platform to the community. Here you can practice with **200 updated questions and answers** from Salesforce certifications.

If you are considering obtaining your official Salesforce certification and want to train for your exam, **MOA will help you ensure your success.**

# Experienced international talent



MOA faculty are proven professionals in the industry with extensive professional and academic experience.

We have a network of professors based in different countries around the world, all of whom have more than 15 years of experience in the Salesforce Ecosystem.

All of them are highly qualified and have worked in multiple industries.

All of them have a high value of professionalism, training experience, and human qualities.



## Álvaro Pariente

Bootcamp Director

Álvaro, with a background in digital consulting across various industries, has garnered extensive international experience. His expertise includes founding Salesforce practices in six different countries, spanning Spain, several countries in Latin America, and the UK.

Key successes:

- x6 Salesforce Certifications
- Managing teams up to 200 people
- +70 Successful Salesforce Implementations
- Dreamforce Speaker
- Professor at various business schools

# Great professionals from the sector will accompany you



**George Rishmawi**

Marketing Automation Developer



**Alessia de Castro**

Marketing Automation Consultant



**Daniel Espinoza**

Marketing Automation Functional Lead



**Ricardo Beatriz**

Head of Customer Centric



**Harpreet Dulai**

Global Go-To-Market Salesforce Customer Centric Lead



**Stephani Brown**

Project Manager

# MOA's training programme offers a unique and valuable proposition

## Online sessions

Led by experienced professionals, our synchronous online sessions are recorded for on-demand access. If you can't attend live, enjoy unlimited access to all recorded sessions

## Ad-hoc classes

Each edition is limited to a maximum of 15 students to ensure high-quality training.

## Learning by doing

Our methodology emphasizes practical application of learned concepts through real-life configurations and exercises.

## Recognized Instructors

Our instructors are professionals who work in the sector for international companies and has more than 10 years working with Salesforce.

## CTC Online Certification Training

We provide access to the CTC Online Certification Training tool with over +1000 real exam questions and their explanation.

## Access to all platforms

The bootcamp provides access to solutions such as Sales Cloud, Service Cloud, Marketing Cloud Account Engagement (Pardot) y Marketing Cloud.

## Each session is 100% personalized

The programme's level and use cases are personalized to align with the companies and interests of our students

## Since we were born in 2021, we have taught +500 students

Customers keep choosing us for our expertise and methodologies

# Fees and funding

We have different payment methods, take a look and choose the one that best suits your needs.



## Pay upfront

Pay upfront and secure your place immediately



## Pay in installments

Up to 4 installments to adapt to our students



## Personalised plan

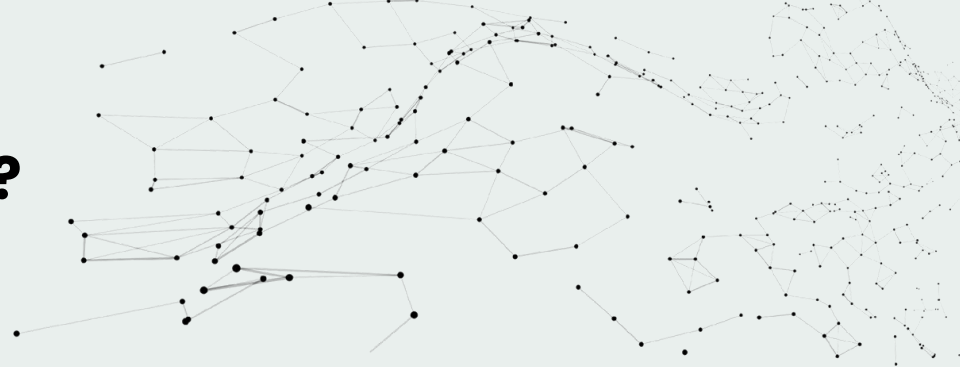
We want to be closer to you by customizing your payment plan



## Scholarships

Scholarships are available for the unemployed and underserved. Ask us!

# Do you still have any doubts? We'll help you resolve them.



## What's the schedule?

Our Salesforce CRM & Marketing Cloud bootcamp begins on September 19th and ends on November 30th with a total of 100 training hours.

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## Will I have access to the tools that will be used?

From day one you will have access to Sales Cloud, Service Cloud, Marketing Cloud Engagement and Marketing Cloud Account Engagement (Pardot) solutions. In addition, we will prepare you for certifications.

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## What hours does the bootcamp have?

The bootcamp runs on Tuesday from 6pm to 8pm CET, Fridays from 3pm to 7pm CET and Saturdays from 8am to 12pm CET, with a 10-minute break each day in the middle of class

## How can I get certified?

We provide you with a voucher worth \$250 that you can use for one certification. We provide access to the CTC Online Certification Training tool with over +1000 real exam questions.

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## How much is the cost?

The cost of the bootcamp is €3,900. To enroll, a payment of €300 must be made through a transfer to the account number ES03 0128 0067 71 0100034106, under the name of LEARNING BY DOING ACADEMY SL with CIF/VAT B05333869. After the transfer has been made, proof of payment must be sent to [cristina.gallego@moainstitute.com](mailto:cristina.gallego@moainstitute.com)  
Alternatively, credit cards or PayPal are also accepted as forms of payment.



# What do our students say?



It's fortunate to have taken this bootcamp. The teachers are fantastic, and you learn a lot in a very short time by having access to all the platforms and working on real use cases. Thank you, MOA!

**Lucy**  
Salesforce Marketing Cloud Consultant  
Telefónica



MOA is an essential experience for anyone looking to establish a solid foundation in Salesforce and understand how it can help boost your productivity and the profitability of your business from the get-go. All of this, guided by excellent instructors and fellow learners in a practical, enjoyable, and highly enriching learning environment.

**Ernesto**  
Marketing Manager Iberia  
NCH Europe



# MOA.

Salesforce CRM & Marketing Cloud Bootcamp

## ¡Train with us!

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