INVENTATEQ
LEARN SKILLS • GET PLACED

MASTER SALESFORCE MARKETING CLOUD
COURSE With Placement

Build In-Demand Professional Expertise with Real-Time Hands-on Salesforce Marketing Cloud Training

BEST RATED ON TOP PLATFORMS

Google Reviews ★★★★★ | Trustpilot ★★★★★ | Sulekha ★★★★★

COURSE BENEFITS

- 100% Practical & Real-Time Hands-on Labs
- End-to-End Capstone Implementation Projects
- Industry Recognized Certification Preparation
- 100% Dedicated Placement Support in MNC's & Mock Interviews

15+	500+	25K	15K
YEARS OF EXCELLENCE	HIRING PARTNERS	STUDENTS TRAINED	STUDENTS PLACED

Chat on WhatsApp
FREE Career Counselling
+91 85500 00909

YOUR FUTURE
STARTS HERE !

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ARE YOU FACING THESE CHALLENGES ?

- Still searching for your first job after graduation?
- Worried about the Gap? And don't know how to start your career?
- Stuck in a low-salary job? and seeking for better growth opportunities?
- Fear of switching to an IT career from a non-IT background
- Not getting interview calls despite applying to 100+ jobs?

TOO MUCH THEORY
NO PROJECTS
SKILL GAP
NO GUIDANCE

How Inventateq Helps You

Waiting Ends. Careers Begin.
Build job-ready skills. Start applying with confidence.

Turns Gaps into Comebacks
Close skill gaps. Rebuild your career

Break Free. Move Forward
Learn in-demand skills. Take your next career step.

Doubt Out. Confidence In.
Practice real skills. Walk into interviews prepared.

Turn Rejections into Chances
Turn every setback into skills employers value.

Be Smart Learn AI
Learn AI tools. Work smarter. Stay updated

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ABOUT INVENTATEQ

Inventateq is a leading IT training and placement company committed to transforming learners into Industry ready professionals

Our Mission
To deliver high-quality education, practical slots and career opportunities that empower individuals to achieve their dreams

Our Vision
To be a globally recognised training company known for innovation, quality and impactful learner outcomes.

Why Thousands Choose Inventateq?

15+	500+	25,000+	15,000+
Years of Excellence	Hiring Partners	Students Trained	Students Placed

We Collaborate With

Deloitte. | Capgemini | amazon | HCL | Tech Mahindra

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WHY LEARN SALESFORCE MARKETING CLOUD ?

Enterprises worldwide are actively hiring certified Salesforce Marketing Cloud professionals to drive critical business operations, digital transformation, and modernization.

CAREER SCOPE OF SALESFORCE MARKETING CLOUD

- **Exponential Industry Demand**
  Rapid enterprise adoption across global IT firms, MNCs, and technology centers
- **Premium Salary Compensation**
  Command competitive compensation packages with rapid growth milestones
- **Cross-Industry Opportunities**
  Versatile skill set applicable across technology, consulting, finance, and core sectors
- **Future-Proof Career Growth**
  Long-term job security supported by ongoing digital modernization and tooling investment
- **Global Certification Pathways**
  Direct alignment with recognized industry certifications to validate your competence
- **Worldwide Job Prospects**
  Open doors to roles in major Indian tech hubs as well as international remote positions

INDUSTRY-RECOGNIZED CERTIFICATION

INVENTATEQ
CERTIFICATE
OF ACHIEVEMENT
This Certificate is proudly presented to
SIGNATURE

QR Verified | Globally Valid | ISO 9001:2015

High Enterprise Demand. Global MNC Consulting. Premium Packages.

Average Salesforce Marketing Consultant Salary in India

₹7.5 LPA – ₹24 LPA

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WHY INVENTATEQ ?

Because we have placed over 15,000+ students and we can place you as well

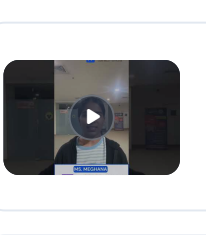
STUDENT PLACEMENTS

- 100% Placement Assurance Support
- 500+ Top Tech Hiring Partners
- Resume & LinkedIn Optimization
- Industry Mock Technical Interviews
- Unlimited Interview Calls Until Placed

COURSE & PLACEMENT VIDEOS

Student Genuine Feedback
Inventateq Reviews & Student Genuine Feed...
Inventateq Bangalore Reviews
Watch Video

Practical Training Success
Salesforce Training in Bangalore, Learn Sales...
Industry Tech Career
Watch Video



Placement Story
Ms. Meghana got Upskilled through Inventateq&...
Campus to MNC Offer
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Interview Skills & Growth
Free Interview Skills Development Classes for...
Free Student Masterclass
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> **At Inventateq, Your Success is Our Mission !**

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GUARANTEED PLACEMENT SUPPORT

We don't just teach, we prepare you for the real world!

- Aptitude Training
- Technical Training
- Mock Interviews
- HR Interview Preparation
- Resume Preparation
- Cover Letter Preparation
- LinkedIn Profile Optimisation
- Job Portal Access
- Placement Drives & Hiring Events

OUR RECRUITMENT PARTNERS

TATA | Infosys | wipro
Capgemini | Tech Mahindra | LARSEN & TOUBRO
HCL TECH | accenture

OUR PLACEMENT STATS

Our placement record reflects consistent growth, with students securing opportunities across leading companies in diverse industries.

15,000+	500+	95%	6 LPA
Students Placed	Companies Hired	Placement Ratio	Average Package

Check Most Recent Placements

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CAREER PROGRESSION

Job responsibilities, technical competency and portfolio evidence for each role.

ROLE PATHWAY	TYPICAL RESPONSIBILITIES	PORTFOLIO PROOF
Salesforce Marketing Associate	Manage core Salesforce Marketing tasks, configure tooling, and support delivery.	Practical Salesforce Marketing setup files, exercise scripts, and documentation.
Salesforce Marketing Consultant	Build practical Email Studio workflows, implement features, and resolve issues.	Functional Email Studio modules, workflow configs, and practical deliverables.
Lead Salesforce Marketing Consultant	Lead Salesforce Marketing technical delivery, design solutions, and set standards.	Complete Salesforce Marketing capstone artifacts, technical blueprints, and reports.

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SKILLS ROADMAP

Progress from core foundations to production-ready enterprise workflows.

MILESTONE	PRACTICAL OUTPUT	REVIEW EVIDENCE
Milestone 1 (Foundations)	Master fundamental Salesforce Marketing concepts, environment setup, and tools.	Configured Salesforce Marketing workspace and verified practice exercises.
Milestone 2 (Implementation)	Develop practical Email Studio workflows and functional domain modules.	Working Email Studio project modules and validated practice outputs.
Milestone 3 (Advanced Workflows)	Implement advanced Mobile features and optimizations.	Validated Mobile configurations and technical review outputs.
Milestone 4 (Production Capstone)	Deliver an end-to-end Salesforce Marketing capstone project and technical review.	Complete Salesforce Marketing project portfolio artifact and defense.

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DETAILED MODULE PLAN

10 in-depth modules • 3 Months Duration • Hands-on practical training

1 Module 1: Introduction to Salesforce Marketing Cloud

- Overview of Salesforce Marketing Cloud
- Digital Marketing Fundamentals
- Marketing Cloud Architecture
- Account Setup and Navigation
- Marketing Cloud Editions and Features

GUIDED LAB
Log in to the system, practice basic navigation, and complete your first Salesforce Marketing Cloud exercise.

INTERVIEW & ASSESSMENT
Explain what Salesforce Marketing Cloud is used for and why companies choose it in simple words.

2 Module 2: Contact & Data Management

- Contact Builder
- Data Extensions
- Attribute Groups
- Data Relationships
- Data Import and Export
- Audience Segmentation

GUIDED LAB
Configure and verify Contact Builder in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Contact Builder improves system reliability and performance.

3 Module 3: Email Studio

- Email Template Creation
- Content Builder
- Personalization
- Dynamic Content
- A/B Testing
- Email Deliverability Best Practices

GUIDED LAB
Configure and verify Email Template Creation in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Email Template Creation improves system reliability and performance.

4 Module 4: Journey Builder

- Customer Journey Concepts
- Creating Multi-Step Journeys
- Entry Sources
- Decision Splits
- Event-Based Automation
- Journey Analytics

GUIDED LAB
Configure and verify Customer Journey Concepts in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Customer Journey Concepts improves system reliability and performance.

5 Module 5: Automation Studio

- Automation Workflows
- Scheduled Automations
- SQL Query Activities
- Import & Export Activities
- File Transfer Activities

GUIDED LAB
Configure and verify Automation Workflows in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Automation Workflows improves system reliability and performance.

6 Module 6: Mobile & Social Marketing

- Mobile Studio
- SMS Marketing
- Push Notifications
- Social Studio Overview
- WhatsApp Marketing (Overview)

GUIDED LAB
Configure and verify Mobile Studio in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Mobile Studio improves system reliability and performance.

7 Module 7: Personalization & Analytics

- Personalization Strategies
- AMPscript Fundamentals
- Marketing Cloud Intelligence Overview
- Reports and Dashboards
- Campaign Performance Analysis

GUIDED LAB
Configure and verify Personalization Strategies in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Personalization Strategies improves system reliability and performance.

8 Module 8: Integrations

- Marketing Cloud Connect
- Salesforce CRM Integration
- REST API
- SOAP API
- Third-Party Integrations

GUIDED LAB
Configure and verify Marketing Cloud Connect in your practice cloud environment.

INTERVIEW & ASSESSMENT
Explain how Marketing Cloud Connect improves system reliability and performance.

9 Module 9: Security & Administration

- User Management
- Roles and Permissions
- Data Security
- Compliance and GDPR Basics
- Best Practices

GUIDED LAB
Create user accounts with restricted permissions and test secure role switching.

INTERVIEW & ASSESSMENT
Explain why giving minimum required permissions protects cloud environments.

10 Module 10: Real-Time Projects

- End-to-End Email Marketing Campaign
- Customer Journey Automation
- Lead Nurturing Campaign
- Portfolio Development
- Resume Building & Interview Preparation
- Tools Covered
- Salesforce Marketing Cloud
- Contact Builder

GUIDED LAB
Complete an end-to-end practical project bringing together everything you built in this course.

INTERVIEW & ASSESSMENT
Present your completed project and explain your key design decisions with confidence.

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REAL-WORLD PORTFOLIO PROJECTS

Practical industry scenarios, tools applied, and demonstrable project outcomes.

Project 1: End-to-End Email Marketing Campaign

What it is: Set up the core Salesforce Marketing Cloud environment and configure essential business settings.
What you do: Initialize base configurations, create clean templates, and verify workflow controls.
Tools used: Salesforce Marketing, Salesforce Marketing Cloud, Digital Marketing
Project outcome: Working project foundation configured and tested according to best practices.

Project 2: Customer Journey Automation

What it is: Build practical Email Studio modules to handle everyday business operations.
What you do: Create core functional components, validate input data, and prevent common errors.
Tools used: Salesforce Marketing, Email Studio, Email Template Creation
Project outcome: Functional business module ready to run and demo with zero manual errors.

Project 3: Lead Nurturing Campaign

What it is: Connect Automation Studio with Automation Workflows to automate data and team workflows.
What you do: Build automated pipelines, link required services, and run end-to-end tests.
Tools used: Salesforce Marketing, Automation Studio, Automation Workflows
Project outcome: Live automated workflow pipeline documented with clear usage guides.

Project 4: Portfolio Development

What it is: Optimize Personalization Analytics workflows for security, speed, and reliability.
What you do: Audit performance bottlenecks, apply security rules, and optimize execution speed.
Tools used: Salesforce Marketing, Personalization Analytics, Personalization Strategies
Project outcome: Production-grade technical deliverable ready to add to your personal portfolio.

Project 5: Salesforce Marketing End-to-End Capstone

What it is: Build a complete, production-ready Salesforce Marketing project bringing all skills together.
What you do: Design, code, test, and document a full project workflow from scratch to launch.
Tools used: Salesforce Marketing, Security Administration, User Management
Project outcome: Verified capstone project ready to showcase on your resume and interview calls.

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ASSESSMENT FRAMEWORK

Module tests, practical evaluations, capstone and completion criteria.

COMPONENT	ASSESSMENT FOCUS	PASS EVIDENCE
Module Knowledge Quizzes	Core Salesforce Marketing principles, industry terminology, and workflow concepts	Consistent passing score across syllabus unit evaluation tests
Lab Submissions & Practice Reviews	Hands-on Email Studio implementation, configuration, and practical exercises	Working lab deliverables satisfying practical evaluation rubrics
Hands-On Mini Projects	Independent problem-solving using intermediate Mobile techniques	Functional project artifacts addressing realistic domain scenarios
Final Production Capstone	End-to-end Salesforce Marketing implementation, quality review, and delivery	Complete capstone submission with technical walkthrough review
Technical Mock Viva	Technical reasoning, troubleshooting approaches, and communication	Successfully defending project decisions in structured mock panels

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RESUME, GITHUB & LINKEDIN

Evidence-based resume writing and professional project presentation.

- Documented Salesforce Marketing portfolio with blueprints, configuration sheets, and master data.
- Visual project sheets, live demonstration walkthroughs, and verified functional outputs.
- Direct resume bullet points highlighting hands-on Salesforce Marketing tools and technical outcomes.
- Detailed Salesforce Marketing diagrams, component specifications, and end-to-end workflows.
- Project documentation covering Email Studio setup, configuration steps, and test notes.
- Structured practice for technical interview pitches, walkthroughs, and viva defense.

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OUR STUDENT

Meet the learners who turned their goals into successful careers through dedication, skill, and continuous growth.

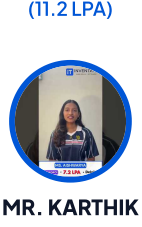
READ REVIEWS

MS. SNEHA
Placed at Wipro (9.5 LPA)

"The practical lab sessions gave me the confidence to transition into enterprise roles. Working on real-world datasets helped me clear technical interviews effortlessly!"
Course Completed : **Salesforce Marketing Cloud Specialist** G ★★★★★

MR. HARSHIT
Placed at Accenture (11.2 LPA)

"Inventateq's focus on industry capstone projects and mock interviews was game-changing. The mentors guided me through every real-world implementation hurdle."
Course Completed : **Salesforce Marketing Cloud Specialist** G ★★★★★

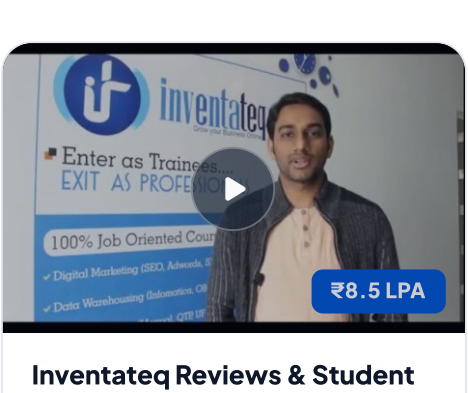


MR. KARTHIK
Placed at Capgemini (10.5 LPA)

"Moving from beginner theory to hands-on enterprise tools was seamless. The portfolio defense preparation helped me crack my MNC placement round!"
Course Completed : **Salesforce Marketing Cloud Specialist** G ★★★★★

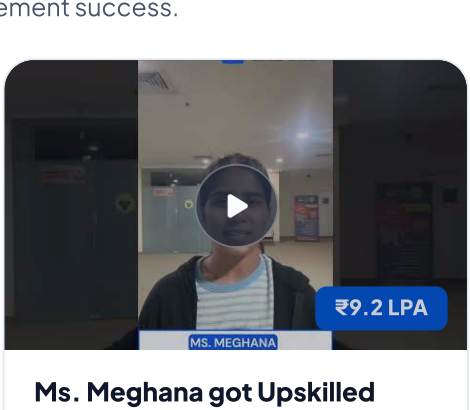
WATCH VIDEOS

Watch real stories from our students as they talk about their journey, growth, and placement success.



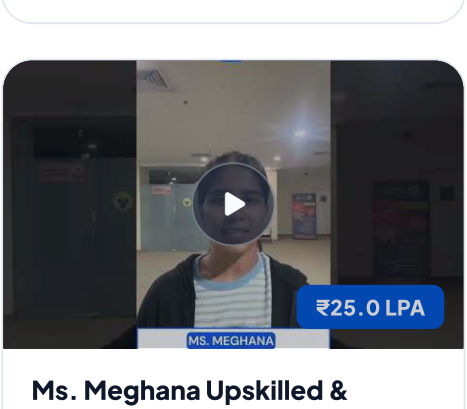
Inventateq Reviews & Student Genuine Feedback Bangalore
Course Video 1 • Student Feedback
Watch Story

Salesforce Training in Bangalore, Learn Salesforce from Scratch
Course Video 2 • Student Feedback
Watch Story

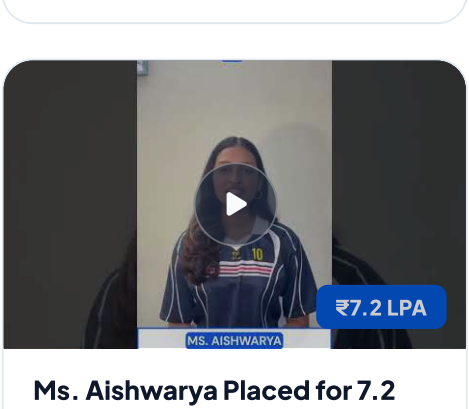


Ms. Meghana got Upskilled through Inventateq's Salesforce Marketing Cloud Program & Placed at 25 LPA
Course Video 3 • Student Feedback
Watch Story

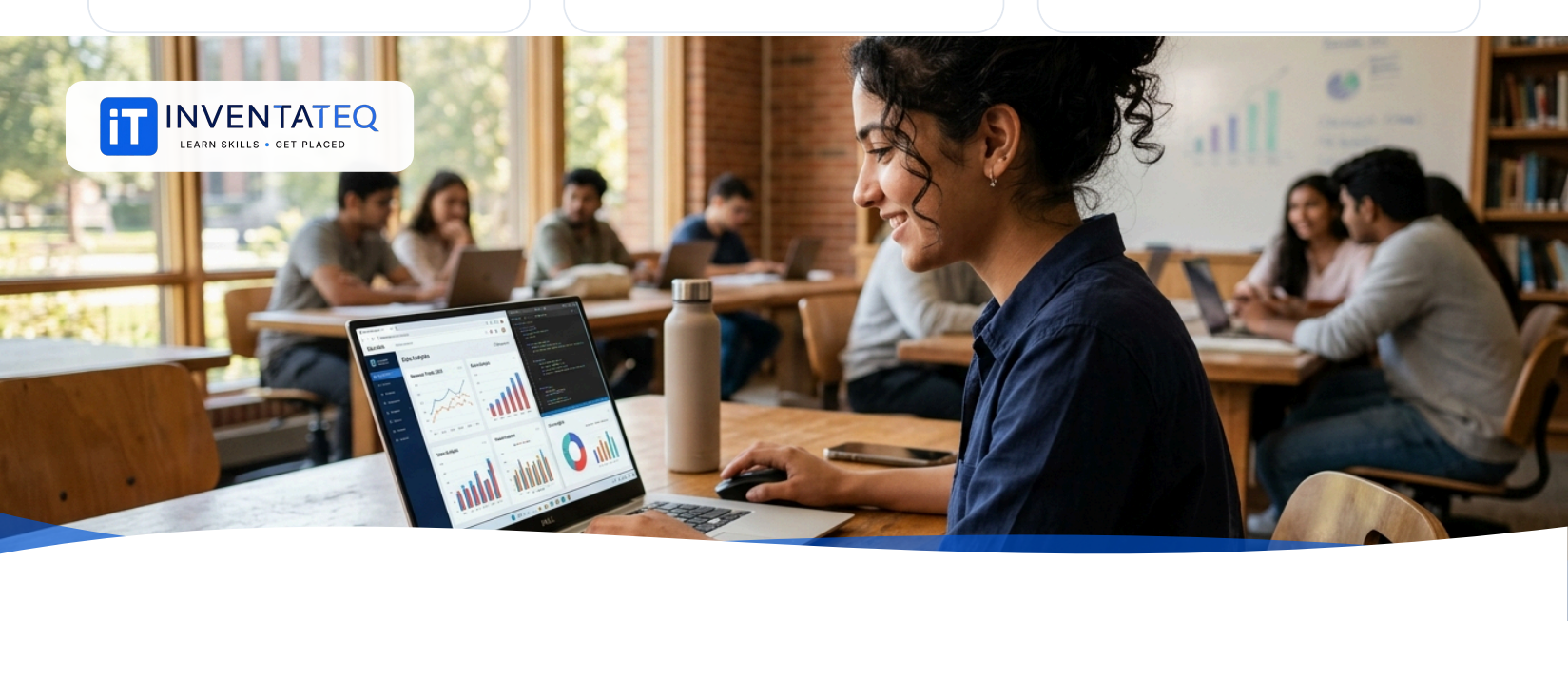
Free Interview Skills Development Classes for Freshers & College Students
Course Video 4 • Student Feedback
Watch Story



Ms. Meghana Upskilled & Placed at 25 LPA
Top Offer • Enterprise Consultant
Watch Story



Ms. Aishwarya Placed for 7.2 LPA Package
Verified Offer • Software Dev
Watch Story



CONTACT US

JOB HUNTING ENDS HERE

Start your career with **Salesforce Marketing Cloud** course that gets your **Dream Job!**

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