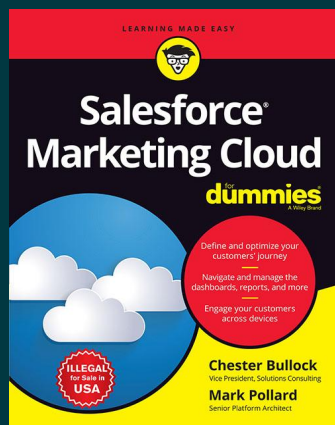




Salesforce Marketing Cloud For Dummies

By [Chester Bullock](#), [Mark Pollard](#)

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Description

Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products. Use Salesforce Marketing Cloud to personalize your customers' journey, whether they are visiting you on the web, via their mobile device, or on Facebook. Discover how you can set-up and establish the data sets that are most important to your job function, use the robust e-mail tool for your direct marketing campaign, engage your customers on mobile devices, and use predictive intelligence to achieve optimal engagement across the customer journey.

About the Author

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Chester Bullock has been involved in Digital Marketing since the mid-1990's

Table of Contents

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