

# Is Your Team Ready to Modernize Customer Engagement?

Salesforce Personalization enables marketers to deliver inbound, real-time, rule-based customer experiences. This workshop provides the foundational terminology, inbound principles, and guided hands-on practice needed to understand how Salesforce Personalization works—and how your marketing can evolve with today's digital world.

## What Can You Expect from the Workshop?

### 1 Instructor-Led Basics

Build a foundation by learning core terminology and inbound marketing principles, including: **Channels and actions**, **Segments and templates**

### 2 Log In & Setup

Gain direct access to a Munvo-provided Salesforce Personalization instance to begin configuring your own sample campaign.

### 3 Step-by-Step Walkthrough

Follow guided instructions and sample solutions as you:

- Complete a segment using rules and conditions
- Configure a sample campaign experience
- Understand template structure and logic

### 4 Questions & Answers

Ask our experts any strategic or technical questions related to terminology, logic, or inbound execution.

## Key Takeways of the Workshop:



### Uncover New Capabilities

Learn new ways to engage customers in the digital age by leveraging inbound personalization.



### Understand Core Concepts

Gain clarity on inbound terminology and how Salesforce Personalization structures data, channels, and rules.



### Hands-On Confidence

Leave the workshop having built a complete sample campaign inside Salesforce Personalization.



### Modern Marketing Alignment

Walk away with a clear vision of how your marketing can modernize with today's online world.

[Register now](#)



Interested? Get in touch with our Experts!

Online



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Format: Online, instructor-led event (MS Teams)