

## What is [Marketing Cloud](#)?

A digital marketing tool that you use to send emails, text messages, and mobile app messages (like push notifications), and lets you talk to your customers on social media (like on Facebook and Twitter).

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## Industries that use Marketing Cloud

- [Healthcare](#) Industry
- [Retail](#) Industry
- [Finance](#) Industry
- [Manufacturing](#) Industry
- [Consumer Goods](#) Industry
- [Media](#) Industry
- [Higher Education](#) Industry
- [Automotive](#) Industry
- [Transportation](#) Industry
- [Energy](#) Industry
- [NonProfit](#) Industry
- [Philanthropy](#) Industry
- [Sustainability](#) Industry

Every industry uses Marketing Cloud - So whatever your background is, you can use Marketing Cloud.

Just think of any company in any of these industries and there's a possibility that they are using Marketing Cloud or that they are going to be using Marketing Cloud in the future.

**For Example** - In the finance industry, banks like Barclays or American Express use Marketing Cloud.

So if you come from the Finance industry and you learn Marketing Cloud, you could work at a bank like [Barclays](#) or [American Express](#).

**Another Example** - In the Healthcare industry, UnitedHealthcare uses Marketing Cloud.

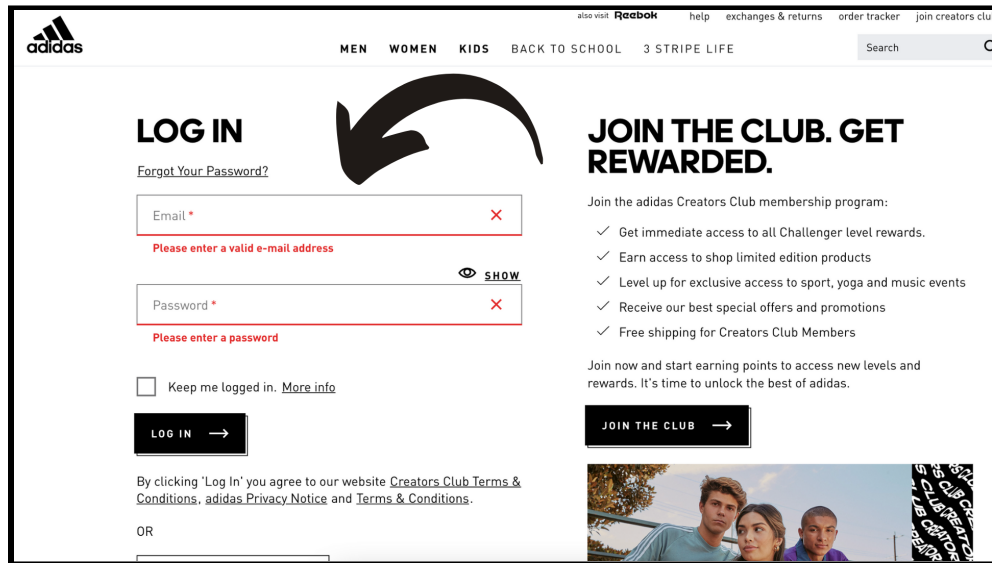
So if you come from the Healthcare industry and you learn Marketing Cloud, you could work with a healthcare company like [UnitedHealthcare](#) or [American RedCross](#) at a bank like Barclays or American Express.

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**2 popular companies that use Marketing Cloud are [Adidas](#) and [Ticketmaster](#) (See More Below)**

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## 1 Example of how Adidas uses Marketing Cloud:



[Read the Adidas Marketing Cloud Story](#)

Adidas sends you 5 or 6 emails when you sign up for their loyalty program on their homepage.

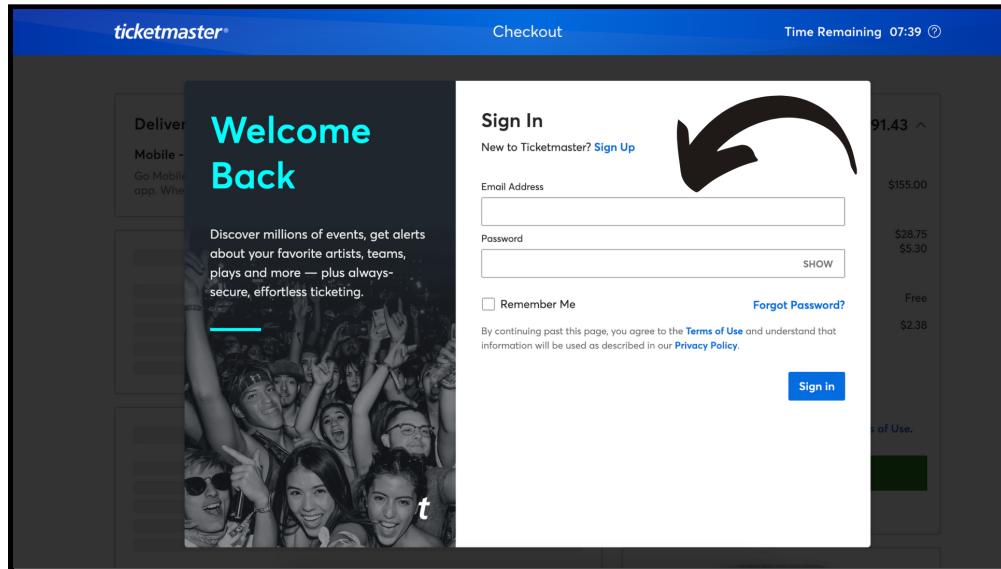
Those 5 or 6 emails are meant to get you to buy a pair of shoes or to buy additional items online. Like a shirt or socks.

Adidas might also throw in a coupon to get you to buy one of their products online or in a store.

All the emails are designed to get you to like Adidas even more and to get you to start buying more products from them.

Every email you get from Adidas is from Marketing Cloud and all those emails are set up automatically with a Marketing Cloud tool called "[Journey Builder](#)".

## 1 Example of how Ticketmaster uses Marketing Cloud:



[Read the Ticketmaster Marketing Cloud Story](#)

TicketMaster asks for your email address when you try to buy tickets to a concert or sporting event.

TicketMaster uses Marketing Cloud to send you the confirmation number when you buy your tickets and to give you all the details about the upcoming event you're going to.

TicketMaster will also send you reminders when the concert is about to happen so you don't miss any cool details!

All those emails are being run on the backend by Marketing Cloud and someone set it up one time and it runs on autopilot forever now without anyone needing to really be there to send those automatic emails to you.

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## **Who is Marketing Cloud for?**

If you meet one of these criteria, you'd be a good fit for Marketing Cloud

- If you're interested in Marketing
  - If you have a Marketing background
  - If you're a Salesforce Admin and you want to take your career to the next level and stand out
  - If you want to get into the tech world but don't have lots of tech skills
  - If you have developer skills and you want to get into the coding side of Marketing Cloud
  - If you like to learn and get better at things
  - Marketing Cloud can be learned by ANYONE.
  - I've seen people working at Starbucks, Kohls, Dick's Sporting Goods make \$110,000 in their first Marketing Cloud job
  - I've even seen college students with no work experience come out making anywhere \$80,000 in their first Marketing Cloud job.
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## **Is Marketing Cloud the same thing as Salesforce?**

Yes and No. Let me explain both sides for you.

**Yes** - Marketing Cloud is a “**CLOUD**” in the overall Salesforce ecosystem, just like an oak tree is a type of tree in a forest.

The Salesforce ecosystem is the forest.

Marketing Cloud is the Oak tree.

There are a TON of different types of trees in a forest.

And it's the same concept in the Salesforce ecosystem.

There are a TON of different “**CLOUDS**” in the Salesforce ecosystem

Marketing Cloud is just one cloud that lives in the Salesforce ecosystem.

We won't talk too much about the other clouds in the ecosystem, but you can watch [this video](#) if you want more info about the other clouds.

## Kaelan Moss Challenge - Day 1



In the picture above, you can see all the clouds in the ecosystem.

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Commerce Cloud

But Marketing Cloud is not Salesforce.

When most people think of Salesforce, they think of Sales Cloud or Service Cloud.

Most people hear about the [Salesforce Admin](#) certification when they hear of Salesforce, but that certification is for people who focus specifically on Sales Cloud or Service Cloud.

We're focused on Marketing Cloud though. Not Sales or Service cloud. So you won't be worried about the Salesforce Admin certification.

The certifications you'll be focusing on getting for Marketing Cloud are:

- Marketing Cloud [Email Specialist](#)

- Marketing Cloud [Administrator](#)
- Marketing Cloud [Developer](#)
- Marketing Cloud [Consultant](#)

So hopefully you see how Marketing Cloud is just one part of the Salesforce ecosystem, but that it's not the exact same thing as Salesforce.

And hopefully you see how Marketing Cloud is different from Sales and Service Cloud.

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## **What are the Marketing Cloud certs you can get?**

There are only 4 certs that you can get for Marketing Cloud

- Marketing Cloud [Email Specialist](#)
- Marketing Cloud [Administrator](#)
- Marketing Cloud [Developer](#)
- Marketing Cloud [Consultant](#)

You might ask yourself 2 questions after seeing these 4 certs...

Question 1 -> Which cert should I get first?

Question 2 -> Is it really that important to get a Marketing Cloud certification?

I'll answer both!

### **Question 1 -> Which cert should I get first?**

The Marketing Cloud [Email Specialist](#) cert

This cert tests your knowledge in the CORE features of Marketing Cloud.

So when you get this cert, you are basically saying "I know how to create email campaigns in Marketing Cloud".

Literally 90% of all Marketing Cloud projects and implementations use the skills and knowledge that you'll be tested on for the Marketing Cloud Email Specialist certification.

So if you get that cert, you'll know pretty much everything when it comes to Marketing Cloud.

When you get certified, you just need to learn how to translate your knowledge to job interviews.

I teach you how to do that in my full Marketing Cloud course. But don't worry about that for now.

Just know that you need the Email Specialist cert first and then you'll go to the Marketing Cloud Administrator cert after that.

As you're beginning your Marketing Cloud journey, those are the only 2 certs you should be thinking about.

Once you get those 2 down, then we'll talk about the MC Developer and Consultant certs, but those are much more advanced and come when you get more experience.

**Question 2 -> Is it really that important to get a Marketing Cloud certification?**

Yes, it's very important. It shows that you know the Marketing Cloud platform.

Think about a certification like a degree from college.

You don't need a college degree to get a Marketing Cloud job, but you do need a certification to get your foot in the door with companies.

You can get jobs without a certification, I've seen it happen before, but it's sort of rare.

The people without a certification usually know someone on the inside of the company and they give them a chance because they know that person.

You'll increase your chances of getting a high paying Marketing Cloud job even if you only have 1 certification.

I know people right now who make \$110K per year with only 1 certification. All you need is one cert and you're golden!

You just need to know how to interview well and you'll be getting job offers like crazy!

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## **Why should I learn MC over other areas of SF?**

There are 2 big reasons you should learn Marketing Cloud over the other clouds in the Salesforce ecosystem.

### **Reason number 1:**

Marketing Cloud is one of the fastest growing clouds in the Salesforce ecosystem.

Companies are buying Marketing Cloud from Salesforce at an insane rate.

Companies see the benefit of using Marketing Cloud... Especially if they already have Sales or Service Cloud.

Marketing Cloud can connect with Sales and Service Cloud and the clouds can talk to each other.

That's a complex process called Marketing Cloud Connect, so don't worry about it, but long story short, Marketing Cloud is being used by a TON of companies and there aren't enough people who know it, which leads into reason number 2.

### **Reason number 2:**

The supply of certified Marketing Cloud Email Specialists is much lower than the supply of certified Salesforce Admins.

Which means you'll be in high demand because there aren't many people that know Marketing Cloud.

At this point, it's about the law of Supply and Demand!

You'll be in high demand because there aren't many people that know Marketing Cloud.

You can literally name your price at a lot of these companies if you know what you're talking about and they'll pay up because you have the knowledge!

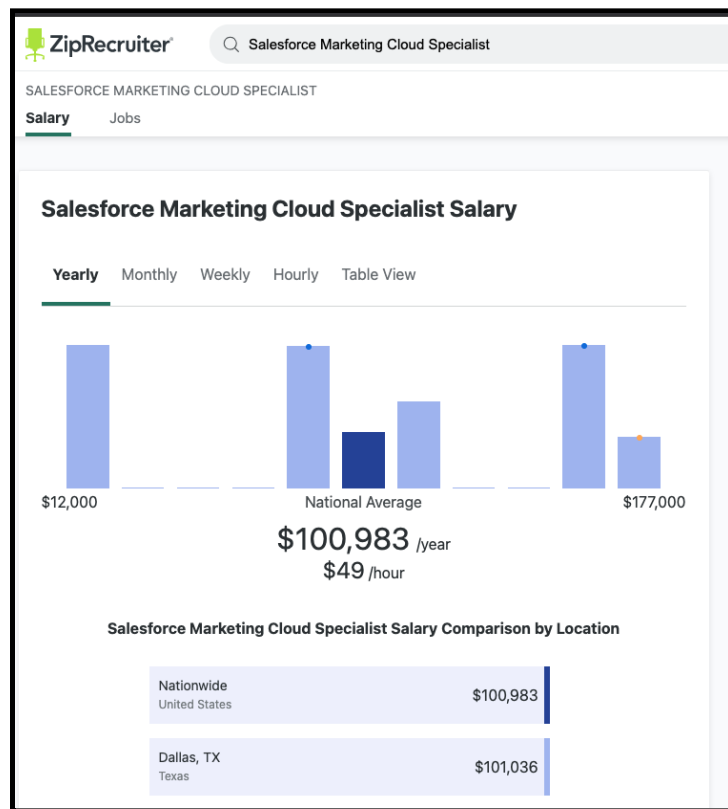
Ahhh... The beauty of living in the information age! Knowledge is power!

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## How much can I get paid if I know Marketing Cloud?

Everyone's favorite question! The Money Question!

Here's a screenshot of the average salary for people that do Marketing Cloud.



On average, I've seen most people making anywhere between 80K and 120K per year when they know Marketing Cloud.

It's not that hard, remember, it's the law of supply and demand.

Heck, I've even seen interns come out making 55K - 60K per year in a dang internship doing Marketing Cloud!

Imagine being in college making 60K per year working from home while you're in between classes while the rest of your classmates are trying to figure out how they're going to get their first job out of college.

I say that because I got a masters in Data Science and I have never used it once in my career.

I literally paid off all my student loan debt (\$32K) in less than 3 years with my Marketing Cloud skills.

Tip -> Do a Google search and type in "Average Salesforce Marketing Cloud Salary"

You can also go to a bunch of websites like and look up the average salary for people that do Marketing Cloud.

Here are good websites to look up Marketing Cloud salaries.

- Indeed.com
- Monster.com
- LinkedIn
- MasonFrank International

BONUS -> Here's a good article on SalesforceBen that talks about [Marketing Cloud salaries](#).