

Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101)

Duration: 40.00 hours (5 days)

32.5 CPD Hours

Rating: ★ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Online

Course Overview

Discover how to present products in a compelling way on a B2C Commerce Cloud storefront so you can turn customers into repeat customers. In this 5-day extended* class, you'll learn how to improve conversion rates and increase the average order size of shoppers. Our B2C Commerce Cloud experts will walk you through how to organize an existing site, use best practices in search and online marketing, enhance the shopper experience, and leverage analytics to understand what products are selling best and why. NOTE: This course does not include site creation, programming, or site design. This class is taught using the SFRA reference architecture site and not the client's specific site. Client specific site is used during the Launch Readiness Bootcamp conducted by Services.

About This Course

Discover how to present products in a compelling way on a B2C Commerce Cloud storefront so you can turn customers into repeat customers. In this 5-day extended* class, you'll learn how to improve conversion rates and increase the average order size of shoppers. Our B2C Commerce Cloud experts will walk you through how to organize an existing site, use best practices in search and online marketing, enhance the shopper experience, and leverage analytics to understand what products are selling best and why.

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Who Should Attend

This class is ideal for merchants, marketers, and content managers who want to learn more about using B2C Commerce Cloud Business Manager to manage end-to-end business operations for a Commerce Cloud storefront. This course is also useful for developers preparing for the B2C Commerce Developer certification, providing information on working with a B2C site and data management using Business Manager.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

Organize a storefront using catalogs, categories, products, pricing, and search refinements.

Improve results in search engines using SEO best practices.

Improve on-site search using the search index, Einstein Search dictionaries, and sorting rules.

Entice and target online shoppers using customer groups, qualifiers, campaigns, and promotions.

Create shopper experiences using content slots, Page Designer, and Einstein Recommendations.

Leverage analytics and reports to determine success.

Create A/B tests to make decisions on storefront experiences.

Additional Course Details

Nexus Humans Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101) training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101) course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

Frequently Asked Questions

Q: What delivery options are available for Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101)?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
 - Traditional Instructor-Led Classroom Training (ILT)
 - On-site delivery at your offices anywhere in United Kingdom
 - Private dedicated courses customized for your team
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Q: How many CPD hours does this course provide?

The 5-day Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101) course provides up to 32.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101) training?

The training takes place over 5 day(s), with each day lasting approximately 40.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101)?

Yes, we provide corporate training, dedicated training, and closed classes for Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101). Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: Why choose Nexus Human for Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101)?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Salesforce Manage and Merchandise a B2C Commerce Cloud Store - Extended (CCM101) training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

Professional Training & Development

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