Accelerator Library

Find the Right Expert Coaching Session for You

Accelerators are working sessions designed to help you solve key business objectives, no matter where you are on your Salesforce journey. Attend an Accelerator Webinar with other trailblazers or a One-to-One Accelerator for a more personalized experience.

Customers with a Premier Success Plan can schedule One-to-One Accelerators at no additional cost. Customers without Premier can purchase Accelerators à la carte. Accelerators are available globally and in multiple languages - inquire about Accelerators in your region.
Which Accelerator is right for you?

**Accelerator Webinars** are one-hour sessions with other Trailblazers available live or on-demand.

**One-to-One Accelerators** are personalized engagements led by a Salesforce Specialist available for Premier customers.

Select a topic that interests you from this list.

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Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
Accelerator Webinars

Gain quick access to expert advice and best practices through our Webinar series and on-demand recordings. Premier customers can also book a personalized one-to-one follow-up conversation after the webinar concludes.

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Getting Started
• Admin + Deliverability
• Advertising Studio
• Content Builder
• Data and Segmentation Basics
• Email Studio: Building, Testing + Sending Email
• Email Studio: Email Personalization Basics
• Journey Builder: Journey Strategy
• Product Overview
• Social Studio
• Social Studio: Governance
• Social Studio: Social Listening

How To
• Use Einstein Engagement Scoring

Insights
• Email Reporting Basics

Pardot
• Getting Started
  • Google Organic Basics
  • New Admin Onboarding
  • Salesforce Engage Fast Start
  • Switching to Pardot Lightning App
• How To
  • Integrate with Google Ads and Analytics
  • Send List Emails
  • Use Forms and Landing Pages
• Insights
  • B2B Marketing Analytics

Sales Cloud
• Getting Started
  • Field Setup and Layout
  • Set your Implementation up for Success
• How To
  • Get the Most out of Forecasting
  • Improve Efficiencies with Key Lightning Features
  • Managing Activities in Lightning
  • Manage Leads
  • Manage Opportunities
• Insights
  • Design Reports & Dashboards

Salesforce CPQ
• How To
  • Use Price Rules

Service Cloud
• Getting Started
  • Einstein Bots
• How To
  • Automate Your Case Management
  • Design Your Lightning Console
  • Plan "Salesforce Knowledge" in Lightning
  • Plan Your Lightning Knowledge Transition
  • Set Up Entitlements & Milestones
• Insights
  • Dashboards Fast Start

Marketing Cloud
• Getting Started
  • Admin + Deliverability
  • Advertising Studio
  • Content Builder
  • Data and Segmentation Basics
  • Email Studio: Building, Testing + Sending Email
  • Email Studio: Email Personalization Basics
  • Journey Builder: Journey Strategy
  • Product Overview
  • Social Studio
  • Social Studio: Governance
  • Social Studio: Social Listening
• How To
  • Use Einstein Engagement Scoring
• Insights
  • Email Reporting Basics

Accelerator Webinars

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One-to-One Accelerators

Get personalized, expert advice and best practices to maximize the value of your Salesforce investment.

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**Getting Started**

- Connect with Nonprofit Constituents Using Communities
- Nonprofit Success Pack (NPSP) for Fundraising
- Plan Service Cloud for Nonprofit Program Management
- Customized Your Data Model for Nonprofit Program Management
- Import Data into Nonprofit Success Pack (NPSP)
- Prevent Duplicates in the Nonprofit Success Pack (NPSP)
- Set Up Campaigns for Nonprofit Fundraising
- Set Up Levels and Engagement Plans in the Nonprofit Success Pack (NPSP)
- Track Income in Nonprofit Success Pack (NPSP)
- Track Soft Credits in the Nonprofit Success Pack (NPSP)
- Use Email Functionality to Engage Nonprofit Constituents

**Insights**

- Reports and Dashboards in the Nonprofit Success Pack (NPSP)

**How To**

- Education Data Architecture (EDA)
- Pardot for Higher Ed
- Using Salesforce Advisor Link (SAL)

**Education Cloud**

**How To**

- Set Up Einstein Analytics Dashboards

**Insights**

- Governance in Higher Education
- Report in Education Data Architecture (EDA)

**Marketing Cloud**

**Getting Started**

- Marketing Cloud for Nonprofits and Higher Education
- Marketing Cloud Data Management for Nonprofits and Higher Education

**How To**

- Create an Event Drip Campaign with MC's Automation Studio
- Marketing Cloud Implementation and Campaign Documentation
- Set Up Social Studio for Nonprofits and Higher Education

**Nonprofit Cloud**

**Getting Started**

- Connect with Nonprofit Constituents Using Communities
- Nonprofit Success Pack (NPSP) for Fundraising
- Plan Service Cloud for Nonprofit Program Management

**How To**

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**Insights**

- Reports and Dashboards in the Nonprofit Success Pack (NPSP)

**Review**

- Database Hygiene Assessment
- Health
- Optimize your Pardot and Salesforce Integration

**Insights**

- Reporting

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*Requires Premier for Pardot Success Plan
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Your partner in growth

Salesforce helps you find customers, win their business, and keep them happy so you can grow faster than ever. With Salesforce’s out-of-the-box solutions, you can easily implement cutting-edge technology and connect everything you use to run your business. On average, customers using Salesforce see a 38% faster decision making, a 25% increase in revenue, and a 35% jump in customer satisfaction.

To learn more about how Salesforce can help your business, visit: salesforce.com/smb
To see how easy it is to learn Salesforce, visit: trailhead.salesforce.com