Accelerator Library

Accelerators are specialized engagements designed to help you get started and get more value from your investment in Salesforce. Use this library to find your product, explore the available resources, and grow your skills with Salesforce experts.

Customers with a Premier Plan can schedule One-to-One Accelerators at no additional cost. Premier Plan customers also get around-the-clock access to support, developer help, and personalized coaching. For more info, get to know Premier.

Updated June 8, 2020
What’s an Accelerator?
Take your success to the next level

Accelerators are specialized coaching resources designed to help customers get more value from Salesforce products. We currently offer:

- **Accelerator Webinars**
  One-hour expert coaching sessions on a specific topic that any Salesforce customer can attend. Available live or on-demand.

- **Accelerator Trailmixes**
  Tailored learning journeys on Trailhead. We'll walk you through industry best practices and tips based on what works for our top performing customers.

- **One-to-One Accelerators**
  Personalized sessions during which Salesforce Specialists help you overcome obstacles and drive long-term success.

Premier customers can also request a one-to-one follow-up session.
Premier Success Plans
Reach your goals faster with Premier

Customers with a Premier Plan get 24/7 support, personalized coaching, and expert guidance.

Learn how to drive adoption, get support, and boost productivity by registering for the Get Started with Premier Accelerator.

Getting Started

- Get Started with Premier

Register Now
Sales

Getting Started
- Console Design
- Fast Start
- Field Setup and Layout
- High Velocity Sales
- Sales Cloud Einstein
- Salesforce Maps Fast Start
- Set up myTrailhead
- Set your Implementation up for Success
- Strategies For Managing Account Data

How To
- Get the Most out of Enterprise Territory Mgmt
- Get the Most out of Forecasting
- Improve Efficiencies with Key Lightning Features
- Managing Activities in Lightning
- Manage Leads
- Manage Opportunities
- Prevent Duplicate Records
- Set Up Gmail Integration
- Set Up Gmail Integration with Inbox
- Set Up Home Page
- Set Up Lead or Opportunity Workspace
- Set Up Outlook Integration
- Set Up Outlook Integration with Inbox
- Set Up Path in Lightning

Insights
- Activity Dashboards
- Design Reports & Dashboards

Accelerator Webinars
Accelerator Trailmixes
One-to-One Accelerators

Return to menu
Service

Getting Started
- Agent Productivity Features*
- Chat for Lightning
- Digital Engagement*
- Einstein Bots
- Einstein Case Classification and Next Best Actions
- Field Service: Lightning
- Service Cloud: Lightning

How To
- Automate Your Case Management
- Automate Work Distribution With Omni-Channel
- Design Your Lightning Console
- Deploy Chat
- Deploy Messaging
- Plan "Salesforce Knowledge" in Lightning
- Plan your CTI Implementation
- Plan Your Lightning Knowledge Transition
- Set up Embedded Chat
- Set Up Entitlements & Milestones

Insights
- Dashboard Design
- Dashboards Fast Start

Review
- Lightning Transition Readiness

Accelerator Webinars  Accelerator Trailmixes  One-to-One Accelerators
# Marketing

## Getting Started
- Sending SMS Messages
- Admin + Deliverability
- Advertising Studio
- Data and Segmentation Basics
- Building, Testing + Sending Email
- Email Studio: Email Marketing Best Practices
- Email Studio: Email Personalization Basics
- Journey Builder: Journey Strategy
- Marketing Cloud Connect Overview
- Product Overview
- Social Studio
- Social Studio: Social Listening

*Requires Marketing Cloud Premier Success Plan*

## How To
- Advertising Studio: Use Advertising Audiences
- Audience Studio: Uncover Audience Insights
- Automate Data Imports
- Create an Event Drip Campaign with MC's Automation Studio
- Email Studio: Automate Email Segmentation
- Journey Builder: Set up a Journey
- Manage Your Data and Contacts
- Marketing Cloud Implementation and Campaign Documentation
- Set Up Social Studio for Nonprofits and Higher Education
- Use Einstein Engagement Scoring
- Use Marketing Cloud Connect

## Insights
- Email Reporting Basics

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*Accelerator Webinars*  *Accelerator Trailmixes*  *One-to-One Accelerators*
Getting Started
- Einstein Product Recommendations [B2C]
- Metrics and Analytics [B2B]
- Metrics and Analytics [B2C]
- Onsite Marketing and Promotions
- Onsite Search [B2C]
- Products and Catalogs [B2C]
- Search Engine Optimization (SEO)
- Sorting Rules

How To
- Organize Your Teams

Insights
- Feature Adoption Checklist
Pardot*

**Getting Started**
- Google Organic Basics
- New Admin Onboarding
- Prepare for Implementation
- Switching to Pardot Lightning App

**How To**
- Email Marketing Strategy
- Integrate with Google Ads and Analytics
- Manage Leads
- Send List Emails
- Use Automation Tools
- Use Forms and Landing Pages
- Use Engagement Studio
- Use Salesforce Campaigns
- Use Salesforce Engage

**Insights**
- B2B Marketing Analytics
- B2B Marketing Analytics Reporting
  * Requires Pardot Premier Success Plan

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

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Accelerator Webinars  |  Accelerator Trailmixes  |  One-to-One Accelerators

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*Requires Pardot Premier Success Plan*
Communities

Getting Started
- Lightning Customer Community Fast Start
- Lightning Partner Community Fast Start

How To
- Build Your Lightning Customer Community
- Build Your Lightning Partner Community
- Create a Public Knowledge Base
- Define Your Member Journey
- Plan Your Chatter Adoption

Accelerator Webinars  Accelerator Trailmixes  One-to-One Accelerators
Platform

Getting Started
- Lightning Platform: Configuration Fast Start
- Application Security

Review
- Improve Adoption
- Lightning Platform: Readiness Assessment
- Org Health
- Salesforce Data Quality

How To
- App Development with Salesforce DX
- Backup and Manage Salesforce Data
- Business Process Automation
- Lightning Platform: Configuration and Customization
- Plan Your Chatter Adoption**
- Salesforce Shield
- Sandbox Design
- Set Up Single Sign-On

** Also appears in the Community Cloud section.
Einstein Analytics

Getting Started
- Event Monitoring*
- Einstein Analytics: Platform Fast Start
- Einstein Discovery
- Sales and Service Analytics: Fast Start

How To
- Einstein Analytics: Advanced Customizations
- Einstein Analytics: Load Data

Insights
- Einstein Analytics: Build Dashboards

Review
- Einstein Analytics: Dashboard Health Check
Heroku

**Getting Started**
- Enterprise Fast Start

**How To**
- Heroku: Plan for Application Selling

**Review**
- Heroku: Application Performance Assessment
- Heroku: Baseline Postgres Assessment
- Heroku: Solution Proposal
Getting Started

- Health Cloud
Financial Services Cloud

Getting Started

- Financial Services Cloud
Governance

Getting Started
- Governance
- Application Security

How To
- Design a Salesforce Org Strategy
- Manage the Salesforce Development Lifecycle
- Manage the Salesforce Development Lifecycle
Salesforce Mobile

Getting Started
- Platform Fast Start

How To
- Improve Adoption
Salesforce CPQ

Getting Started
- Salesforce CPQ

How To
- Create a Product Catalog
- Guided Selling
- Use Price Rules
- Use Product Rules
- Use Quote Templates
Salesforce.org | Nonprofit Cloud

Getting Started
- Case Management for Human Services
- Contact and Household Management in NPSP
- Essential Admin Skills for Nonprofits
- Nonprofit Success Pack (NPSP) for Fundraising
- Nonprofit Cloud for Program Management

How To
- Customize Your Data Model for Nonprofit Program Management
- Get Your Data into the 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)
Salesforce.org | Education Cloud

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

How To
- Plan Your Student Experience Community
- Set Up Einstein Analytics Dashboards

Insights
- Report in Education Data Architecture (EDA)
Getting Started
- Marketing Cloud for Nonprofits and Higher Education
- Marketing Cloud Data Management for Nonprofits and Higher Education

How To
- Set Up Social Studio for Nonprofits and Higher Education
Your partner in growth
Connect cutting-edge technologies and power your business for success

Salesforce helps you find customers, win their business, and keep them happy, so you can grow faster than ever.

On average, customers using Salesforce make decisions 38% faster, see a 25% increase in revenue, and achieve 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