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

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- Building, Testing + Sending Email
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- Journey Builder: Journey Strategy
- Marketing Cloud Connect Overview
- Product Overview
- Social Studio
- Social Studio: Social Listening

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

* Requires Marketing Cloud Premier Success Plan

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]
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- Search Engine Optimization (SEO)
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How To
- Organize Your Teams

Insights
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● Accelerator Webinars  ● Accelerator Trailmixes  ● One-to-One Accelerators
Pardot*

Getting Started
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- New Admin Onboarding
- Prepare for Implementation
- Switching to Pardot Lightning App

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- Manage Leads
- Send List Emails
- Use Automation Tools
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- Use Salesforce Campaigns
- Use Salesforce Engage

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- B2B Marketing Analytics Reporting
  * Requires Pardot Premier Success Plan

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- Optimize your Pardot and Salesforce Integration

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- Lightning Partner Community Fast Start

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- Lightning Platform: Configuration Fast Start
- Application Security

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

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

** 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

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- Einstein Analytics: Build Dashboards

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- Einstein Analytics: Dashboard Health Check

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*Accelerator Webinars  Accelerator Trailmixes  One-to-One Accelerators*
Heroku

Getting Started
- Enterprise Fast Start

How To
- Heroku: Plan for Application Selling

Review
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- Heroku: Baseline Postgres Assessment
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Accelerator Webinars
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Getting Started

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Getting Started

- Financial Services Cloud
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Getting Started
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- Manage the Salesforce Development Lifecycle
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Getting Started
- Salesforce CPQ

How To
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- Guided Selling
- Use Price Rules
- Use Product Rules
- Use Quote Templates
Getting Started
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- Contact and Household Management in NPSP
- Essential Admin Skills for Nonprofits
- Nonprofit Success Pack (NPSP) for Fundraising
- Nonprofit Cloud for Program Management

How To
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- 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)
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Insights
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Salesforce.org | Education Cloud

Getting Started
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- 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)
Salesforce.org | Marketing Cloud

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

Accelerator Webinars • Accelerator Trailmixes • One-to-One Accelerators
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