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Implementing Field Service Lightning Consultant FSL-201 Exam

Implementing Field Service Lightning Consultant FSL-201 Exam is related to Salesforce Certified Field Service Lightning Consultant Certification. This exam validates the Candidate knowledge and skills of the Salesforce Certified Field Service Lightning Consultant program in to be able to identify, describe, implement, and maintain for partners and Team-Client team (such as Services, CPE, and Reports).

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q147-Q152):

NEW QUESTION # 147

What is Lead Qualification? (select two)

- A. The process of determining when a prospect is ready for follow up from your sales team.
- B. The process of determining when a prospect is ready for follow up from your marketing team.
- C. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.

Answer: A,B

Explanation:

Lead qualification is the process of identifying and organizing potential customers best-suited for your products or services and who will most likely make a purchase. Lead qualification involves two main steps: determining when a prospect is ready for follow up from your sales team and determining when a prospect is ready for follow up from your marketing team. The first step is to assess the prospect's level of interest, need, budget, and authority to buy your product or service. This can be done using various lead qualification frameworks and criteria, such as BANT, CHAMP, or MEDDIC. The second step is to nurture the prospect with relevant and personalized content until they are ready to buy. This can be done using various lead nurturing strategies and tools, such as email marketing, content marketing, or marketing automation

NEW QUESTION # 148

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. Marketing Cloud Account Engagement only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

Answer: D

Explanation:

According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: Salesforce documentation

NEW QUESTION # 149

What is the difference between an email template and an email content record in the enhance email experience?

- A. An email content record must start from an email template.
- **B. An email template can be used by Pardot, Sales Cloud and Service Cloud Users.**
- C. An email content record is a basic layout that does not contain any metadata used by a pardot email send.
- D. An email template can only use CMS images.

Answer: B

Explanation:

The key difference between an email template and an email content record in the enhanced email experience within Pardot lies in their usability across different Salesforce platforms. An email template, once created in Pardot, can be utilized by users across Pardot, Sales Cloud, and Service Cloud. This allows for a consistent messaging and branding experience across various customer-facing platforms within the Salesforce ecosystem. In contrast, an email content record in Pardot is specific to Pardot and designed for use within the platform's email marketing campaigns, focusing on specific layouts and elements tailored to Pardot's capabilities.

NEW QUESTION # 150

What information cannot be displayed as a graph (line or bar) on the dashboard?

- **A. Conversions**
- **B. Prospects Created**
- C. Opportunities Created
- D. Opportunities Lost
- E. All Prospects

Answer: A,B

Explanation:

According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization. Reference: Salesforce documentation

NEW QUESTION # 151

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

- **A. True**
- B. False

Answer: A

Explanation:

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account. This is a feature of Marketing Cloud Account Engagement's Search Marketing, which allows you to track and optimize your website's SEO performance and compare it with your competitors. You can enable the weekly search marketing email in your user preferences, and choose which metrics and competitors you want to include in the report⁵⁶ Reference: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health⁶: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

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