

# Training

## Content Builder Certification

*Demonstrate your ability to design, create, and deploy best-practice channel marketing content using Zift Channel as a Service (CHaaS)*

### SCHEDULE YOUR SESSION

Courses are scheduled monthly, with venues alternating between:

**Cary, NC**  
**Jersey City, NJ**  
**Oxford, UK**

#### Interested in hosting a session?

We provide custom sessions for live onsite or online training on a per-customer, on-demand basis. (Costs for custom sessions will vary).

### COST: \$1,000 per seat

*(Includes course materials)*

### REGISTER NOW

**Space is limited.** Contact Zift Training at [training@ziftsolutions.com](mailto:training@ziftsolutions.com) or your Customer Success Manager to register.

### ? Who Should Attend

Zift Solutions Channel Marketing Management (CMM) customers and agency creative teams using the Zift platform to design and build content for To- and Through-Partner marketing campaigns, websites, and co-branded collateral.

### ⬆ The Benefits

Zift's hands-on training and in-depth curriculum combines product competence with best practice insight to help you create industry-leading campaigns and content that generates high quality leads. Zift Content Builder Certification badges and certificates also serve as valuable career- and business-enhancing evidence of full knowledge and utilization of the Zift platform.

### 📦 Topics Covered

You'll experience the entire Zift CMM Platform and execute these tasks on both Zift Marcom and Zift123 Platforms:

1. **Create a Campaign**
2. **Build an Email**
3. **Plan and Activate a Workflow**
4. **Utilize Content Syndication**
5. **Upload Co-Branded Collateral**
6. **Measure Success: Reporting & Analytics**

### 🕒 Duration and Format

This **one-day course** includes **hands-on practice with experts in our open lab**, which lets you refine new skills and ask questions after individual sessions. At day's end, you will execute specific content-building tasks using the Zift platform in an open-forum-based certification exam. Zift Certifications are awarded to students who successfully complete the end-of-course challenge, combining both product competence and the application of best practices in channel management.