At Adobe, our vision is to bring learning to people instead of people to learning.

- Kim Peretti, Global Leader, Adobe Digital Learning Services

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About our eLearning

Adobe's eLearning is the perfect complement to instructor-led training, especially when you need flexibility and the convenience of real-time how-to's. Course content is hosted on either your learning management system or directly on your web browser. Customizable targeted modules let the team refresh skills exactly when they need it.

Learn any time, any place, at any pace

Course Overview

Your ability to offer customers a consistent brand experience across devices and platforms starts with developing and enhancing your authoring skills. This eLearning program is ideal for large or distributed teams with a number of users who are managing multiple/global sites with the Adobe Experience Manager platform.

After completing the course, your team will be able to:

- Add content, version and publish pages
- List and use the Adobe Experience Manager out-of-the-box components
- Describe and utilize workflows
- Explore and administer the multiple modules within Experience Manager
- Get started with the marketing and social collaboration capabilities of Experience Manager

Your Benefits

- Save time. Easily deploy real-time 24/7 training to your teams across multiple sites.
- Save money. A great solution when travel budgets are tight.
- Stay productive. Quick targeted hits of training mean your team has the right resources at the right time to feel confident in their skills and stay current.
Create Web Experiences
Using Adobe Experience Manager v6.x

1. Introduction: What Is Adobe Experience Manager
   AEM UI and Welcome Screen Utilities
   Web and Assets Console
   Multi-Site Manager
   Marketing Cloud Tools Integrations with AEM Integrating With Analytics and Target

2. Getting Started With AEM Instances
   AEM Deployment
   Organizing Your Website
   Page Information and Life Cycle
   Content Governance
   Multi Site Manager
   Modes in Touch-Optimized UI Components
   Exercise 2.1: Edit a Page

3. Adding New Content
   Create a Page
   Insert and Edit Text Paragraphs
   Add an Image from the Content Finder
   Edit, Move and Annotate Components

4. Editing Page Properties
   Basic and Advanced Tab
   Thumbnail Tab
   Cloud Services Tab
   Permissions Tab
   Multi Site Manager
   Blueprint Tab
   Live Copy Tab
   Exercise 4.1: Provide Multiple Titles for a Page
   Exercise 4.2: Edit Properties of Multiple Pages

5. Working with Assets
   What are Digital Assets?
   Asset Properties
   Managing and Searching for Assets
   Exercise 5.1: Create a Folder
   Exercise 5.2: Add an Asset to a Folder
   Exercise 5.3: Edit an Asset
   Managing Collections
   Exercise 5.4: Create a Collection
   Exercise 5.5: Add Assets to a Collection
   Assets and Scene7 Integration

6. Creating a Page
   Create a New Page and Add Content
   Inherited Paragraph System
   Add Content to Inherited Paragraph System

7. Authoring Responsive and Mobile Pages
   Exercise 7.1: Work w/ Responsive Pg Layout
   Authoring an iPad
   Author a Mobile Page
   Exercise 7.2: Create a Mobile Page
   Exercise 7.3: Add Content on a Mobile Page and Preview

8. Using Tags
   Exercise 8.1: Create New Tags
   Exercise 8.2: Use Tags
   Exercise 8.3: Add a Tag Cloud

9. Working with Pages
   Exercise 9.1-9.2: Move and Reorder Pages
   Exercise 9.3-9.4: Copy and Search for Pages
   Exercise 9.5: Search for Assets
   Exercise 9.6: Create a Saved Search
   Exercise 9.7: Search the Content Finder
   Exercise 9.8: Delete a Page

10. Locking and Unlocking a Page
    Exercise 10.1-10.2: Lock and Unlock a Page
    Exercise 10.3: Impersonate an Author & Attempt Page Edits

11. Publishing and Unpublishing a Page
    Exercise 11.1: Publish a Page
    Exercise 11.2: Schedule a Page for Publishing
    Exercise 11.3: Unpublish a Page
    Exercise 11.4: Schedule Page for Unpublishing
    Exercise 11.5: Publish and Unpublish Assets

12. Communities Overview
    Login and Personalization
    Components of Communities
    Exercise 12.1: Enable the Communities Plugin Components

13. Working With Context
    Exercise 13.1: Explore a User Profile

14. Managing Campaigns
    Brands and Campaigns
    Experiences and Touchpoints
    Exercise 14.1: Create Touchpoints
    Exercise 14.2: Create Campaigns
    Manage Experiences and Touchpoints
    Manage Leads, Lists and Segments

15. Creating Landing Pages
    Desktop Landing Pages
    Creating Mobile Landing Pages
    Landing Page Components
    Call to Action
    Exercise 15.1: Create a Landing Page

16. Content Targeting
    Define Segmentation
    Define Traits
    Exercise 16.1: Define a New Segment
    Exercise 16.2: Create Experiences
    Exercise 16.3: Turn Components into Targeted Components
    Exercise 16.4: Test the Campaign

17. Working With Newsletters
    Exercise 17.1: Create a Newsletter
    Exercise 17.2: Add Content to the Newsletter
    Exercise 17.3: Personalize the Newsletter
    Exercise 17.4: Test the Newsletter on Different Devices
    Exercise 17.5: Email Clients Customize the Newsletter Settings
    Exercise 17.6: Flight-test the Newsletter
    Exercise 17.7: Send the Newsletter

18. Versioning
    Exercise 18.1: Create a Version
    Exercise 18.2: Compare Versions
    Exercise 18.3: Restore a Page Launch
    Exercise 18.4: Create a Launch

Want to accelerate insights-to-action and customize eLearning with your real-world company data? Email us at adls@adobe.com to learn more.