

salesforce

B2C Commerce Recommendation Map

Follow this path to achieve
your goals

Last update: October 2022



Your Success Starts Here



This document provides a step-by-step guide of recommended resources that lead you from a beginner to advanced Salesforce user. Follow the suggested path of resources to learn how to implement, realize value, grow, and go further with Salesforce.

Welcome and good luck on your journey.



Implement: Get Started

Begin your journey to success




Implement: Get Started



1 Welcome to B2C Commerce: Learn the Basics


[Follow This Trailmix](#)

TRAILHEAD

 [Salesforce B2C Commerce](#)


Explore how B2C Commerce transforms the online shopping experience.

TRAILHEAD

 [Commerce Cloud Features](#)


Learn how to sell, recommend, and manage merchandise with these powerful features.

TRAILHEAD

 [Get Started with Commerce Cloud Business Manager](#)


Learn about Business Manager, the B2C Commerce tool for configuring and managing B2C Commerce storefronts.

TRAILHEAD

 [Salesforce B2C Commerce for Merchandisers](#)

Configure product listings, make them easy to find, and give shoppers discounts they love.

COMMUNITY

 [B2C Commerce Trailblazer Community](#)

Join the conversation here to stay up to date on B2C Commerce, get answers, and share ideas.

2 Welcome to B2C Commerce: Understand Current Trends

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WHITEPAPER

 [The State of Commerce Report](#)

Gain insights from nearly 1,400 commerce leaders and 1 billion consumers and business buyers.

WHITEPAPER

 [Connected Shoppers Report](#)

Learn about the shopping behaviors and expectations of over 10,000 consumers worldwide.

BLOG

 [Retail Trends: How to Engage Shoppers at the Edge](#)


Discover how to win at the edge backed by our latest research, and meet the retailer that ties it all together.

WHITEPAPER

 [Personalization in Shopping](#)

Get insights to learn the proven impact of personalization on revenue and growth.

WHITEPAPER

 [Consumer Experience in the Retail Renaissance](#)


Learn how top-performing brands have mastered the new consumer experience.

BLOG

 [Commerce Cloud Blog](#)

Gain insights on the latest B2B and B2C topics from industry experts.

WEBSITE

 [Retail Holiday Insights Hub](#)


Learn about holiday insights thanks to data from over 1 billion global shoppers.

WEBSITE

 [2022 Holiday Planning Guide for Retailers](#)

Explore how to deliver holiday happiness and revenue all year round in a challenging economic environment.

WEBSITE

 [Commerce Resource Center](#)

Connect commerce to the full customer experience with these resources.



Implement: Get Started



3 Organize Your Team

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 [Review: B2C Commerce: Organize for Success](#)

Organize your team to take full advantage of your B2C Commerce investment.

4 Administer Your Site


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TRAILHEAD

 [Administer a Salesforce B2C Commerce Site](#)

Set up users, transfer data, and manage instances to keep your ecommerce site running smoothly.

TRAILHEAD


 [Salesforce B2C Commerce Roles & Permissions](#)

Set up users and assign roles and permissions in Business Manager.

5 Multi-Factor Authentication


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ARTICLE

 [Enable MFA for B2C Commerce](#)

Enable multi-factor authentication (MFA) for some or all of your users in your organization.

ARTICLE

 [B2C Commerce Multi-Factor Authentication FAQ](#)

Use this document for MFA questions that are specific to B2C Commerce Cloud

6 Learn Business Manager

[Follow This Trailmix](#)

ARTICLE

 [Merchandise a B2C Commerce Cloud Storefront](#)

Discover how to present products in a compelling way and turn customers into repeat customers.




Implement: Get Started, cont.



7 Search Engine Optimization

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TRAILHEAD



[Optimize Search Engine Awareness for Your Salesforce B2C Commerce Storefront](#)

Drive shoppers to your B2C Commerce storefront via SEO.


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[Commerce Cloud: Search Engine Optimization \(SEO\)](#)

Learn how to optimize SEO so your products are findable by search engines.


GUIDE



[Commerce Cloud Platform Adoption Playbook: SEO](#)

Dig into search engine optimization best practices.


GUIDE



[SEO: Page Meta Tag Rules Overview](#)

Get an overview of SEO Page Meta Tag Rules.


VIDEO



[B2C Commerce SEO Page Meta Tag Rules](#)

Watch this video for an overview of SEO Page Meta Tags, details on rule syntax, and two use case examples.

ARTICLE



[SEO Best Practices](#)

Learn about SEO best practices for storefront URLs, content creation, and general SEO.

8 Products & Catalogs

[Follow This Trailmix](#)


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[Review: B2C Commerce: Sorting Rules](#)

Join live to learn best practices for catalogs, categories, and products.

ARTICLE



[Merchandising Your Site: Catalogs, Categories and Products](#)

A storefront implementation uses a Catalog, Category, and Product architecture to organize your storefront.




Implement: Get Started, cont.



9 Onsite Search

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TRAILHEAD



[Salesforce B2C Commerce Storefront Search](#)

Configure B2C Commerce storefront search to help shoppers find the products they want.


WEBINAR Pr



[Getting Started: B2C Commerce: Onsite Search](#)

Get expert guidance and learn how to set up and manage your site search experience.


VIDEO



[Getting Started: B2C Commerce: Onsite Search](#)

Watch this video to learn how to set up and manage your site search experience.


GUIDE



[Commerce Cloud Platform Adoption Playbook: Site Search](#)

Get an overview of how to tune site search.


TRAILHEAD



[Smarter Search with Commerce Cloud Einstein](#)

Help shoppers find what they're looking for on your B2C Commerce site.

VIDEO



[Quality of Search Testing Tool](#)

Learn how to regularly test your top search terms.

10 Marketing & Promotions

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WEBINAR Pr



[B2C Commerce: Onsite Marketing and Promotions](#)

Learn how to drive sales with campaigns, qualifiers, and promotions.


VIDEO



[B2C Commerce: Onsite Marketing and Promotions](#)

Watch this video and learn to drive sales with campaigns, qualifiers, and promotions.

TRAILHEAD




[Salesforce B2C Commerce Campaigns & Promotions](#)

Plan and configure campaigns and promotions for your B2C Commerce storefront.

11 Sorting Rules

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WEBINAR Pr



[Getting Started: Sorting Rules](#)

Get guidance and strategy regarding sorting rule setup and best practices.

GUIDE



[Commerce Cloud Platform Adoption Playbook: Sorting Rules](#)

Put products in a varied sequence by using manual merchandising, active data, and artificial intelligence.


ARTICLE



[Sorting Rules Documentation](#)

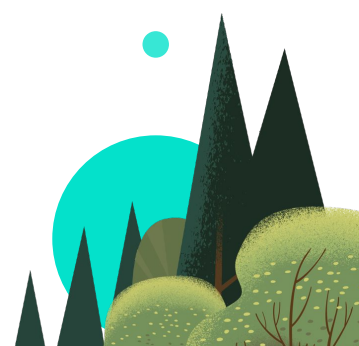
Use Sorting Rules to control how search results appear to help customers find products they are interested in.

VIDEO



[Improve Shopper Experiences with Sorting and Filtering](#)

Review baseline knowledge, learn about best-in-class configurations, and get tips and tricks on quick wins.



Implement: Get Started, cont.



12 Personalized Shopping

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WEBINAR

Pr



[Einstein Product Recommendations](#)

Get expert guidance on Einstein Product Recommendations, best practices, and a walk-through of essential steps.

VIDEO

Pr



[Einstein Product Recommendations](#)

Get expert guidance on Einstein Product Recommendations, best practices, and a walk-through of essential steps.

13 Page Designer

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WEBINAR

Pr



[B2C Commerce: Page Designer](#)

Learn how to design, schedule, and publish shopper experiences without ongoing developer involvement.

VIDEO



[Get Started: B2C Commerce: Page Designer](#)

Learn how to design, schedule, and publish shopper experiences without ongoing developer involvement.

TRAILHEAD



[Salesforce B2C Commerce Page Designer for Merchandisers](#)

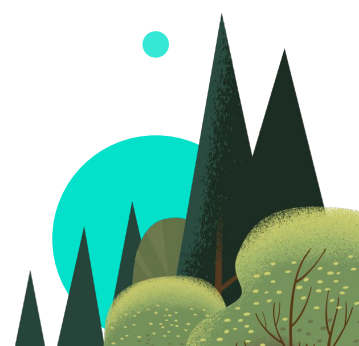
Configure Page Designer pages for your B2C Commerce storefront.



Requires Premier or Signature Success Plan



Additional Investment



Realize Value

Achieve peak performance



Realize Value



1 Data driven decisions

[Follow This Trailmix](#)

WEBINAR Pr

[Getting Started: B2C Commerce: Metrics and Analytics](#)

Get expert guidance in this introduction and review of B2C Commerce Analytics and Reporting tools.

VIDEO Pr

[Getting Started: B2C Commerce: Metrics and Analytics](#)

Get expert guidance in this introduction and review of B2C Commerce Analytics and Reporting tools.

ARTICLE

[Reports & Dashboards](#)

Learn how to identify trends over time and make smarter business decisions based on your Commerce Cloud data.

VIDEO

[B2C Commerce: Reports & Dashboards: How to Set Up Access](#)

Watch how to set up access to Commerce Cloud Reports & Dashboards via Account Manager.

VIDEO

[How To: B2C Commerce: Technical Reports in Reports & Dashboards](#)

Learn about technical reports and how to use them, including a demo, best practices and key resources.

GUIDE

[Commerce Insights User Guide](#)

Learn how to elevate your merchandising with shopper basket analysis.

GUIDE

[Using Data to Identify Conversion Pain Points](#)

Learn how to use different reports to analyze downward trends in conversion.

2 A/B Testing

[Follow This Trailmix](#)

GUIDE

[B2C Commerce: A/B Testing Strategy Guide](#)

Learn best practices for establishing your A/B testing strategy and ideas for what to test.

GUIDE

[Commerce Cloud Platform Adoption Playbook: A/B Testing](#)

Learn how to set up A/B tests and read the results.

VIDEO

[B2C Commerce: A/B Testing and Testing Methodologies](#)

Learn about A/B testing basics and testing best practices to ensure an optimized experience for your customer.




Realize Value, cont.



3 Personalized Experiences

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TRAILHEAD



[Commerce Cloud Einstein Implementation](#)

Plan your deployment of Einstein for Salesforce B2C Commerce.

ARTICLE



[Einstein Product Recommendations](#)

Learn how to implement and optimize product recommendations that are relevant for individual shoppers.


WEBINAR Pr



[Einstein Product Recommendations](#)

Get expert guidance on Einstein Product Recommendations, best practices, and a walk-through of essential steps.


VIDEO



[Einstein Product Recommendations](#)

Get expert guidance on Einstein Product Recommendations, best practices, and a walk-through of essential steps.


ARTICLE



[Einstein Predictive Sort](#)

Discover Predictive Sort use cases and A/B testing strategies.


ARTICLE



[Einstein Search Dictionaries](#)

Learn how to use Einstein Search Dictionaries to enhance the customer search experience.

ARTICLE



[View Einstein Commerce Insights](#)

Add shopping basket analysis to your merchandising and promotional strategy.

INDIVIDUAL COACHING SESSION Pr




[Review: B2C Commerce: Einstein](#)

Understand how to audit your usage of Einstein for Commerce, identify gaps, expand your usage, and more.

4 Merchandising

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GUIDE



[Design Fundamentals for Desktop and Mobile Navigation](#)

Learn UX best practices for desktop and mobile navigation.


GUIDE



[Designing an Effective Homepage](#)

Learn UX best practices for the homepage.


GUIDE



[Designing a Winning Product Detail Page](#)

Learn UX best practices for the product detail page.


GUIDE



[Improve Product Discovery](#)

Discover best practice strategies to help site visitors find what they are looking for.

VIDEO



[How To: B2C Commerce: Einstein Complete the Set](#)

Learn how Complete the Set uses Einstein AI to automate sets.

5 Sorting Rules

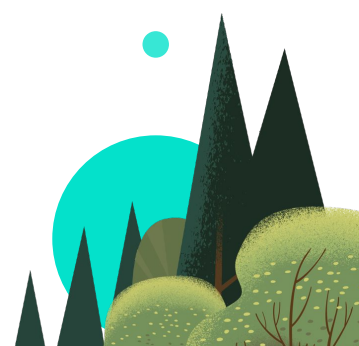
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[Review: B2C Commerce: Sorting Rules](#)

Get expert coaching on advanced sorting rule concepts



Realize Value, cont.



6 Checkout

[Follow This Trailmix](#)

GUIDE

[Improve Checkout Experience](#)

Review strategies and tools to optimize the checkout flow.

VIDEO

[UX Series Part 3 : Cart and Checkout](#)

Listen to UX experts share best practices to optimize the checkout flow.

GUIDE

[Elements of a High Performing Shopping Cart](#)

Test the placement of elements in your shopping cart.

GUIDE

[Optimizations for the Checkout Flow](#)

Test proven checkout optimizations and UX best practices.

INDIVIDUAL COACHING SESSION Pr

[Review: B2C Commerce: Improve Cart Conversion](#)

Get expert guidance on improving cart conversion.

7 Drive Traffic

[Follow This Trailmix](#)

GUIDE

[Increase Site Traffic](#)

Learn key plays to drive qualified site traffic and optimize speed.

ARTICLE

[SEO Site Design Checklist](#)

Access a Commerce Cloud SEO site design checklist to optimize your site.

FAQ

[Web Page Speed Performance FAQ](#)

Dig into tools and tips to analyze and improve your site speed.

8 Increase Average Order Value

[Follow This Trailmix](#)

GUIDE

[Improve Average Order Value](#)

Review a playbook of key strategies to maximize AOV and increase GMV.

ARTICLE

[Commerce Cloud Einstein Hub](#)

Go to the one-stop shop for all Commerce Cloud Einstein information and best practices.

ARTICLE

[Create Discounts to Incentivize a Higher Spend](#)

Learn how to set up and test new promotions.

9 Increase Conversion

[Follow This Trailmix](#)

GUIDE

[Improve Conversion Rate](#)

Understand how to analyze trends in conversion rate and learn strategies for increasing this KPI.



Grow and Go Further

Achieve greater success using advanced features



Grow and Go Further



1 Prepare your roadmap

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INDIVIDUAL COACHING SESSION Pr

[Insights: Commerce Cloud: Feature Adoption Checklist](#)

Conduct a high-level audit to ensure effective usage of all available Commerce Cloud features.

DOCUMENTATION

[Mobile Shopping Focus Report](#)

Discover actionable insights from over 300 million global shoppers.

OTHER

[Quarterly Shopping Index](#)

Keep up with shopping trends via this interactive quarterly report.

GUIDE

[Commerce Cloud Releases](#)

Review upcoming platform functionality.

2 Storefront Reference Architecture (SFRA)

[Follow This Trailmix](#)

H&T

[Storefront Reference Architecture Resource Center](#)

Access documentation, wireframes, and more for building and customizing a storefront site.

FAQ

[Storefront Reference Architecture FAQ](#)

Find answers to common Storefront Reference Architecture (SFRA) questions.

APPEXCHANGE

[Storefront Reference Architecture Certified Partners](#)

List of certified LINK partners for SFRA development.

3 Alternative Payment

[Follow This Trailmix](#)

ARTICLE

[Apple Pay on the Web](#)

Understand the enablement process and project timeline.

EXTERNAL

[Apple Pay Best Practices](#)

Get implementation and UX best practices published by Apple.

EXTERNAL

[Apple Pay Developer Guide](#)

Access developer resources for implementing Apple Pay.

4 Social Shopping

[Follow This Trailmix](#)

GUIDE

[Instagram Shopping with Commerce Cloud](#)

Get an overview of how Commerce Cloud powers Instagram Shopping.

EXTERNAL

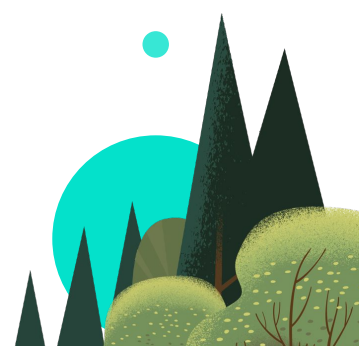
[Instagram Shopping Setup Guide](#)

Review Instagram's guide and setup checklist.

EXTERNAL

[Shopping on Instagram](#)

Watch a video highlighting Instagram Shopping as a consumer.




Grow and Go Further, cont.



5 Expand to New markets

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WEBSITE

 [Map Your Global Commerce Opportunity](#)

Get an overview on what it takes to go global.

WEBSITE


 [Regional Privacy Laws](#)

Understand privacy laws around the globe that could impact your approach to new markets.

6 Connected Experiences


[Follow This Trailmix](#)

VIDEO

 [Implement Buy Online Pickup in Store](#)


Get example flows, user experience tips, and implementation guidance for Buy Online Pickup in Store (BOPIS).

ARTICLE

 [Buy Online Pickup in Store Toolkit](#)

Enable shoppers to buy products online for local store pickup through a Salesforce B2C Commerce storefront.

TRAILHEAD


 [Implement B2C Cross Cloud Solutions](#)

Enhance your retail business by exploring B2C solution kits.

7 Order Management


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TRAILHEAD

 [Salesforce Order Management](#)


Learn to manage, fulfill, and service orders at scale with Salesforce Order Management.

VIDEO

 [Getting Started: B2C Commerce: Salesforce Order Management](#)

Get an overview of Salesforce Order Management and how to implement and use the application.

TRAILHEAD

 [Omnichannel Inventory](#)

Get near real-time insight into inventory availability across locations.




Grow and Go Further, cont.



9 Headless Commerce


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TRAILHEAD

 [Headless Commerce Basics](#)

Improve your storefront development process with headless commerce.

VIDEO


 [Getting Started: B2C Commerce: PWA Kit and Managed Runtime](#)

Learn about Salesforce Progressive Web App (PWA) Kit and Managed Runtime.

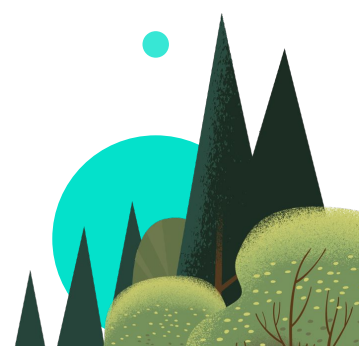
9 AppExchange

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APPEXCHANGE

 [AppExchange B2B Commerce Collection](#)




















Explore B2B solutions from the AppExchange.



Reach the Summit of Success



Get more resources to help you meet your goals. Explore Recommendation Maps for additional clouds.

 B2B Commerce	 B2C Commerce	 Consumer Goods	 Datorama	 Education
 Financial Services	 Health	 Interaction Studio	 Manufacturing	 Marketing
 Mulesoft Composer	 Nonprofit	 Pardot	 Platform	 Quip
 Sales	 Salesforce Scheduler	 Service	 Tableau	





Thank You