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Agentforce Marketing Tutorials: Step-by-Step Implementation Guides for Enterprise Marketing Teams

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by **Genetrix Technology**

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The official docs tell you how Agentforce works. These tutorials show you how to actually use it in marketing — lead qualification, campaign enrolment, follow-up sequences, Data Cloud segmentation, and system prompt engineering.

Agentforce is not a product you buy and switch on. It is a capability you architect, configure, and train — and in a marketing context, that process is almost entirely undocumented by Salesforce in a way that is actually useful to practitioners.

The official documentation tells you how the platform works. It does not show you how to wire Agentforce into a real marketing workflow — how to build an AI-assisted campaign qualification process, how to configure a conversational lead nurture agent, or how to structure an autonomous follow-up sequence that respects your consent and frequency rules.

That gap is exactly what the Genetrix Agentforce Marketing Tutorials bundle fills.

Why Most Agentforce Marketing Implementations Stall

Enterprise marketing teams face a consistent set of blockers when they move beyond the Agentforce demo and try to build something real. The platform is flexible enough that there are dozens of ways to configure any given workflow — but that flexibility becomes a liability without a clear, opinionated guide that tells you which approach works at scale and which ones break under production load.

The tutorials in this bundle are not based on sandbox experiments. They are based on the exact implementation patterns Genetrix has deployed for enterprise marketing clients on live Agentforce instances.

The most common mistake we see: Teams configure Agentforce Topics and Actions correctly, then write system prompts that are too permissive. The agent starts reaching outside its intended scope — pulling in account data it should not touch, generating responses based on stale CRM records, or triggering enrolments that bypass consent checks. The tutorials show you how to prevent all of this before it reaches production.

What Is Inside the Agentforce Marketing Tutorials Bundle

Step-by-Step Tutorials Covering

- **Conversational Lead Qualification** — Configure an Agentforce agent to score and qualify inbound leads through a structured conversation, then route qualified leads to the correct sales queue via Flow
- **AI-Assisted Campaign Enrolment** — Build an agent that validates consent status, checks frequency caps, and conditionally enrolls contacts into Marketing Cloud journeys without human intervention
- **Autonomous Post-Event Follow-Up** — Set up a multi-step follow-up sequence triggered by webinar or event attendance, personalised by the agent based on session topics attended
- **Agentforce + Data Cloud Segmentation** — Use Agentforce to surface and act on Data Cloud segment membership in real time, triggering campaign actions based on unified profile changes

- **System Prompt Engineering for Marketing Agents** — A dedicated module on writing system prompts that constrain agent behaviour correctly for marketing use cases, including tone, scope, and data access rules
- **Testing and QA Framework** — How to stress-test your Agentforce marketing configuration before go-live, including edge cases that the standard Salesforce test tools do not cover

[Download the Agentforce Marketing Tutorials »](#)

Free bundle · Step-by-step tutorials · Real implementation patterns from Genetrix

Who These Tutorials Are For

The bundle is written for Salesforce architects and senior consultants who are responsible for delivering Agentforce implementations on enterprise marketing projects. It assumes you are familiar with Salesforce Flow, have a working knowledge of Marketing Cloud, and have at least a basic orientation to the Agentforce platform — but it does not assume you have shipped a production Agentforce marketing deployment before.

If you are a marketing operations leader trying to understand what Agentforce can realistically do for your team, the tutorials are also a useful reference for scoping conversations with your implementation partner.

Prerequisites: A Salesforce org with Agentforce enabled (available in Enterprise and Unlimited editions with the Agentforce add-on), Marketing Cloud with MC Connect configured, and Data Cloud if you are following the segmentation tutorial. The other tutorials work on standard CRM data alone.

Frequently Asked Questions

Do these tutorials work with Agentforce for Service as well as marketing use cases?

The tutorials are scoped specifically to marketing workflows — campaign enrolment, lead qualification, and marketing-triggered follow-up. The system prompt engineering and testing framework modules are applicable to any Agentforce use case, including Service Cloud deployments, but the specific Action configurations are designed for marketing.

How long does each tutorial take to work through?

Each tutorial is designed to be completed in a half-day working session (3–4 hours) in a sandbox org. The system prompt engineering module is shorter — about 90 minutes. The full bundle represents roughly 2–3 days of hands-on implementation work if you are working through all six tutorials end to end.

Are these tutorials updated as Salesforce releases new Agentforce features?

We update the bundle when Salesforce releases platform changes that materially affect the implementation patterns covered. Agentforce is evolving rapidly — the Spring and Summer Salesforce releases have both included significant Agentforce feature updates. Follow Genetrix on LinkedIn for update announcements.

Can we use these tutorials as training material for our team?

Yes — the bundle is designed to be used as internal training material for Salesforce consultants and architects. You are welcome to share it within your team and use it as the basis for internal enablement sessions.

Ready to Ship Your First Agentforce Marketing Deployment?

Genetrix designs and delivers Agentforce implementations for enterprise marketing teams — from architecture through go-live. If you are planning an Agentforce project and want an experienced partner, our team is ready to scope it with you.

[Get in Touch with Genetrix »](#)