
Microsoft Dynamics 365 for Marketing

Duration: 4 Days **Course Code: M-MB220**

Overview:

This course will review the marketing application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

Target Audience:

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 for Marketing for businesses.

Objectives:

- After completing this course, you will be able to:
 - Configure advanced settings
 - Manage marketing content, templates and integrations
 - Create and manage leads
 - Design and create marketing forms and pages
 - Create and manage segments
 - Set up and launch customer journeys
 - Create and manage events
 - Distribute and analyze surveys
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Prerequisites:

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles.

Content:

Module 1: Marketing Application Configuration

In this module, you will learn about advanced settings, marketing content, templates and integrations in Dynamics 365 for Marketing.

- Configure advanced settings
- Manage marketing content and templates

Manage LinkedIn and Power BI

- Configure advanced settings such as organization, business management, and content.
- Manage marketing content and templates.

Module 2: Leads

This module will review how to create, manage and score leads.

- Create and manage leads
- Create and manage leads.
- Synchronize leads from LinkedIn.
- Assess sales readiness using lead scoring models.

Module 3: Marketing Forms and Pages

This module will cover how to create marketing forms and pages.

- Create marketing forms
- Create marketing pages
- Create marketing forms and embed them on marketing pages.
- Create a marketing page.
- Preview, validate and go live with a marketing page.
- Create marketing form and page templates.

Module 4: Segments and Lists

This module will cover how to manage segments, subscription centers, lists and double opt-in.

- Create and manage segments
- Create and manage subscription centers

- Configure static and dynamic segments.
- Create a subscription list.
- Set up a subscription center page.
- Set up and enable a double opt-in process.

Module 5: Marketing Emails

This module will cover how to create email messages in Dynamics 365 Marketing.

- Create and design email messages.
- Preview, validate and go live with email messages.
- Save an email message as a template.

Module 6: Customer Journeys

This module will review the customer journey creation process.

- Create a customer journey from a template.
- Identify customer journey tiles and properties.
- Validate and go live with a customer journey.
- Create an account-based customer journey.
- Understand the marketing calendar features.

Module 7: Insights

This module will demonstrate how to view, understand and manage customer insights.

- Marketing insights
- Customer insights
- Marketing execution insights
- Lead management insights

- Locate insights.
- Understand marketing insights such as contact, segment, customer journey, marketing email, and leads.

Module 8: Events

In this module you will learn how to manage event planning and execution in Dynamics 365 for Marketing.

- Manage event planning

- Create in-person and webinar events.
- Set up event planning features such as sessions, speakers, event passes, waitlists, and venues.
- Create and manage recurring events.

Module 9: Surveys

In this module you will review how to configure, design and distribute surveys in Dynamics 365 for Marketing.

- Create a reusable survey theme.
- Create, design, preview and publish a survey.

Module 10: Results

In the Results module, you will review marketing event and survey insights.

- Utilize the event dashboard to assess the outcome of your events.

Further Information:

For More information, or to book your course, please call us on 0800/84.009

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www.globalknowledge.com/en-be/