

Dynamics 365 Customer Insights - Journeys

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

Overview:

This course will review the Dynamics 365 Customer Insights - Journeys application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, real-time marketing, 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 Customer Insights - Journeys for their organization.

Content:

Module 1: Set up Dynamics 365 Customer Insights - Journeys and configure advanced settings

- Set up and manage Dynamics 365 Customer Insights - Journeys
- Are you interested in marketing applications? This module explains how to sign up for a free trial or purchase Dynamics 365 Customer
- Advanced configuration for Dynamics 365 Customer Insights - Journeys
- Review domain authentication, email best practices, data protection and privacy in Dynamics 365 Customer Insights - Journeys

Module 2: Work with real-time features in Dynamics 365 Customer Insights - Journeys

- Create emails in Dynamics 365 Customer Insights - Journeys
- Create text messages and push notifications in Dynamics 365 Customer Insights - Journeys
- Create forms in Dynamics 365 Customer Insights - Journeys
- Manage consent in Dynamics 365 Customer Insights - Journeys
- Build journeys with Dynamics 365 Customer Insights - Journeys
- Manage leads and scoring in Customer Insights - Journeys
- Extend real-time marketing capabilities within Dynamics 365 Customer Insights - Journeys

Module 3: Manage events in Dynamics 365 Customer Insights - Journeys

- Manage real-time events in Customer Insights - Journeys
- Create an on-site event in Dynamics 365 Customer Insights - Journeys
- Create a webinar event in Dynamics 365 Customer Insights - Journeys
- Promote events, manage registration and check-ins, and review results in Dynamics 365 Customer Insights - Journeys
- Advanced event management features in Dynamics 365 Customer Insights - Journeys

Module 4: Analyze insights in Dynamics 365 Customer Insights - Journeys

- Evaluate marketing initiatives with analytics in Dynamics 365 Customer Insights - Journeys
- Access and interpret analytics with Dynamics 365 Customer Insights - Journeys

Review the marketing calendar in Dynamics 365 Customer Insights - Journeys

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/