



MB-220: Microsoft Dynamics 365 Marketing

Microsoft - Business Applications

- **Nível:**
 - **Duração:** 28h
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Sobre o curso

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.

Destinatários

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

Objetivos

You will learn 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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Pré-requisitos

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended.

Programa

- Configure Dynamics 365 Marketing
- Manage segments and lists
- Manage marketing forms and pages
- Manage leads, accounts, and contacts
- Manage marketing emails and customer journeys
- Manage events
- Create surveys with Dynamics 365 Customer Voice
- Analyze insights in Dynamics 365 Marketing

Configure Dynamics 365 Marketing

In this module, you will learn about setting up your Marketing instance and configuring advanced settings.

Lessons

- Set up and manage Dynamics 365 Marketing
- Configure marketing settings

Manage segments and lists

This module will review how to create, manage and use segments and subscription centers.

Lessons

- Create and manage segments
- Create and manage subscription centers and lists

Manage marketing forms and pages

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

Lessons

- Manage forms
- Manage marketing pages

Manage leads, accounts, and contacts

This module will cover how to manage customers as accounts or contacts, and how to nurture them through the lead lifecycle.

Lessons

- Create and manage leads
- Manage accounts and contacts

Manage marketing emails and customer journeys

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

Lessons

- Create marketing emails
- Create customer journeys

Manage events

This module will review the customer journey creation process.

Lessons

- Create an event
- Create a webinar event
- Promote and manage events

Create surveys with Dynamics 365 Customer Voice

This module will demonstrate how to create and distribute surveys to customers.

Lessons

- Create a survey project
- Create surveys with Dynamics 365 Customer Voice
- Send Dynamics 365 Customer Voice surveys

Analyze insights in Dynamics 365 Marketing

In this module, you will learn about using insights functionality to view and analyze data related to your marketing initiatives.

Lessons

- Evaluate marketing initiatives with analytics