

MB-220T00-A (MICROSOFT DYNAMICS 365 MARKETING) 2023

Objetivo

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Público Alvo

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

Pré-Requisitos

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

Carga Horária

32 horas (4 dias).

Conteúdo Programático

Course outline

Module 1: Set up Dynamics 365 Marketing and configure advanced settings

Dynamics 365 Marketing elevates customer experiences, allowing you to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

- Set up and manage Dynamics 365 Marketing
- Advanced configuration for Dynamics 365 Marketing
- Review domain authentication, email best practices, and GDPR in Dynamics 365 Marketing

Module 2: Work with outbound marketing features in Dynamics 365 Marketing

Learn how to use the Marketing application to guide your prospects and customers through a process of automated messaging, activity generation, and interactive decision points. You'll learn how to create and manage marketing content such as marketing forms, pages, and emails. Additionally, you'll learn how to tailor your messages to specific audiences through segmentation and build automated campaigns known as customer journeys.

- Manage assets and content settings in Dynamics 365 Marketing
- Manage customers in Dynamics 365 Marketing
- Manage forms and pages in Dynamics 365 Marketing
- Manage emails, segments, and journeys in Dynamics 365 Marketing
- Manage subscription centers and double opt-in in Dynamics 365 Marketing
- Manage website visits, redirect URLs, and social postings in Dynamics 365 Marketing

Module 3: Work with real-time features in Dynamics 365 Marketing

Dynamics 365 Marketing's real-time marketing features enable organizations to orchestrate personalized journeys across all touchpoints to strengthen relationships and earn loyalty.

- Create emails, text messages, and push notifications in Dynamics 365 Marketing
- Build journeys with Dynamics 365 Marketing
- Extend real-time marketing capabilities within Dynamics 365 Marketing

Module 4: Manage events in Dynamics 365 Marketing

In Microsoft Dynamics 365 Marketing, you can easily plan, execute, and follow up on your events. This learning path covers the key elements of the event module in the Marketing app including how to create events, manage sessions, speakers and logistics, enable event registration and manage the check-in process along with showing how to promote your event through other key Dynamics 365 features.

- Create an on-site event in Dynamics 365 Marketing
- Create a webinar event in Dynamics 365 Marketing
- Promote events, manage registration and check-ins, and review results in Dynamics 365 Marketing
- Advanced event management features in Dynamics 365 Marketing

Module 5: Analyze insights in Dynamics 365 Marketing

Focus on evaluating analytics and key performance indicators of your marketing efforts to help understand impact and what tactics work best for your target audience. This learning path covers reviewing insights captured from contacts, leads, accounts, segments, and more. Entity-level and form-level calendars are covered as well as creating and customizing marketing calendars.

- Evaluate marketing initiatives with analytics in Dynamics 365 Marketing
- Access and interpret analytics with Dynamics 365 Marketing
- Review the marketing calendar in Dynamics 365 Marketing