



# Dynamics 365 Marketing Customer Journeys

## 1-Day Workshop

**Anxious to create a personalized multi-channel customer journey that delivers the right message at the right time in the right channel to create rewarding relationships? We'll set you up for success!**

Led by one of our seasoned CRM consultants, this 1-day workshop is specifically focused on learning all about the customer journey capabilities within Dynamics 365 Marketing.

This full-day workshop, held virtually over Microsoft Teams, covers the basics of creating the customer journey and offers you hands-on experience with the application.

### **Deliverables**

At the end of the day, you will be able to:

1. Create a customer journey from an existing template.
2. Create a customer journey from scratch.
3. Target an audience for a customer journey.
4. Configure the settings for execution of a customer journey.
5. Generate and collect analytics and KPIs from the results of your customer journey.



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