

# Implement Dynamics 365 Marketing effortlessly with AlfaPeople Start&Go



## ABOUT AlfaPeople:

AlfaPeople is a leading Microsoft partner. Our Start&Go implementation methodology makes the adoption of Microsoft Dynamics 365 Marketing easy, with a step-by-step guide and ready-to-go project planning.

## WHAT WE OFFER



Dynamics 365 Marketing gives your team advanced automation abilities to send highly targeted campaigns to your customer base, using advanced personalization and scoring features to treat each customer as one.



Dynamics 365 Marketing takes full advantage of the Microsoft solution ecosystem. Extend your system with Microsoft Forms, Microsoft Power Automate, Microsoft Power BI and Microsoft PowerApps Portals.



Dynamics 365 Marketing puts all your teams in a single system. Integrate your marketing, sales and services initiatives to provide an omni-channel experience for your customer with a single-source-of-truth database.



AlfaPeople Start&Go enables you to have your Dynamics 365 Marketing up and running in a few weeks. Our methodology increases user adoption through a low-cost, fast and standardized implementation.

## LEARN MORE

**AlfaPeople**

<https://alfapeople.ca>

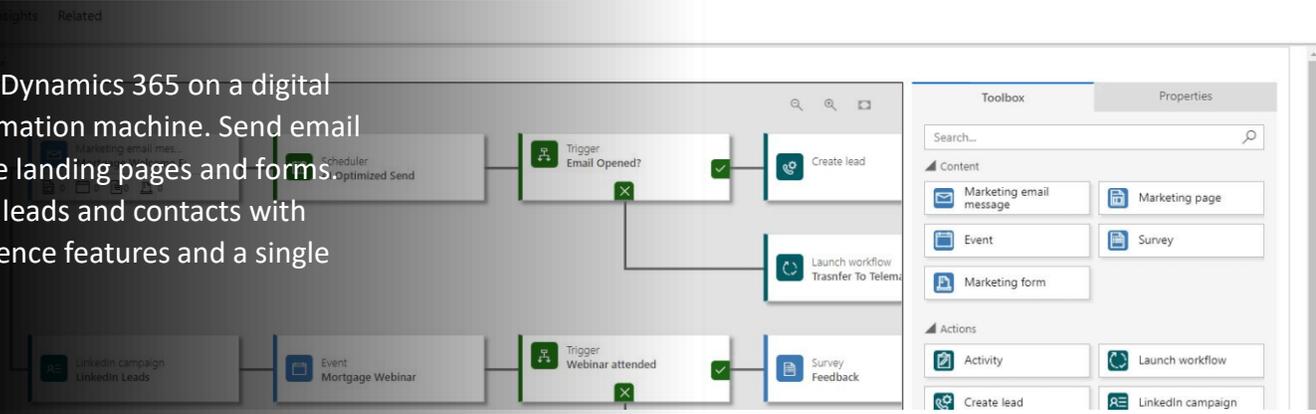
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# AlfaPeople Start&Go Microsoft Dynamics 365

Transform your Dynamics 365 on a digital marketing automation machine. Send email and SMS. Create landing pages and forms. Score and track leads and contacts with artificial intelligence features and a single database.



## KEY USE CASES



### AUTOMATION

Create powerful customer journey automations and dynamics segments to nurture your leads and contacts.



### EMAIL & SMS

Create powerful, complex customer segments and attractive, highly compatible e-mails with AB Testing and SPAM score.



### LANDING PAGES

Create responsive, attractive landing pages with texts, images and links. Monitor what happens in your website.



### ARTIFICIAL INTELLIGENCE

Boost segments with similar contacts, identify the best time to reach each contact and much more.



### ANALYTICS

Gain end-to-end visibility by connecting data from external markets, social and legacy sources.

## WHY DYNAMICS 365 MARKETING

**Unify your data** with a single-source-of-truth in Dynamics 365. Having different systems for CRM, email marketing, landing pages and forms prevent you from getting a comprehensive view of your customer journey. Dynamics 365 centralizes all Marketing, Sales and Service information in a single database, unifying everything that happens with your customer in a single view.

**Automate everything** with business processes, journeys, segments and Microsoft Power Automate. Dynamics 365 Marketing can react to your customer responses, decide what's the best time to engage, find the best similar contacts to expand a marketing list, program activities and emails, and much more.

**Get rich insights** with Dynamics 365 Marketing native dashboards or create your own views. Having all customer reactions registered on your database means you can get custom dashboards suited to your needs. Combine your business dimensions with each campaign, external sources such as website interactions or Google Analytics.

**Extend your system** to match your needs. Microsoft Dynamics 365 Marketing enables you to customize each and every aspect of your initiatives, from the campaign form to the lead views.