Dynamics 365 Marketing – 1 day with Lab

Duration: 1 day	Difficulty: Beginner
Delivery: Online	Audience: IT Analysts/Marketing Professionals

Course outline

This is an intensive 1-day course which will provide you an overview of core functionality offered by Dynamics 365 for Marketing business application. The course will cover key topics like app configuration, lead management, marketing forms and emails, landing pages, customer segmentation, journeys, and events.

The course will include demonstrations of core functionality offered by Dynamics 365 for Marketing business application and we will conclude the training with a Q&A session to ask any doubts or questions.

Key Learnings

After completing this training, the users shall be able to understand Dynamics 365 solution architecture. The users shall be able to maximize their marketing efforts leveraging the functionality offered in the Dynamics 365 for Marketing app. The users will have good knowledge of designing marketing emails, forms & landing pages, manage end to end customer journeys etc. We will also cover customer insights.

This is an interactive course with demonstrations, knowledge check questions, and hands-on learning labs.

Overview of Dynamics 365 for Marketing

Configuring Marketing settings

- Configuring organization settings
- Configuring Marketing settings

Managing segments and lists, managing marketing forms and pages

- Creating and managing segments
- Creating and managing subscription centers and lists
- Creating marketing forms
- Creating and managing marketing pages

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Managing leads, Creating, and managing marketing emails

- Creating and managing leads
- Creating and managing accounts and contacts
- Creating email messages
- Managing email messages

Managing customer journeys, Managing events and webinars

- Creating customer journeys
- Publishing and managing customer journeys
- Creating and managing events
- Creating and managing webinars
- Real time customer journey orchestration

Configuring and analyzing customer responses

- Creating surveys
- Previewing, testing, and publishing surveys
- Managing survey responses
- Managing Insights

Recommended Qualifications

Attendees should understand the basics of Dynamics 365 and marketing principles, strategies, and procedures.

The basic concepts of Dynamics 365 or Marketing will not be covered in this course. It is expected that the attendees will already possess this knowledge.

Hardware Requirements

- An Intel Core-i5-based PC
- USB port
- Microsoft Account
- 4 GB RAM
- 128 GB HDD
- Windows 8 or later
- Office 2013 Professional Plus
- Internet access with at least 1 Mbps bandwidth per student.

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