Dynamics 365 Marketing – 3 days with Lab

Duration: 3 days	Difficulty: Intermediate
Delivery: Online	Audience: IT Analysts/Marketing Professionals

Course outline

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

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 an in-depth knowledge of designing marketing emails, forms & landing pages, manage end to end customer journeys etc. We will also cover customer insights.

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

Day 1

Module 1: Overview & Configuring Dynamics 365 for Marketing App settings

- Configuring organization settings
- Configuring Marketing settings
- Business Management settings
- Event management setting

Module 2: Managing segments and lists, managing marketing forms and pages

- Creating and managing segments
- Working with segments
- Creating and managing subscription centers and lists
- Creating marketing forms
- Creating and managing marketing pages
- Integrate with landing pages on external websites

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Day 2

Module 3: Managing leads, Creating, and managing marketing emails

- Creating and managing leads
- Creating Lead Scoring model
- Creating and managing accounts and contacts
- Creating email messages
- Managing email messages
- Set up automatic lead generation and scoring
- Integrate with LinkedIn Lead Gen

Day 3

Module 4: Managing customer journeys, Managing events and webinars

- Creating customer journeys
- Generate activities from a customer journey
- Publishing and managing customer journeys
- Creating and managing events
- Create a landing page with a form
- Create an interactive customer journey with conditions and signup
- Real time customer journey orchestration

Module 5: Configuring and analyzing customer responses

- Creating surveys
- Previewing, testing, and publishing surveys
- Managing survey responses
- Managing Insights
- Track website visits, social media clicks, and banner clicks

Recommended Qualifications	Hardware Requirements
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.	- 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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