Enterprise Computing Solutions - Education Services

OFERTA FORMATIVA

Detalles de contacto

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MB-220T00: Microsoft Dynamics 365 Marketing

CÓDIGO:	DURACIÓN:	Precio:
MCS_MB-220T00	8 Hours (1 dia)	A consultar

Description

This course will review the marketing application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

Objetivos

- Configure advanced settings
- Manage marketing content, templates and integrations
- Create and manage leads
- Design and create marketing forms and pages
- Create and manage segments
- Set up and launch customer journeys
- Create and manage events
- Distribute and analyze surveys

Público

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

Requisitos Previos

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

Programa

Module 1: Configure Dynamics 365 Marketing
In this module, you will learn about setting up your Marketing instance and configuring advanced settings.
Lessons
- Set up and manage Dynamics 365 Marketing
- Configure marketing settings
- Domain authentication, email best practices, and GDPR
- Manage assets and content settings
After completing this module, students will be able to:
- Set up your Marketing application.
- Configure advanced settings such as organization, business management, and content.
- Set up your asset library
- Configure domain authentication
Module 2: Manage customers in Dynamics 365 Marketing
This module will cover how to manage customers as accounts or contacts, and how to nurture them through the lead lifecycle.
Lessons
- Manage accounts and contacts
- Create and manage leads
After completing this module, students will be able to:
- Track customers as accounts and contacts.
- Perform account-based marketing.
- Configure a lead scoring model.

Module 3: Manage marketing forms and pages
This module will cover how to create marketing forms and pages.
Lessons
- Manage forms
- Manage marketing pages
After completing this module, students will be able to:
- Create marketing forms and embed them on marketing pages.
- Create a marketing page.
- Preview, validate and go live with a marketing page.
- Create marketing form and page templates.
Module 4: Manage segments and subscription centers
This module will cover how to create different types of segments, how to build a subscription center, and how to configure double opt-in.
Lessons
- Create and manage segments
- Manage subscription centers and double opt-in
After completing this module, students will be able to:
- Build a segment.
- Create a subscription center.
- Manage global and form-specific double opt-in.
Module 5: Manage emails and journeys in Dynamics 365 Marketing
This module will cover how to create email messages and customer journeys in Dynamics 365 Marketing.
Lessons
- Create marketing emails
- Create customer journeys
- Manage content, event triggers and journeys in real-time marketing
- Manage website visits, redirect URLs, and social postings
After completing this module, students will be able to:
- Create and design email messages.
- Preview, validate and go live with email messages.
- Save an email message as a template.
- Create a customer journey.
- Use real-time marketing and event triggers in customer journeys.
- Configure redirect URLs.
Module 6: Manage events
This module will review the customer journey creation process.
Lessons
- Create an event
- Create a webinar event
- Promote and manage events
- Advanced event management features
After completing this module, students will be able to:
- Create an event.
- Create a webinar event using Teams as a webinar provider.
- Promote an event.
- Manage the event website.
- Configure events settings.
Module 7: Create surveys with Dynamics 365 Customer Voice
This module will demonstrate how to create and distribute surveys to customers.
Lessons
- Create a survey project
- Create surveys with Dynamics 365 Customer Voice
- Send Dynamics 365 Customer Voice surveys
After completing this module, students will be able to:
- Manage surveys using projects.
- Create a survey.
- Personalize a survey.
- Distribute a survey to customers.
Module 8: Analyze insights in Dynamics 365 Marketing
In this module, you will learn about using insights functionality to view and analyze data related to your marketing initiatives.
Lessons
- Evaluate marketing initiatives with analytics
- Review the marketing calendar
After completing this module, students will be able to:
- Use insights to make decisions about marketing eefforts.
- Score leads.
- View insights related to customer journeys and email messages.
- Use the marketing calendar to track your initiatives.

Fechas Programadas

A petición. Gracias por contactarnos.

Información Adicional

Esta formación también está disponible en modalidad presencial. Por favor contáctenos para más información.