COURSE OVERVIEW

Course Name:
(MB-220) Microsoft Dynamics 365 for Marketing

COURSE DURATION: 4 Days

Gauteng:
3rd Floor, 34 Whitely Road
Melrose Arch
Johannesburg
2196

Gauteng:
192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town:
3rd Floor, Thomas Pattullo Building
19 Jan Smuts St
Cape Town
8000

Durban:
9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302

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INTRODUCTION

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.

DELIVERY METHOD

Our courses have flexible delivery options:
- In-person classroom training at the Impactful training facilities
  - Johannesburg, Durban, Cape Town
- Virtual instructor-led training
- Nationally: on-site at the client

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INTENDED AUDIENCE

A Dynamics 365 Functional Consultant is responsible for performing discovery, capturing requirements, engaging subject matter experts and stakeholders, translating requirements, and configuring the solution and applications. The Functional Consultant implements a solution using out of the box capabilities, codeless extensibility, application and service integrations.

PREREQUISTES

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

COURSE CONTENT

Set up and manage Dynamics 365 Marketing

Are you interested in marketing applications? This module explains how to sign up for a free trial or purchase Dynamics 365 Marketing.

Advanced configuration for Dynamics 365 Marketing

Administrators use settings to fine-tune application behavior, set marketing defaults, check quotas, manage core marketing settings, and more.

Review domain authentication, email best practices, and GDPR in Dynamics 365 Marketing

Learn about domain authentication, email best practices, and GDPR.

Manage assets and content settings in Dynamics 365 Marketing

Learn about managing assets, keywords, content blocks, and content settings in Dynamics 365 Marketing.

Manage customers in Dynamics 365 Marketing

basics of contact, accounts, and lead management within Dynamics 365 Marketing.

Manage forms and pages in Dynamics 365 Marketing

Learn how to manage forms and marketing pages in Dynamics 365 Marketing.

Manage emails, segments, and journeys in Dynamics 365 Marketing

This module covers managing marketing emails, segments, customer journeys, and A/B testing in outbound marketing.

Manage subscription centers and double opt-in in Dynamics 365 Marketing

Learn about managing subscription centers and double opt-in in Dynamics 365 Marketing.

Manage website visits, redirect URLs, and social postings in Dynamics 365 Marketing

This module discusses managing website visits, redirect URLs, and social postings in Dynamics 365 Marketing.

Create an on-site event in Dynamics 365 Marketing

Do you manage and set up events? This module explains the process of creating an on-site event and managing the event details including sessions, speakers, sponsorships, registration, passes, and more within Dynamics 365 Marketing.

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Create a webinar event in Dynamics 365 Marketing

Do you need to create webinars? This module explains the process of creating a webinar event within Dynamics 365 Marketing.

Promote events, manage registration and check-ins, and review results in Dynamics 365 Marketing

Learn how to promote events, manage registration and check-ins, and review results in Microsoft Dynamics 365 Marketing.

Advanced event management features in Dynamics 365 Marketing

Create and manage new recurring events and event templates in Dynamics 365 Marketing.

Evaluate marketing initiatives with analytics in Dynamics 365 Marketing

Evaluate analytics and key performance indicators of marketing efforts in order to understand impact and what tactics work best for your target audience.

Review the marketing calendar in Dynamics 365 Marketing

Visualize marketing activities, view entities, and related activities and customize your marketing calendars.