# MB-220: Microsoft Dynamics 365 Marketing

Microsoft - Business Applications

Live Training ( também disponível em presencial )

- **Localidade:** Lisboa
- **Data:** 16 Oct 2023
- **Preço:** 1590 € ( Os valores apresentados não incluem IVA. Oferta de IVA a particulares e estudantes. )
- **Horário:** Laboral das 09h00 - 17h00
- **Nível:**
- **Duração:** 28h

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## Sobre o curso

**This course will review the Dynamics 365 Customer Insights – Journeys application configuration needed to drive business growth.**

It will also dive into lead management, marketing forms and pages, segmentation, real-time marketing, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

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## Destinatários

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Customer Insights – Journeys for their organization.

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## Condições

Ao concluir com aproveitamento esta formação, cumprindo a percentagem mínima de 70% de assiduidade e após avaliação ao curso, o formando poderá receber o seu Certificado Microsoft de conclusão e o badge digital para partilhar com a sua rede profissional online.

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## Pré-requisitos

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

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## Programa

- Set up and manage Dynamics 365 Customer Insights - Journeys
- Advanced configuration for Dynamics 365 Customer Insights - Journeys
- Review domain authentication, email best practices, data protection and privacy in Dynamics 365
- Manage assets and content settings in Dynamics 365 Customer Insights - Journeys
- Manage customers in Dynamics 365 Customer Insights - Journeys
- Manage forms and pages in Dynamics 365 Customer Insights - Journeys
- Manage emails, segments, and journeys in Dynamics 365 Customer Insights - Journeys
- Manage subscription centers and double opt-in in Dynamics 365 Customer Insights - Journeys
- Manage website visits, redirect URLs, and social postings in Dynamics 365 Customer Insights
- Create an on-site event in Dynamics 365 Customer Insights - Journeys
- Create a webinar event in Dynamics 365 Customer Insights - Journeys
- Promote events, manage registration and check-ins, and review results in Dynamics 365 Customer Insig
- Advanced event management features in Dynamics 365 Customer Insights - Journeys
- Evaluate marketing initiatives with analytics in Dynamics 365 Customer Insights - Journeys
- Review the marketing calendar in Dynamics 365 Customer Insights - Journeys

**Set up and manage Dynamics 365 Customer Insights – Journeys**
Are you interested in marketing applications? This module explains how to sign up for a free trial or purchase Dynamics 365 Customer Insights – Journeys.

In this module, you'll learn how to:

- Sign up for a free trial of Dynamics 365 Customer Insights – Journeys.
- Purchase and set up Dynamics 365 Customer Insights – Journeys.
- Manage marketing environments.
- Keep the marketing app up-to-date.
- Uninstall Dynamics 365 Customer Insights – Journeys services.

**Advanced configuration for Dynamics 365 Customer Insights – Journeys**
Administrators use settings to fine-tune application behavior, set marketing defaults, check quotas, manage core marketing settings, and more.

In this module, you'll learn how to:

- Access the settings area within Dynamics 365 Customer Insights – Journeys.
- View versions, quota limits, and usage limits.
- Update default settings for landing pages, emails, customer journeys, and more.
- Manage customer engagement settings including compliance settings, audience configuration, push notification and SMS provider setup, social media account management, and more.
- Turn on the Microsoft Teams collaboration and chat features for use within the app.
- Set up the connections to webinar providers and manage default settings for events.
- Define how form submissions are matched to existing contacts or leads, configure lead scoring, and enable the Microsoft Dynamics 365 Connector for LinkedIn Lead Gen for your environment.
- Select which entities to sync to Dynamics 365 Customer Insights – Journeys, connect your Dynamics 365 Customer Insights – Journeys environment to Microsoft Azure Blob Storage, and connect Customer Insights to your Dynamics 365 Customer Insights – Journeys environment.

**Review domain authentication, email best practices, data protection and privacy in Dynamics 365 Customer Insights – Journeys**

Learn about domain authentication, email best practices, data privacy.

In this module, you'll learn about:

- Domain authentication in Dynamics 365 Customer Insights – Journeys
- Email best practices
- Data protection and privacy responsibilities

**Manage assets and content settings in Dynamics 365 Customer Insights – Journeys**

Learn about managing assets, keywords, content blocks, and content settings in Dynamics 365 Customer Insights – Journeys.

In this module, you will learn how to:

- Upload images to the file library and use images in marketing content.
- Create keywords and associate them to images.
- Incorporate content block elements in marketing content.
- Review, update, and create content settings.

**Manage customers in Dynamics 365 Customer Insights – Journeys**

This module covers the basics of contact, accounts, and lead management within Dynamics 365 Customer Insights – Journeys.

In this module, you will learn how to:

- Manage contacts and accounts in Dynamics 365 Customer Insights – Journeys.
- Identify the core concepts of account-based marketing.
- Score and qualify leads.

**Manage forms and pages in Dynamics 365 Customer Insights – Journeys**

Learn how to manage forms and marketing pages in Dynamics 365 Customer Insights – Journeys.

In this module, you will learn how to:

- Create and publish marketing forms.
- Add forms to Dynamics 365 Customer Insights – Journeys pages and externally hosted pages.
- Set up form captures.
- Build marketing form and marketing page templates.

**Manage emails, segments, and journeys in Dynamics 365 Customer Insights – Journeys**

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

In this module, you'll learn how to:

- Create and publish a marketing email.
- Construct segments within Dynamics 365 Customer Insights – Journeys.
- Leverage segments created within Customer Insights.
- Design and publish a customer journey.
- Run an A/B test in outbound marketing.
- Build marketing email, segment, and customer journey templates.

**Manage subscription centers and double opt-in in Dynamics 365 Customer Insights – Journeys**

Learn about managing subscription centers and double opt-in in Dynamics 365 Customer Insights – Journeys.

In this module, you will:

- Create a subscription list.
- Build a subscription center form.
- Design a subscription center marketing page.
- Identify a subscription center in content settings.
- Select a content settings record in a customer journey.

**Manage website visits, redirect URLs, and social postings in Dynamics 365 Customer Insights – Journeys**

This module discusses managing website visits, redirect URLs, and social postings in Dynamics 365 Customer Insights – Journeys.

In this module, you will learn how to:

- Monitor website visits.
- Track visitors to your marketing pages.
- Create redirect URLs.
- Schedule and post messages on social media.

**Create an on-site event in Dynamics 365 Customer Insights – Journeys**

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 Customer Insights – Journeys.

In this module, you will learn how to:

- Create an in-person event in Dynamics 365 Customer Insights – Journeys.
- Manage sessions, speakers, and sponsorships.
- Configure registration options and setup event passes.
- Capture additional information about the event including financial details and event team members.
- Customize the calendar content for the event.
- Manage event logistics.
- Publish the event and view the event website.

**Create a webinar event in Dynamics 365 Customer Insights – Journeys**

This module explains the process of creating a webinar event within Dynamics 365 Customer Insights – Journeys.

In this module, you will learn how to:

- Configure webinar settings for On24 and other third-party webinar providers.
- Create a webinar event using On24 or other third-party webinar providers.
- Create a webinar event using Microsoft Teams.
- Build the registration form for a virtual event.

**Promote events, manage registration and check-ins, and review results in Dynamics 365 Customer Insights – Journeys**

Learn how to promote events, manage registration and check-ins, and review results in Microsoft Dynamics 365 Customer Insights – Journeys.

In this module, you will:

- Use emails, segments, and journeys to promote your events.
- View and manage event registrations.
- View and manage event attendance.
- Follow up after the event.

**Advanced event management features in Dynamics 365 Customer Insights – Journeys**

Create and manage new recurring events and event templates in Dynamics 365 Customer Insights – Journeys.

In this module, you'll learn how to:

- Create and manage recurring events.
- Create an event template.

**Evaluate marketing initiatives with analytics in Dynamics 365 Customer Insights – Journeys**

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

In this module, you will:

- Review and analyze results from Dynamics 365 Customer Insights – Journeys insights.

**Review the marketing calendar in Dynamics 365 Customer Insights – Journeys**

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

In this module, you'll:

- Review entity calendars.
- Review form-level calendars.
- Create and customize marketing calendars.