



MB-220: Microsoft Dynamics 365 Marketing

Microsoft - Business Applications

Live Training (também disponível em presencial)

- **Localidade:** Aveiro
 - **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.

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.

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.

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.

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 Insights
- 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.