

Microsoft Dynamics 365 for Marketing

Dynamics 365 for Marketing is a marketing-automation application that helps turn prospects into business relationships. The app is easy to use, works seamlessly with Dynamics 365 for Sales, and has built-in business intelligence.

Détails

- **Code** : MB-CRM-M
- **Durée** : 2 jours (14 heures)

Public

- Architectes
- Chefs de projets
- Consultants
- Consultants informatiques
- Développeurs
- Ingénieurs
- Professionnels de l'IT

Pré-requis

Objectifs

Programme

Outline

- Create marketing emails
 - Create marketing pages and forms
 - Build a library of marketing content
 - Define marketing segments
 - Work with customer journeys
 - Manage, score and qualify leads
 - Event planning and management
 - Engage contacts with portals and surveys
 - Marketing on social media
 - Register link clicks and website visits
 - Work with marketing calendars
 - Analyze marketing results
- Administration:
 - Organization settings
 - Business management settings
 - Marketing settings
 - Events management settings
 - Manage LinkedIn lead gen
 - Manage sample data
 - Quota limit
 - Privacy and compliance
 - data protection and GDPR
 - setup double opt-in
 - how the app uses cookies?
 - Best practices for email marketing

Modalités

- **Type d'action** :Acquisition des connaissances
- **Moyens de la formation** :Formation présentielle – 1 poste par stagiaire – 1 vidéo projecteur – Support de cours fourni à chaque stagiaire
- **Modalités pédagogiques** :Exposés – Cas pratiques – Synthèse
- **Validation** :Exercices de validation – Attestation de stages