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
- Developpeurs
- 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