MICROSOFT DYNAMICS 365 MARKETING (MB-220T00)

Course Code: 100458

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.

What You'll Learn

- 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 Customer Insights - Journeys
- 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 - Journeys
- 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 - Journeys

- 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

Who Needs to Attend

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

Prerequisites

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles. Power Platform experience, especially in model-driven applications, is also recommended. Dynamics 365 Customer Insights - Data experience is encouraged, either as a prerequisite or as an opportunity for further learning.

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