

# MDYN-38 - MOC MB-220T00 - MICROSOFT DYNAMICS 365 MARKETING

Categoria: **Dynamics 365**

## INFORMAZIONI SUL CORSO



**Durata:**  
4 Giorni



**Categoria:**  
Dynamics 365



**Qualifica Istruttore:**  
Microsoft Certified  
Trainer



**Dedicato a:**  
Consulente Dynamics



**Produttore:**  
Microsoft

## OBIETTIVI

- Configure advanced settings.
- Manage marketing content, templates and integrations.
- Create and manage leads.

## PREREQUISITI

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

## CONTENUTI

### **Module 1: Configure Dynamics 365 Marketing**

- Set up and manage Dynamics 365 Marketing
- Configure marketing settings
- Domain authentication, email best practices, and GDPR
- Manage assets and content settings

### **Module 2: Manage customers in Dynamics 365 Marketing**

- Manage accounts and contacts
- Create and manage leads

### **Module 3: Manage marketing forms and pages**

- Manage forms
- Manage marketing pages

### **Module 4: Manage segments and subscription centers**

- Create and manage segments
- Manage subscription centers and double opt-in

### **Module 5: Manage emails and journeys in Dynamics 365 Marketing**

- Create marketing emails

- Create customer journeys
- Manage content, event triggers and journeys in real-time marketing
- Manage website visits, redirect URLs, and social postings

#### **Module 6: Manage events**

- Create an event
- Create a webinar event
- Promote and manage events
- Advanced event management features

#### **Module 7: Create surveys with Dynamics 365 Customer Voice**

- Create a survey project
- Create surveys with Dynamics 365 Customer Voice
- Send Dynamics 365 Customer Voice surveys

#### **Module 8: Analyze insights in Dynamics 365 Marketing**

- Evaluate marketing initiatives with analytics
- Review the marketing calendar

## INFO

**Esame:** MB-220 - Microsoft Dynamics 365 Marketing

**Materiale didattico:** Materiale didattico ufficiale Microsoft in formato digitale

**Costo materiale didattico:** incluso nel prezzo del corso a Calendario

**Natura del corso:** Operativo (previsti lab su PC)