



MB-220T00: Microsoft Dynamics 365 Marketing

Course ID #: 7000-401-ZZ-Z

Hours: 28

Course Content

Course Description:

This course will review the marketing application configuration needed to drive business growth. It will also dive into lead management, marketing forms and pages, segmentation, and email marketing messages. All these pieces are tied together through interactive customer journey design, including event and survey configuration.

At Course Completion:

Students will be able to:

- Configure advanced settings
- Manage marketing content, templates and integrations
- Create and manage leads
- Design and create marketing forms and pages
- Create and manage segments
- Set up and launch customer journeys
- Create and manage events
- Distribute and analyze surveys

Prerequisites:

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles.

Target Student:

This course is designed for IT or marketing professionals who want to learn how to leverage Dynamics 365 Marketing for businesses.

Topics:

Module 1: Configure Dynamics 365 Marketing

- Configure organization and management settings
- Configure marketing settings
- Configure events settings

Module 2: Manage segments and lists

- Create and manage segments
- Create and manage subscription centers and lists

Module 3: Manage marketing forms and pages

- Manage forms
- Manage marketing pages



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Module 4: Manage leads, accounts, and contacts

- Create and manage leads
- Manage accounts and contacts

Module 5: Manage marketing emails and customer journeys

- Create marketing emails
- Create customer journeys

Module 6: Manage events

- Create an on-site event
- Create a webinar event
- Promote and manage events

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