



Szkolenie: Microsoft  
MB-220T00 Microsoft Dynamics 365 Marketing



## Cel szkolenia:

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.

### Course objectives:

- 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

### Audience:

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

## Plan szkolenia:

- Marketing Application Configuration
  - Configure advanced settings
  - Manage marketing content and templates
  - Manage LinkedIn and Power BI integrations
- Leads
  - Create and manage leads
  - Assess sales readiness
- Marketing Forms and Pages
  - Create marketing forms



- Create marketing pages
- Manage internet marketing
- Segments and Lists
  - Create and manage segments
  - Create and manage subscription centers
  - Double opt-in
- Marketing Emails
  - Create Email Message
- Customer Journeys
  - Create customer journeys
- Insights
  - Marketing insights
  - Customer insights
  - Marketing execution insights
  - Lead management insights
  - Internet marketing insights
- Events
  - Manage event planning
  - Manage event execution
- Surveys
  - Create surveys
- Results
  - Review event and survey results

## Wymagania:

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

## Poziom trudności



## Certyfikaty:

The participants will obtain Microsoft certificates.

This course additionally prepares you for Microsoft certification exam: **MB-220: Microsoft Dynamics 365 Marketing** available at Pearson VUE test centers.



Prowadzący:

Microsoft Certified Trainer.