

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-ins.

Module 5. Manage emails and journeys in Dynamics 365 Marketing.

- Create marketing emails.
- Create customer journeys.
- Manage content, event triggers, and real – time marketing.
- Manage website visits, redirect URL's and social postings.

Module 6: Manage events in Dynamics 365 Marketing

- Create an On-site 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 a survey 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