

# MB-220: Microsoft Dynamics 365 Marketing Functional Consultant TABLE OF CONTENT

### 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

Lab 1.1: Validate lab environment

Lab 1.2: Prepare Marketing environment

## Module 2: Manage customers in Dynamics 365 Marketing

Manage accounts and contacts Create and manage leads

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

Manage marketing forms Manage marketing pages

Lab 3.1: Create marketing forms and pages

#### Module 4: Manage Segments and subscription center

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

Lab 4.1: Work with segments

Lab 4.2: Manage subscription centers

#### Module 5: Manage emails and journeys in Outbound Marketing

Create marketing emails in outbound marketing Create outbound customer journeys Manage website visits, redirect URLs, and social postings

Lab 5.1: Create a marketing email

Lab 5.2: Create and launch an outbound customer journey

Lab 5.3: Create marketing websites and redirect URLs

#### Module 6: Manage emails and journeys in real-time marketing

Create marketing emails in real-time marketing Create text messages and push notifications in real-time marketing Create real-time journeys

Lab 6.1: Real-time marketing journey

#### Module 7: Manage events in Dynamics 365 Marketing

Create an on-site event

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

Lab 7.1: Set up buildings and speakers

Lab 7.2: Create an event

## Module 8: 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 9: Analyze insights in Dynamics 365 Marketing

Evaluate marketing initiatives with analytics Interpret analytics in real-time marketing Review the marketing calendar

Lab 9.1: Access insights in Dynamics 365 Marketing