MB-220T00: Microsoft Dynamics 365 Marketing

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.

Course Duration

4 days

Prerequisites

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

Course Outline

- Advanced configuration for Dynamics 365 Marketing
- Review domain authentication, email best practices, and GDPR in Dynamics 365 Marketing
- Manage assets and content settings in Dynamics 365 Marketing
- Manage customers in Dynamics 365 Marketing
- Manage forms and pages in Dynamics 365 Marketing
- Manage emails, segments, and journeys in Dynamics 365 Marketing
- Manage subscription centers and double opt-in in Dynamics 365 Marketing
- Manage website visits, redirect URLs, and social postings in Dynamics 365 Marketing
- Create an on-site event in Dynamics 365 Marketing
- Create a webinar event in Dynamics 365 Marketing
- Promote events, manage registration and check-ins, and review results in Dynamics 365 Marketing
- Advanced event management features in Dynamics 365 Marketing
- Evaluate marketing initiatives with analytics in Dynamics 365 Marketing
- Review the marketing calendar in Dynamics 365 Marketing

Who Should Attend

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