

MB-220: Microsoft Dynamics 365 Marketing

- **Formato do curso:** Presencial e Live Training
- **Localidade:** Lisboa
- **Data:** 17 Out. 2022 a 20 Out. 2022
- **Preço:** 1510€
- **Horário:** Laboral - das 9h00 às 17h00
- **Nível:** Intermédio
- **Duração:** 28 horas

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.

Destinatários

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

Pré-requisitos

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

Objectivos

- Prepare you for Exam MB-220: Microsoft Dynamics 365 Marketing Functional Consultant
- Create and manage marketing content such as marketing forms, pages, and emails
- Create events, manage sessions, speakers and logistics, enable event registration and manage the check-in process along
- Cover reviewing insights captured from contacts, leads, accounts, segments, and more

Programa

Set up Dynamics 365 Marketing and configure advanced settings

- Set up and manage Dynamics 365 Marketing
- Advanced configuration for Dynamics 365 Marketing
- Review domain authentication, email best practices, and GDPR in Dynamics 365 Marketing

Work with outbound marketing features 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

Work with real-time features in Dynamics 365 Marketing

- Create emails, text messages, and push notifications in Dynamics 365 Marketing
- Build journeys with Dynamics 365 Marketing
- Extend real-time marketing capabilities within Dynamics 365 Marketing

Manage events 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

Analyze insights in Dynamics 365 Marketing

- Evaluate marketing initiatives with analytics in Dynamics 365 Marketing
- Access and interpret analytics with Dynamics 365 Marketing
- Review the marketing calendar in Dynamics 365 Marketing

Ao concluir com aproveitamento esta formação, cumprindo a percentagem mínima de 70% de assiduidade e após avaliação ao curso, o formando poderá receber o seu Certificado Microsoft de conclusão e o badge digital para partilhar com a sua rede profissional online.