

# **MB-220 Microsoft Dynamics 365 Marketing Training**

*COURSE CONTENT*

## **GET IN TOUCH**



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## About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

## About Course

Microsoft Dynamics 365 Marketing (MB-220) training by Multisoft Systems provides a comprehensive overview of this powerful marketing automation tool. Designed for both beginners and experienced professionals, this training program equips participants with the knowledge and skills needed to harness the full potential of Dynamics 365 Marketing. Through this training individuals can maximize their marketing efforts, enhance customer engagement, and drive business growth through the effective use of Microsoft Dynamics 365 Marketing.

## **Module 1: Configure Dynamics 365 Marketing**

- ✓ Set up and manage Dynamics 365 Marketing
- ✓ Configure marketing settings

## **Module 2: Manage segments and lists**

- ✓ Create and manage segments
- ✓ Create and manage subscription centers and lists

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

- ✓ Manage forms
- ✓ Manage marketing pages

## **Module 4: Manage leads, accounts, and contacts**

- ✓ Create and manage leads
- ✓ Manage accounts and contacts

## **Module 5: Manage marketing emails and customer journeys**

- ✓ Create marketing emails
- ✓ Create customer journeys

## **Module 6: Manage events**

- ✓ Create an event
- ✓ Create a webinar event
- ✓ Promote and manage events

## **Module 7: 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 8: Analyze insights in Dynamics 365 Marketing**

- ✓ Evaluate marketing initiatives with analytics