Microsoft Dynamics 365 Marketing

Module 1: Marketing Application Configuration
In this module, you will learn about advanced settings, marketing content, templates and integrations in Dynamics 365 for Marketing.

Lessons
Configure advanced settings
Manage marketing content and templates
Manage LinkedIn and Power BI integrations

After completing this module you will be able to:
Configure advanced settings such as organization, business management, and content.
Manage marketing content and templates.

Module 2: Leads
This module will review how to create, manage and score leads.

Lessons
Create and manage leads
Assess sales readiness

After completing this module you will be able to:
Create and manage leads.
Synchronize leads from LinkedIn.
Assess sales readiness using lead scoring models.

Module 3: Marketing Forms and Pages
This module will cover how to create marketing forms and pages.

Lessons
Create marketing forms
Create marketing pages
Manage internet marketing

After completing this module you will be able to:
Create marketing forms and embed them on marketing pages.
Create a marketing page.
Preview, validate and go live with a marketing page.
Create marketing form and page templates.

Module 4: Segments and Lists
This module will cover how to manage segments, subscription centers, lists and double opt-in.

Lessons

Create and manage segments
Create and manage subscription centers
Double opt-in
After completing this module you will be able to:
Configure static and dynamic segments.
Create a subscription list.
Set up a subscription center page.
Set up and enable a double opt-in process.

Module 5: Marketing Emails
This module will cover how to create email messages in Dynamics 365 Marketing.

Lessons
Create Email Message

After completing this module you will be able to:
Create and design email messages.
Preview, validate and go live with email messages.
Save an email message as a template.

Module 6: Customer Journeys
This module will review the customer journey creation process.

Lessons
Create customer journeys

After completing this module you will be able to:
Create a customer journey from a template.
Identify customer journey tiles and properties.
Validate and go live with a customer journey.
Create an account-based customer journey.
Understand the marketing calendar features.

Module 7: Insights
This module will demonstrate how to view, understand and manage customer insights.

Lessons
Marketing insights
Customer insights
Marketing execution insights
Lead management insights
Internet marketing insights

After completing this module you will be able to:
Locate insights.
Understand marketing insights such as contact, segment, customer journey, marketing email,and leads.

Module 8: Events
In this module you will learn how to manage event planning and execution in Dynamics 365 for Marketing.

Lessons
Manage event planning
Manage event execution

After completing this module you will be able to:
Create in-person and webinar events.
Set up event planning features such as sessions, speakers, event passes, waitlists, and venues.
Create and manage recurring events.

Module 9: Surveys
In this module you will review how to configure, design and distribute surveys in Dynamics 365 for Marketing.

Lessons
Create surveys

After completing this module you will be able to:
Create a reusable survey theme.
Create, design, preview and publish a survey.

Module 10: Results
In the Results module, you will review marketing event and survey insights.

Lessons
Review event and survey results

After completing this module you will be able to:
Utilize the event dashboard to assess the outcome of your events.