

## MB-220T00 Dynamics 365 for Marketing

### COURSE OVERVIEW

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.

### WHO SHOULD ATTEND?

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

### COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Configure advanced settings
- Manage marketing content, templates and integrations
- Create and manage leads
- Design and create marketing forms and pages
- Create and manage segments
- Set up and launch customer journeys
- Create and manage events
- Distribute and analyze surveys.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand how to:

- Configure marketing settings, domain authentication, and GDPR compliance.
- Manage leads, lead scoring, and LinkedIn Lead Gen integration
- Design marketing forms, pages, and subscription centers
- Build targeted segments and lists
- Set up and launch customer journeys
- Create marketing emails, events, and webinars
- Use Dynamics 365 Customer Voice for surveys
- Analyze marketing insights and campaign performance
- Complete hands-on practical exercises
- Prepare for the MB-220 certification exam

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded