

# MB-220: Microsoft Dynamics 365 Marketing [MB-220T00-A] training including Exam Voucher

## Group Training

Training code	CGAMB220CE
Spoken Language	English
Language Materials	English
Dayparts	8
Price	€1.800,00 excl. VAT No extra costs.

## What is MB-220: Microsoft Dynamics 365 Marketing [MB-220T00-A] including Exam Voucher

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.

Configuring and expanding the core marketing application to include email marketing, setup, interactive customer journeys, leads nurturing with personalized experiences, LinkedIn integration, Events, surveys, Landing Pages, segmentation and scoring, and maintaining General Data Protection Regulation (GDPR) compliance.

This course uses MOC (Microsoft Official Courseware) and will be given by an experienced MCT (Microsoft Certified Trainer).

See the below modules for more information:

Module 1: Configure Dynamics 365 Marketing

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

Lessons

- Configure organization and management settings
- Configure marketing settings
- Configure events settings

## Module 2: Manage segments and lists

This module will review how to create, manage and use segments and subscription centers.

### Lessons

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

## Module 3: Manage marketing forms and pages

This module will cover how to create marketing forms and pages.

### Lessons

- Manage forms
- Manage marketing pages

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

This module will cover how to manage customers as accounts or contacts, and how to nurture them through the lead lifecycle.

### Lessons

- Create and manage leads
- Manage accounts and contacts

## Module 5: Manage marketing emails and customer journeys

This module will cover how to create email messages and customer journeys in Dynamics 365 Marketing.

### Lessons

- Create marketing emails
- Create customer journeys

## Module 6: Manage events

This module will review the customer journey creation process.

### Lessons

- Create an on-site event
- Create a webinar event
- Promote and manage events

## Module 7: Create surveys with Dynamics 365 Customer Voice

This module will demonstrate how to create and distribute surveys to customers.

### Lessons

- 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

In this module, you will learn about using insights functionality to view and analyze data related to your marketing initiatives.

### Lessons

- Evaluate marketing initiatives with analytics

## Who should attend MB-220: Microsoft Dynamics 365 Marketing [MB-220T00-A] including Exam Voucher

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

Candidates should have some knowledge of marketing principles and the Marketing application's role in relationship to the Dynamics 365 suite of applications, including integration with Dynamics 365 and Microsoft 365 applications. Candidates should understand industry terminology, priorities, common initiatives, standards, methodologies, and best practices.

Also, you will receive an Exam Voucher. Enlist today!

### Prerequisites

Knowledge of the Dynamics 365 platform and an understanding of basic marketing principles.

### Objectives

After completing this course, you will be able 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

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