

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

### **Content**

#### **Module 1: Marketing Application Configuration**

- **Configure advanced settings**
  - **Manage marketing content and templates**
  - **Manage LinkedIn and Power BI integrations**
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#### **Module 2: Leads**

- **Create and manage leads**
  - **Assess sales readiness**
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#### **Module 3: Marketing Forms and Pages**

- **Create marketing forms**
  - **Create marketing pages**
  - **Manage internet marketing**
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#### **Module 4: Segments and Lists**

- **Create and manage segments**
  - **Create and manage subscription centers**
  - **Double opt-in**
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#### **Module 5: Marketing Emails**

- **Create Email Message**
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#### **Module 6: Customer Journeys**

- **Create customer journeys**

## **Module 7: Insights**

- **Marketing insights**
  - **Customer insights**
  - **Marketing execution insights**
  - **Lead management insights**
  - **Internet marketing insights**
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## **Module 8: Events**

- **Manage event planning**
  - **Manage event execution**
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## **Module 9: Surveys**

- **Create surveys**
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## **Module 10: Results**

- **Review event and survey results**