

MB - 220 : Microsoft Dynamics 365 Marketing

Course Outline

Module 1: Marketing Application Configuration

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

Module 2: Leads

- Create and manage leads
- Assess sales readiness

Module 3: Marketing Forms and Pages

- Create marketing forms
- Create marketing pages
- Manage internet marketing

Module 4: Segments and Lists

- Create and manage segments
- Create and manage subscription centers
- Enable double opt-in

Module 5: Marketing Emails

- Create Email Message

Module 6: Customer Journeys

- Create customer journeys

Module 7: Insights

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

Module 8: Events

- Manage event planning
- Manage event execution

Module 9: Surveys

- Create surveys

Module 10: Results

- Review event and survey results