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¿Por qué ExecuTrain?

ExecuTrain es un proveedor de entrenamiento corporativo a nivel internacional y líder mundial en la capacitación empresarial. Contamos con 22 años y más de 62 mil personas capacitadas en zona occidente.

¿Por qué ExecuTrain?

Te guiamos en la definición de tus requerimientos de capacitación, en las diferentes etapas:

- Detección de necesidades, evaluación de conocimientos, plan de capacitación y seguimiento posterior para elegir el plan de capacitación como tú lo necesitas.
- El más amplio catálogo de cursos, desde un nivel básico hasta los niveles de conocimientos más especializados.
- En ExecuTrain el material y la metodología están diseñados por expertos en aprendizaje humano. Lo que te garantiza un mejor conocimiento en menor tiempo.
- Tú puedes confiar y estar seguro del aprendizaje porque nuestro staff de instructores es de primer nivel, algunos de los cuales son consultores en reconocidas empresas.
- No pierdas tu tiempo, los cursos están diseñados para un aprendizaje práctico.
- Nuestra garantía: Nuestro compromiso es que tú aprendas, si no quedas satisfecho con los resultados del programa, podrás volver a tomar los cursos hasta tu entera satisfacción o la devolución de tu dinero.

Modalidad de servicio

- Cursos de Calendario
- Cursos Privados: On site y en nuestras instalaciones.
- Cursos Personalizados: Adaptamos el contenido del curso y su duración dependiendo de la necesidad del cliente.
- E-Training: cursos a distancia de forma interactiva, mejorando la capacidad de aprendizaje de nuestros participantes guiados por un instructor en vivo.

Duración: 28 horas

Curso MB-220T00 / Microsoft Dynamics 365 Marketing

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.

> Objetivos

- 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

> Prerrequisitos

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

> Audiencia

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

> Esquema del curso

• **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
- 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: 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
- After completing this module you will be able to:
 - Create and manage segments.
 - Create and manage subscription centers.

• **Module 3: Manage marketing forms and pages**

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

- Lessons
 - Manage forms
 - Manage marketing pages
- 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: 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
- After completing this module you will be able to:
 - Track customers as accounts or contacts.
 - Create a lead and convert it to an opportunity.
 - Manage leads through the lead lifecycle.

• **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
- 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.
 - Create a customer journey.

• **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
- After completing this module you will be able to:
 - Create a webinar event.
 - Create an on-site event.
 - Promote an event.
 - Manage the event website.
 - Configure events settings.

• **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
- After completing this module you will be able to:
 - Manage surveys using projects.
 - Create a survey.
 - Personalize a survey.
 - Distribute a survey to customers.

• **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
- After completing this module you will be able to:
 - Use insights to make decisions about marketing efforts.
 - Score leads.
 - View insights related to customer journeys and email messages