

Dynamics 365 Customer Insights - Journeys

Course Duration: 32 Hrs.

Course Code: MB-220T00

Course Overview

The MB-220T00: Dynamics 365 Customer Insights – Journeys course is specifically designed for individuals who work with marketing and CRM and are interested in fully utilizing Dynamics 365 Marketing features.

Course Content

Learning Path 1: Configure Dynamics 365 Customer Insights -Journeys

Module 1: Set up and manage Dynamics 365 Customer Insights - Journeys

Module 2: Configure marketing settings

Module 3: Domain authentication, email best practices, and GDPR

Module 4: Manage assets and content settings

Learning Path 2: Manage customers in Dynamics 365 Customer Insights - Journeys

Module 1: Manage accounts and contacts

Module 2: Create and manage leads

Learning Path 3: Manage forms

Module 1: Manage outbound marketing forms and pages

Module 2: Manage and host real-time marketing forms

Learning Path 4: Manage segments and consent

Module 1: Create and manage segments

Module 2: Manage subscription centers and consent

Learning Path 5: Manage emails and journeys in outbound marketing

Module 1: Create emails in outbound marketing

Module 2: Create outbound customer journeys

Module 3: Manage website visits, redirect URLs, and social postings

Learning Path 6: Manage emails and journeys

Module 1: Create marketing emails in real-time marketing

Module 2: Create text messages and push notifications in real-time marketing

Module 3: Create real-time journeys

Learning Path 7: Manage events in Dynamics 365 Customer Insights

Module 1: Boost sales performance with Microsoft Copilot for Sales

Module 2: Get started with the Dynamics 365 Sales mobile app

Module 3: Create an on-site event

Module 4: Create a webinar event

Module 5: Promote and manage events

Module 6: Advanced Event Management

Learning Path 8: Create surveys with Dynamics 365 Customer Voice

Module 1: Create a survey project

Module 2: Create surveys with Dynamics 365 Customer Voice

Module 3: Send Dynamics 365 Customer Voice surveys

Learning Path 9: Analyze insights in Dynamics 365 Customer Insights - Journeys

Module 1: Evaluate marketing initiatives with analytics

Module 2: Interpret analytics in real-time marketing

Module 3: Review of the marketing calendar