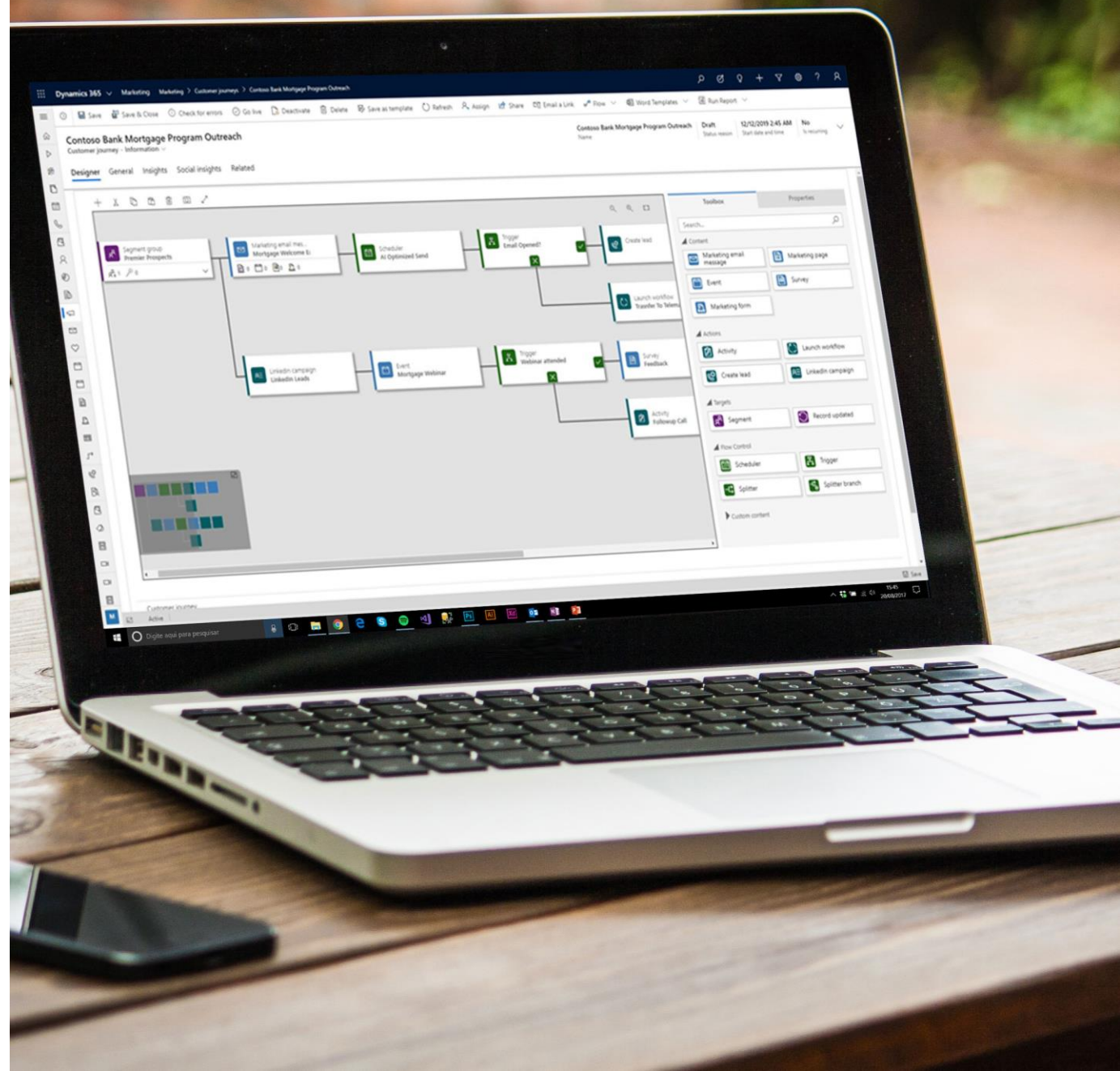


# AlfaPeople Start&Go Dynamics 365 Marketing

[alfapeople.com.br](http://alfapeople.com.br)



# Campaign automation doesn't have to be a siloed, time-consuming activity

There's no shortage of campaign automation and email marketing solutions. But they are rarely integrated with the customer database and the sales systems, requiring manual data exports and custom integrations. They also prevent rich analytics and real-time automated reactions.



## TAKE CONTROL OF YOUR DATA

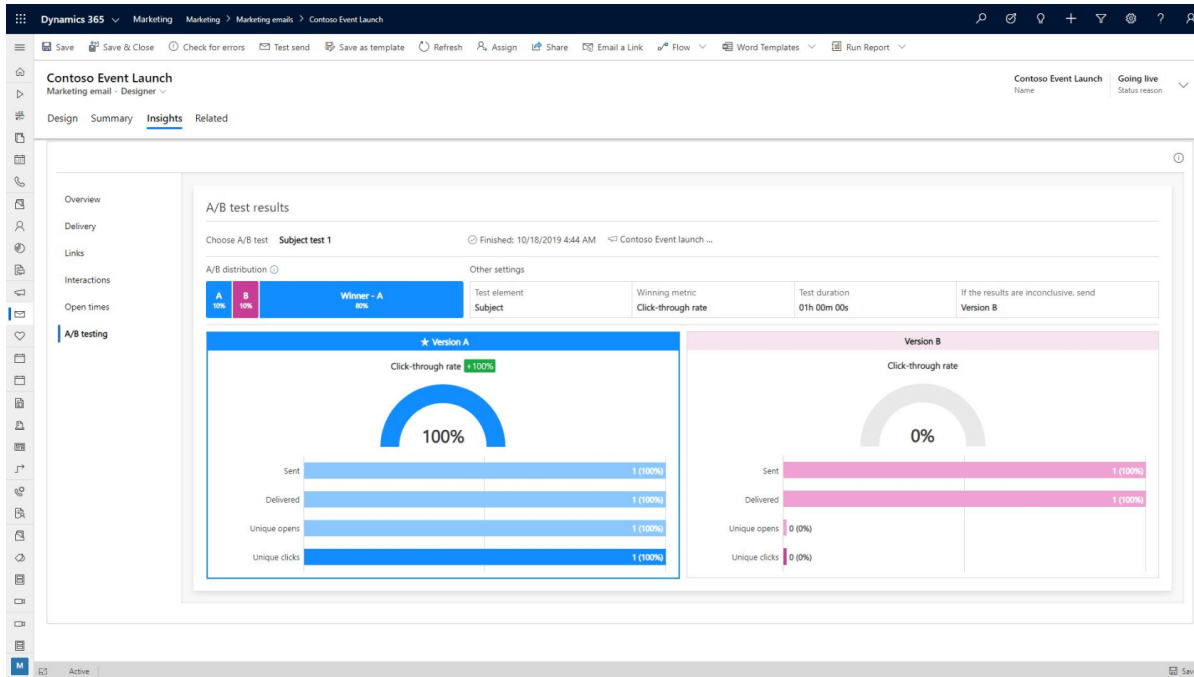
A truly integrated solution, that works inside the Dynamics 365 extension model, enables a productive marketing experience for your teams.

## WORK SMARTER

With a single unified database that leverages the power of Dynamics 365, your team has more time to work on strategy and data analysis.

## AZURE FOR THE WIN

Many solutions, besides having a separate user interface and licensing, don't rely on Microsoft Azure and its interfaces with Dynamics 365.



# Lead Scoring and Account-Based Marketing with Microsoft Dynamics 365

Send e-mail and SMS marketing to your Dynamics 365 customer database without ever leaving the application. Dynamics 365 simple to use, drag-and-drop campaign builder enables marketing teams to engage customers in a personalized manner, taking full advantage of the database and extensibility model.

## E-MAIL AND SMS MARKETING

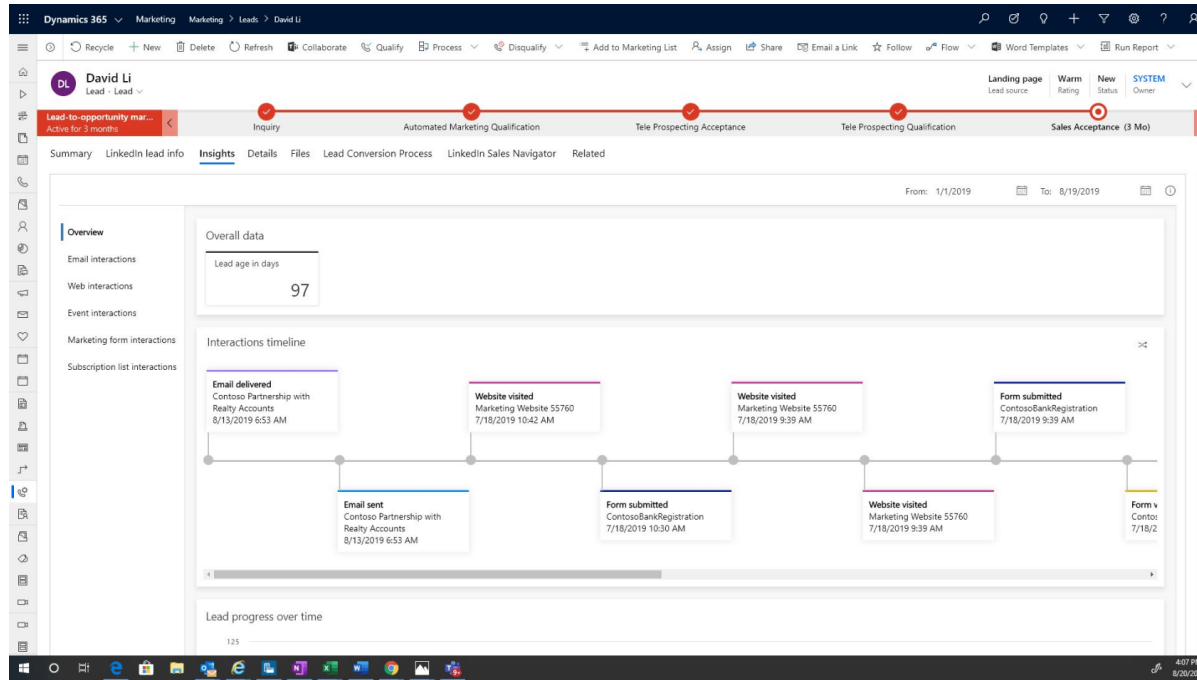
Send marketing or transaction e-mail and SMS directly from Dynamics 365, using the Azure cloud and Microsoft IPs.

## LANDING PAGES AND FORMS

Create simple landing pages and forms that automatically generate leads in your Dynamics database. Track website visits.

## EVENT MANAGEMENT

Plan, manage and measure online and offline events. Track live attendance and create campaigns that target specific sessions.



# Start quickly with AlfaPeople Start&Go methodology and implementation

Our methodology has proven steps to implement Microsoft Dynamics 365 Marketing in a few weeks. Start&Go pre-defined documentation enables the team to quickly assess the company needs, implement a new product instance and enable the users to get started with Dynamics 365 Marketing basic features.

## PROVEN METHODOLOGY

Start&Go is a proven methodology that already enabled tens of customers to get an initial Microsoft Dynamics 365 implementation.

## IMPLEMENTATION GUIDE

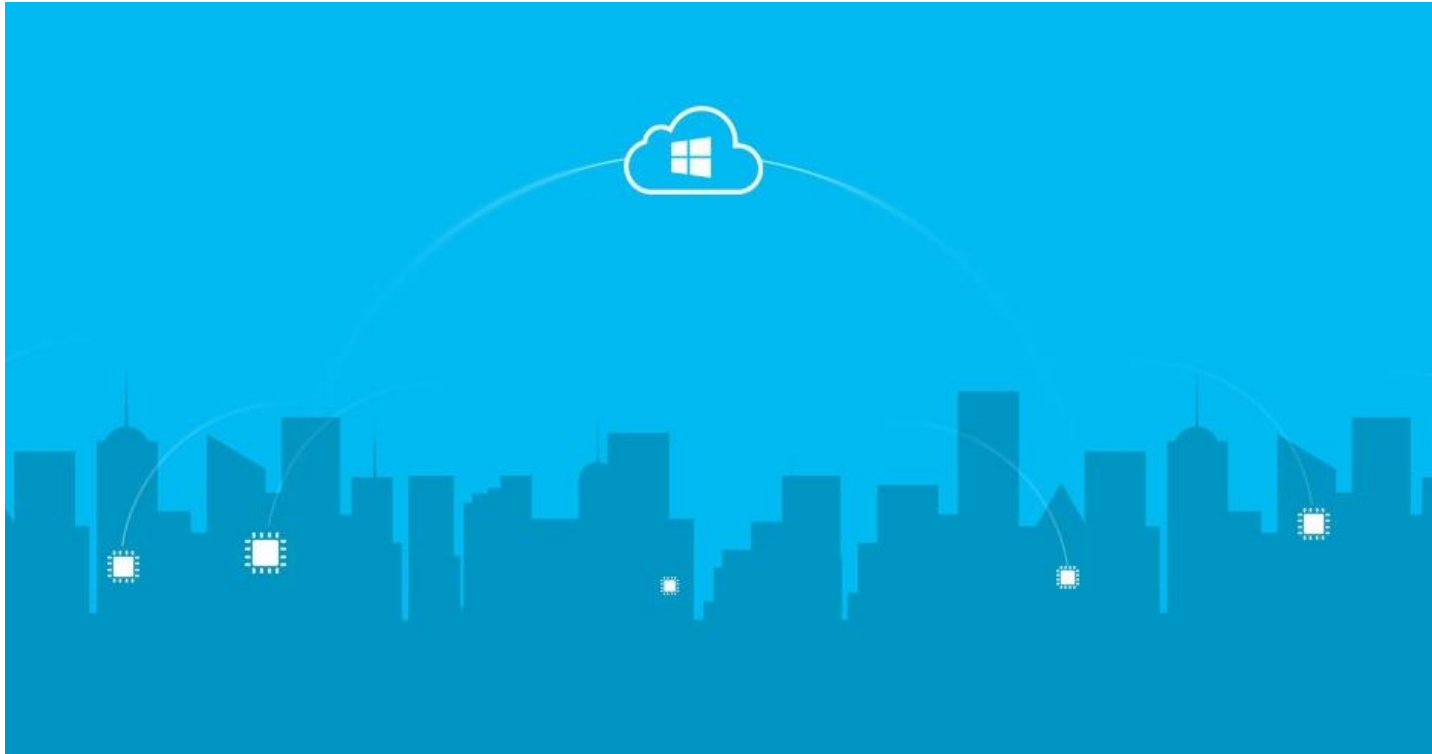
Start&Go comes with an implementation guide that breaks down each step of setting up Dynamics 365 Marketing.

## IDEAL FOR QUICK WINS

Not ready to commit to a full and detailed implementation project? Then Start&Go is ideal to get a quick win and prove value.

# Dynamics 365 Marketing takes full advantage of the Microsoft stack

Dynamics 365 Marketing lives in the same user interface and database as the Sales and Services modules. You can also extend your system with Microsoft Forms, Microsoft Power Automate, Microsoft Power BI and Microsoft PowerApps Portals.



## ADVANCED CUSTOMIZATION

Customize Dynamics 365 Marketing with your own fields, forms, views, permissions and reports, with an easy to use extensibility model.

## AUTOMATED BUSINESS FLOWS

Auomate processes, approvals, deadlines and schedules of your marketing team with Microsoft Power Automate and Microsoft Dynamics 365 business processes.

## ARTIFICIAL INTELLIGENCE

Configure lead scoring models that react to changes, send email to each customer in the best day and time, boost segments automatically and much more.



## Talk to us!

Get a free trial: [info.br@alfapeople.com](mailto:info.br@alfapeople.com)

Call for more information: +55 11 4810-7350

Learn more: [alfapeople.com.br](http://alfapeople.com.br)

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