BRING ALL YOUR MARKETING TOGETHER

MARKETING EXPRESS™

Rapid deployment of Dynamics 365 for Marketing – Getting you up and running quickly to start personalizing experiences and drive traffic to fill the pipe.

> "Even prior to the pandemic, 92% of companies thought their business models would need to change given digitization."
>
> McKinsey

Key benefits – Personalize buyer experiences

Orchestrate customer journeys
Generate and nurture more sales-ready leads by running targeted, multi-channel campaigns. Personalize customer journeys to build rewarding business relationships.

Make informed decisions
Improve automated marketing performance with AI-driven insights, lead scoring, and custom dashboards. Target the right audience using integration with Dynamics 365 Customer Insights.

Align sales and marketing
Create seamless customer experiences through marketing automation, shared data, and connected processes with Dynamics 365 Sales.

Grow with an automated platform
Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use. Automate processes with either built-in workflows or create new ones with Microsoft Power Automate.

Dynamics 365 Marketing
Feature summary

Key capabilities

Multi-channel campaigns	Lead nurturing	Event management	Insights and reporting	Unified platform	AI capabilities
Email marketing with A/B testing and Send Now	Customer journey orchestration	Webinars with Microsoft Teams or ON24	Customer Interactions Insights	Integration with content management systems	Automated scheduling
Landing pages, forms and website personalization	Dynamics 365 Customer Insights integration	Easy to use and manage events portal	360-degree view of customers	Sales integration and collaboration	Spam score
Reusable content blocks and videos	Hand-off sales-ready leads	Sessions, speaker, and venue management	Surveys with Microsoft Customer Voice	Easier set up	Natural language for targeted segments
Social posting	Multiple lead scoring	Registration and attendance tracking	Social media posts analytics	Approvals with Microsoft Power Automate	
Marketing support for Business units	Account-based marketing	Easy data collection and expanded entity options	Advanced and custom analytics with Power BI	Extensibility for campaigns and segments	
Marketing calendar					

Key capabilities

Multi-channel campaigns
Attract the right prospects with marketing automation that combines email marketing, web pages, events, SMS integration, and custom channels to help you create more effective campaigns.

Customer journeys
Control the design and impact of personalized customer journeys to increase customer engagement. Manage time-sensitive emails. Track relationships between customer journeys and marketing entities such as segments, email, forms, and more.

Lead management
Set up rules to target the right audience for your campaigns. Guide your buyers' journey based on their behavior during campaigns to make your company more relevant at every step. Set up multiple lead scoring models to prioritize leads who are ready to buy.

Account-based marketing
Enables sales and marketing to target specific accounts that are most likely to generate the largest revenue. Orchestrate the customer journey for account level leads with personalized content and nurture activities to maximize revenue.

Event management
Attract more event attendees and improve event experiences with an easy-to-use portal to manage webinars, improved session registration, QR codes and wait listing.

LinkedIn integration
Target matched audiences, nurture sales-ready leads, and see how people are interacting with your marketing initiatives on LinkedIn. Use Dynamics 365 Connector for to bring leads captured on LinkedIn into Dynamics 365.

Marketing insights
Gain marketing insights with out-of-the-box dashboards and marketing analyzers – or build your own custom dashboards. Use integration with Microsoft Dynamics 365 Customer Insights to enrich customer data and target the right audience for your marketing activities. Use interaction insights to refine the customer journey.

AI capabilities
Marketing features like automated scheduling, and spam scores help you improve email open rates.

Invest with confidence
Rely on the Microsoft cloud platform to reduce the cost and complexity of operating a global infrastructure and trust our state-of-the-art datacenters to safeguard your data.

Single view of the customer
Share one source of information about contacts, leads, and customers to deliver a connected experience across the customer journey with Microsoft Dynamics 365 Sales.

Marketing Content
Create relevant content for more impactful, personalized experiences. Features like configurable templates, reusable content blocks, and integration with various content management systems make it easier to customize customer journeys based on their engagement.

Layout editor enhancements
Continuing to make the app easier to use, the visual email designer now provides a layout editor for designing multi-column layouts.

Approvals with Microsoft Power Automate
Microsoft Power Automate provides the flexibility required for easy customization by business users, makers, or partners.

Test-send dynamic emails
Design visually rich marketing email messages that include personalized dynamic content. Built-in capability to create A/B testing versions.

Marketing support for business units
Supports access to contact records, display of segment members, access to contact insights, availability of email templates, and more.

Easy set up for subscription lists
You can work end-to-end with subscription lists throughout the marketing lifecycle. Manage lists directly from Dynamics 365 Marketing.

Extend and connect
Integrate with third-party content management systems (CMS) to help manage and host your online content. Use Dynamics 365 APIs or tools like Microsoft Power Automate to connect with external services to manage customer journeys.

Surveys with Microsoft Customer Voice
Surveys based on Microsoft Customer Voice bring a rich set of capabilities for inquiring about your customers' needs

Send Now
Send out a quick email blast to a target audience without requiring follow-up automation or behavioral triggers.

> **"We connected Dynamics 365 Marketing to our website and achieved a 180 percent ROI in less than a year."**
>
> Rutger Bonsel
> General Manager of Marketing
> Broekman Logistics

What is an Express implementation?

The idea of implementing a new technology solution itself can be intimidating and is an undertaking many businesses would simply rather avoid. But with Betach's Microsoft Dynamics 365 Express™ offers, we can help you find the right solution for your business—get you up and running, and working efficiently.

Express™ offers are prepackaged Dynamics 365 implementations designed to get your business up and running on Dynamics 365 quickly. Our experience with business solutions gives us the tools to rapidly deploy out-of-the-box solutions for sales, marketing, finance, and customer service teams. All of Betach's Express™ packages include Dynamics 365 licensing and user setup, as well as a focused set of configurations to get your team up and running with Dynamics 365.

Take actions that drive your business

Start your digital transformation journey today and discover what's possible for your business tomorrow.

For more information, visit: **betach.com**