BREATHE IT

Where technology finds its pulse

Dynamics 365 Marketing

IMPLEMENTATION FRAMEWORK

01

Discovery & Planning

Weeks 0-2: Gather business requirements and develop an implementation roadmap tailored to your goals.

02

System Customization

Weeks 3-6: Customize and adjust the system while conducting interactive workshops to ensure it fits your business processes and needs.

03

Testing & Feedback

Weeks 7-8: Conduct thorough testing to ensure reliability and performance. Customize and tuning based on feedback from testing.

04

Deployment & Training

Weeks 9-10: Roll out the solution to users, accompanied by comprehensive training.

05

Optimization & Support

Weeks 11-12 and onwards: Monitor, optimize, and provide ongoing support to ensure continuous improvement and system efficiency.

Next steps for developments & further improvements.

01

Discovery & Planning

🗓 **Week 0: Kick-off**

- Assembling the project team and defining roles
- Setting the vision for the marketing customer journey
- Outlining the scope and scale of the marketing automation efforts

🗓 **Week 1: Requirements Gathering**

- Identifying target audience segments and their behaviors
- Defining key marketing goals and conversion metrics
- Documenting content needs and marketing channels

🗓 **Week 2 : Customer Journey Mapping**

- Drafting initial customer journey maps for each target segment
- Establishing touchpoints and triggers for automated actions
- Aligning business objectives with customer expectations

02

System Customization

🗓 **Week 3: Technology Setup and Integration**

- Configuring Dynamics 365 Marketing settings
- Integrating with Dynamics 365 Customer Insights and other data sources
- Setting up lead scoring models and segmentation

🗓 **Week 4: Campaign Design and Workflow Development - Part 1**

- Developing templates for emails, landing pages, and other assets
- Building the initial automated campaign workflows
- Designing personalization elements based on customer data

🗓 **Week 5: Campaign Design and Workflow Development - Part 2**

- Refining automation rules and conditional triggers
- Creating multi-channel campaign strategies
- Preparing for A/B testing of campaign elements

🗓 **Week 6: Content Creation and Asset Development**

- Producing creative content for various stages of the customer journey
- Developing lead magnets and calls-to-action (CTAs)
- Organizing content libraries and approval workflows

03

Testing & Feedback

🗓 **Week 7: Test and Optimize Campaigns - Part 1**

- Conducting internal testing of campaign workflows
- Validating the integration of assets within customer journeys
- Ensuring tracking and reporting mechanisms are in place

🗓 **Week 8: Test and Optimize Campaigns - Part 2**

- Running pilot campaigns with a small audience
- Collecting data and feedback to optimize journeys
- Adjusting scoring and segmentation based on pilot results

04

Deployment & Training

🗓 **Week 9: Staff Training and Documentation**

- Training the marketing team on using Dynamics 365 Marketing tools
- Documenting processes and best practices
- Establishing a support and escalation process

🗓 **Week 10: Go-Live Preparation**

- Finalizing all campaign workflows and content
- Confirming compliance with data protection regulations
- Preparing the launch plan and go-live checklist

05

Optimization & Support

🗓 **Week 11: Launch and Monitoring**

- Launching full-scale marketing campaigns
- Monitoring campaigns in real-time for performance issues
- Implementing quick adjustments based on real-time insights

🗓 **Week 12: Post-Launch Review and Analysis**

- Analyzing initial campaign data and user interactions
- Gathering cross-functional team feedback
- Identifying areas for immediate improvement

🗓 **Ongoing: Iteration and Enhancement**

- Establishing routines for regular analysis and optimization of customer journeys
- Planning for scaling up successful campaigns and sunsetting underperformers
- Innovating with new content, channels, and customer insights

SERVICES
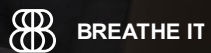
BREATHE IT

Breathe IT automates your business processes and creates customized enterprise solutions in Microsoft Dynamics 365 and Power Platform

1.

CONSULTANCY & ADVISORY

Expert consultancy and advisory services for Microsoft-based digital transformation, automation, AI, and analytics solutions.

2.

PROJECT MANAGEMENT

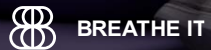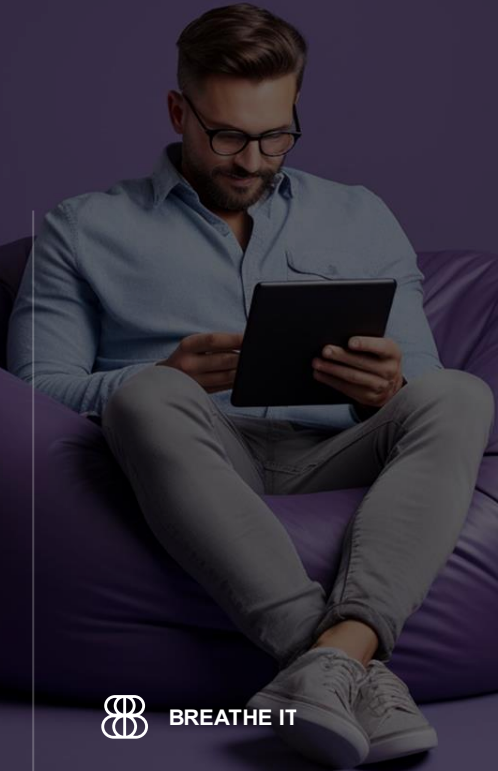Seamless project management with agile DevOps methods.

3.

UX / UI DESIGN

Crafting professional, user-centered designs that elevate engagement and seamless interaction.

SERVICES

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4.

ISV-SOLUTIONS

Transformative ISV solutions that integrate seamlessly with your existing systems, enhancing capabilities within Dynamics 365

5.

DEVELOPMENT

Specialized in custom development for D365 and AI solutions using Microsoft Copilot and Azure AI to drive innovation and efficiency in your business.
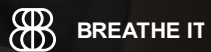
6.

INTEGRATION

We ensure seamless integration of Dynamics 365 and Power Platform with external systems to optimize workflow and data flow across your organization.

CARE

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BASIC

Support, management, roadmap, maintenance, and development

- ✓ Support, management, and further development of your solutions on Power Platform and Dynamics 365
- ✓ We ensure that you have access to new features from Microsoft's Roadmap on the platform
- ✓ We know your platform and your applications
- ✓ Guaranteed response time of 16 hours for support and further development of your applications
- ✓ User administration

EXTENDED

Support, management, roadmap, maintenance, and development

- ✓ **All basic services, plus**
- ✓ Guaranteed response time of 8 hours for support and further development of your applications
- ✓ Regular monthly follow-up meeting for support cases
- ✓ Training and competence development of your staff

FULL

Support, management, roadmap, maintenance, and development

- ✓ **All basic and extended services, plus**
- ✓ Guaranteed 4-hour response time for support and further development of your applications
- ✓ Solution Architect for your solution
- ✓ Customer Success Manager

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