



Dynamics 365 Marketing App-in-a-Day 1-Day Workshop

A fully functional Microsoft Dynamics 365 Marketing solution installed and configured in just one day? Yes, it's possible!

Led by one of our seasoned CRM consultants, this 1-day workshop is specifically designed to help marketing managers be up and running on Dynamics 365 Marketing by the end of the business day.

This full-day workshop, held virtually over Microsoft Teams, covers the basics of Dynamics 365 Marketing and offers you hands-on experience with the application.

Deliverables

At the end of the day, you will learn how to:

1. Import your **contact data** into the application.
2. Create a **marketing segment** that organizes contacts from your database into logical groups.
3. Create a **marketing email** with the application's configurable templates, reusable content blocks, and design tools.
4. Create a simple **customer journey** that sends a marketing email to all members of a segment and records interactions such as message opens and link clicks.
5. Create a **landing page** with a form that collects information from new contacts and stores it directly in your organizational database.



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