Netways

Innov8 for Marketing

Your Digital Transformation Partner

Innov**8** For Marketing

Orchestrate a personalized workshop across all touchpoints to strengthen relationships, earn loyalty and adapt faster with our certified professionals

Problem

Weakness in the marketing strategies, lack of lead generation and management, fragmented social channels, lack of insights and unorganized event lifecycle. In addition to facing difficulties to adapt on Dynamics 365 Marketing.

Target

Provide help & guidance through a 10 days workshop regarding all the Marketing module features and capabilities

Capabilities

- A quick adoption to dynamics 365 marketing to be able to Engage with customers in real-time,
- Personalize customer experiences with AI and
- Build seamless experiences through collaboration
- Win customers and earn loyalty faster

Workshop

Day 1:   Identify the business needs to adapt the customer journeys with the best accurate way

Day 2:   Identify the marketing emails needed to give the best email creation approach

Day 3:   Identify the segments needed and their usage

Day 4:   Configuration of social media channels based on the needs

Day 5:   Identify the event lifecycle based on the customer's business to suggest the best approach

Day 6:   Identify the triggers needed and the journeys in real-time marketing

Day 7:   Identify the lead generation process from (events, forms, websites, emails, etc.)

Day 8:   Understanding of the insights generated with the ability to extend and enhance the user experience

Day 9:   Solution demonstration on a high level

Day 10 :   Providing the relevant proposal for the discussed solution including our support and policies through our center of excellence

Features

- **Customer Journeys**
- **Marketing E-mails**
- **Segmentation**
- **Social Posts**
- **Event Management**
- **Real-time Marketing**
- **Lead Management**
- **Insights**

Output

The output of Netways INNOV8 for Marketing is a blueprint outlining the digital transformation roadmap that can be adopted by leveraging Dynamics 365 Marketing capabilities and features.

Ability to segment

- Contacts
- Entities
- Leads
- Accounts
- Events
- Marketing Lists
- Social profiles

Ability to initiate marketing emails & track their insights

- Designer
- Personalized emails
- Share content

Ability to set up social media posts

- Schedule social media posts
- Track post insights

Ability to manage event's lifecycle

- Plan
- Execute
- Follow up

Ability to set up customer journeys

- Identify the target segment
- Create an activity that addresses the segment

Thank You

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