



Netways offers consultancy and professional services covering Microsoft Dynamics 365, our offerings help enterprises in their digital transformation and digital adoption journey.

Netways INNOV8 for Marketing is one of our practices that covers 8 domains (Customer journeys, marketing emails, segmentation, social posts, event management, Real-time Marketing, Lead Generation, Insights).

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.

Estimated **workshop** timeframe **10 days**

Following the Agenda and Domains list of this 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