



Dynamics Marketing: Fast Start Implementation

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Explore how Microsoft Dynamics 365 Marketing platform can improve and personalized messages and closer relation with your customer with a 2 week Proof of Concept

Pre-workshop

Our team will start with understanding about your business challenges related to visibility, control and decision making, and KPIs which are measured and needs to be measured. We will start with a set of questionnaires and do a quick Data Maturity Assessment to understand data maturity and identify any gaps This will also contain **demo** of Dynamics Marketing

Analyze:

We will work with your **teams** to understand your **requirement** that needs to be integrated to produce relevant KPIs, segments and measures.

Configure and Develop:

We will configure and define your marketing segment, email template, landing page and designed and execute sample of your customer journey, The goal is to provide actionable and **critical information in the constraint of limited time**. Our team will present this POC to your core team members after the Configuration is Done.

Post-Engagement

Present a summary of POC with recommendations of next steps with phased roadmap to implement Customer

Resources will include a Technical Architect and a Business Analyst

Target Audience:

- ☐ IT Business Heads
- ☐ Marketing and Business Analyst
- ☐ Technical Architects

Day 1–2 (Analysis)

- ☐ Dynamics Marketing In A Day
- ☐ Understand business requirements (workshop)

Day 3–6 (Setup)

- ☐ Set up and configure a Dynamics Marketing for your organization (Sandbox Environment)
- ☐ Onboard and configure initial data sources
- ☐ Map, match, and enrich data points to create customer profiles

Day 6–10 (KPI and Measure Implementation)

- ☐ Implement KPIs and measures using the above configured data points



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