



Key Benefits of Microsoft Dynamics 365 for Sales and Marketing

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Key benefits of Dynamics 365 For Sales and Marketing

Sales and marketing have a common goal – to drive sales and revenue growth. This is why businesses should make it a priority to align sales and marketing activities.


With Microsoft Dynamics 365 Marketing organizations can:

- **Enhance customer engagement with better coordination.** Microsoft Dynamics 365 Marketing enables the marketing teams to build customized nurture programs and out-of-the-box customer journey templates, making campaign execution easy and hassle-free. The sales teams gain real-time visibility of the customer's activities and understand when they visit landing pages or open certain mails, helping in timely and focused customer engagement.
- **Drive focused targeting and prioritize leads.** The marketing team can gain a comprehensive understanding of the customer's behavior and deliver valuable insights to the sales teams. These insights can be used to tailor and create better campaigns.

Microsoft Dynamics 365 Marketing comes with a segmentation capability that helps the marketing team filter and target customers based on their behavior/journey. And as different segments behave in different ways, marketing and sales can team up to apply multiple lead scoring models to prioritize leads who are ready to buy.

- **Increase the number of leads and revenue generation from marketing.** Marketing teams are expected to deliver leads and the sales teams are always pressurized to close these to the greatest extent possible.

Microsoft Dynamics 365 Marketing uses a sophisticated web tracking technology to identify anonymous visitors and track them until they become known by way of a marketing page form submission. This contact's activity is then tracked and can be accessed by the sales and teams to convert this to a lead and later a customer.



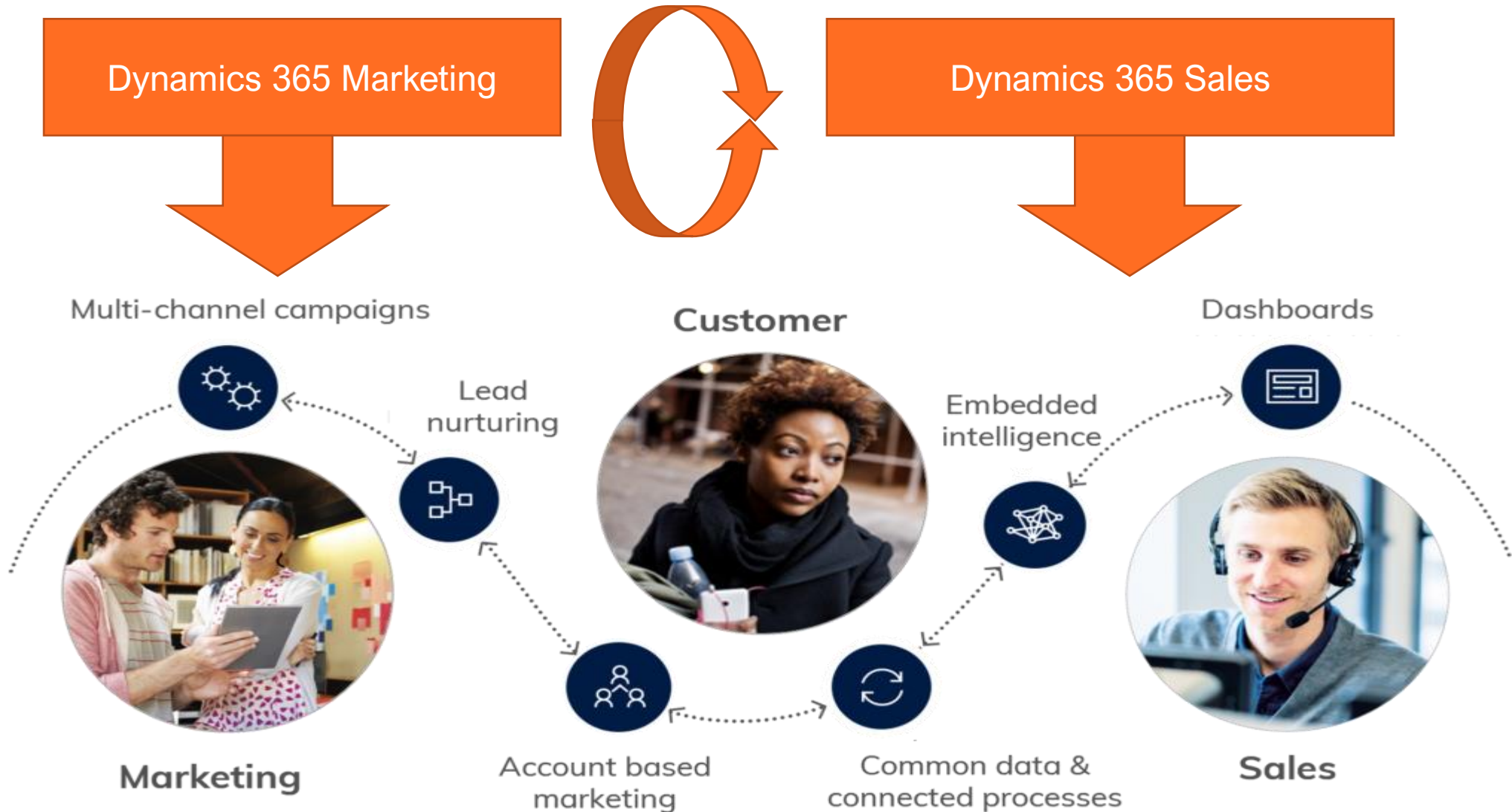
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A significant part of effectively managing the sales process lies in finding, qualifying, and nurturing leads up to the buying stage. Dynamics 365 for sales allows businesses to establish strong relationships with customers, make informed decisions based on insights, and quickly close sales. The software also assists in keeping track of contacts and accounts, create sales collateral, and nurture sales from beginning to end.

Dynamics 365 is a user-friendly CRM system that offers relevant features to a business's sales objectives. The following are a few benefits that make Dynamics 365 the sales-software of choice:



D365 Marketing & D365 For Sales Integration -Overview



Dynamics 365 For Sales – Features



Dynamics 365 Marketing – Features

Multi-channel campaigns

Email marketing with A/B testing and Send Now

Landing pages, forms and website personalization

Reusable content blocks and videos

LinkedIn and social integration

Marketing support *

Marketing calendar

Communication

Customer journey designer

Dynamics Customer Insights integration*

Dynamic segmentation and multiple lead scoring

Account based marketing (ABM)

Automated business process flows

Event management

Webinars integration

Events portal

Sessions, speaker and venue management

Registration and attendance tracking

QR codes and wait listing*

Insights and reporting

360-degree view of leads

Customer Interactions insights

Surveys with Microsoft Form Pro*

Custom analytics

Unified platform

Integration with content management systems

Sales integration

Easier set up

Approvals with Microsoft Power Automate*

Extensibility for campaigns and segments

AI capabilities

Smart scheduling

Segment boost

Spam score