

MB - 220 : Configure settings and core functionality in Dynamics **365 for Marketing**

Course Outline

Module 1: Marketing Application Configuration

- Configure advanced settings
- Manage marketing content and templates
- Manage LinkedIn and Power BI integrations

Module 2: Leads

- Create and manage leads
- Assess Sales Readiness

Module 3: Marketing Forms and Pages

- Create marketing forms
- Create marketing pages
- Manage internet marketing

Module 4: Segments and Lists

- Configure static and dynamic segments
- Create a subscription list
- Set up a subscription center page
- Set up and enable a double opt-in process

Module 5: Marketing Emails

- Create Email Message

Module 6: Customer Journeys

- Create customer journeys

Module 7: Insights

- Marketing insights
- Customer insights
- Marketing execution insights
- Lead management insights
- Internet marketing insights