

80290—Marketing Automation in



This course introduces you on how to use Microsoft Dynamics CRM to extend the effectiveness of your marketing department and provides context of how to use things such as marketing campaigns, marketing lists, and campaign templates in Microsoft Dynamics CRM. It also discusses the role of campaign activities and marketing lists in campaigns and discusses how to associate sales literature, target products and price lists with marketing campaigns.

Event Goals:

- Examine the benefits of closed loop marketing
- Create and use marketing lists
- Introduce quick campaigns and marketing campaigns
- Plan marketing campaigns and create and use templates
- Import leads
- Associate sales literature, target products and price lists with marketing campaigns
- Capture and manage campaign responses
- Create and manage sales goals for individuals and teams within your organization
- Use Personal Charts, System Charts, and Dashboards to analyze marketing information

Event Prerequisites:

Experience in these areas is required

- General working knowledge of customer relationship management
- General understanding of business processes
- General working knowledge of Microsoft Windows

Number of Days: 1

Accepted Payment Methods: Check, Visa, MasterCard, American Express

Prices: *Online*—\$450