



Dynamics CRM Marketing Automation

Agenda

Curriculum Highlights:

- Microsoft Dynamics CRM Concepts
- Microsoft Dynamics CRM Client for Outlook
- Marketing Automation Life Cycle
- Planning Marketing Campaigns
- Campaign Creation
- Campaign Execution and Response Management

Synopsis:

This one day course explores the Microsoft CRM application from a user's perspective. Application functionality covered in the course includes Core CRM Navigation, User Interface, Outlook Client, and the Marketing Automation module. This course teaches the processes and functionality used by marketing managers and marketing representatives.

By actively participating in this class, you should learn:

- Basic and advanced navigation and record maintenance
- Microsoft Dynamics CRM Client for Outlook functionality and synchronization
- Planning and budgeting tasks related to marketing campaigns
- To create and manage customer lists
- To create marketing campaigns
- To manage campaigns and track campaign responses

Who Should Attend?

This class is targeted toward marketing representatives, administrators, office managers, CEO's, and consultants who need to understand the technical aspects of Microsoft Dynamics CRM and gain foundational knowledge of the application functionality