

Dynamics 365 Marketing

Dynamics 365 Marketing is a marketing automation solution that can help personalize customer experiences to increase demand.



“Even prior to the pandemic, 92% of companies thought their business models would need to change given digitization.”

[McKinsey](#)

Key benefits – Personalize buyer experiences

Orchestrate customer journeys

Generate and nurture more sales-ready leads by running targeted, multi-channel campaigns. Personalize customer journeys to build rewarding business relationships.

Align sales and marketing

Create seamless customer experiences through marketing automation, shared data, and connected processes with [Dynamics 365 Sales](#).

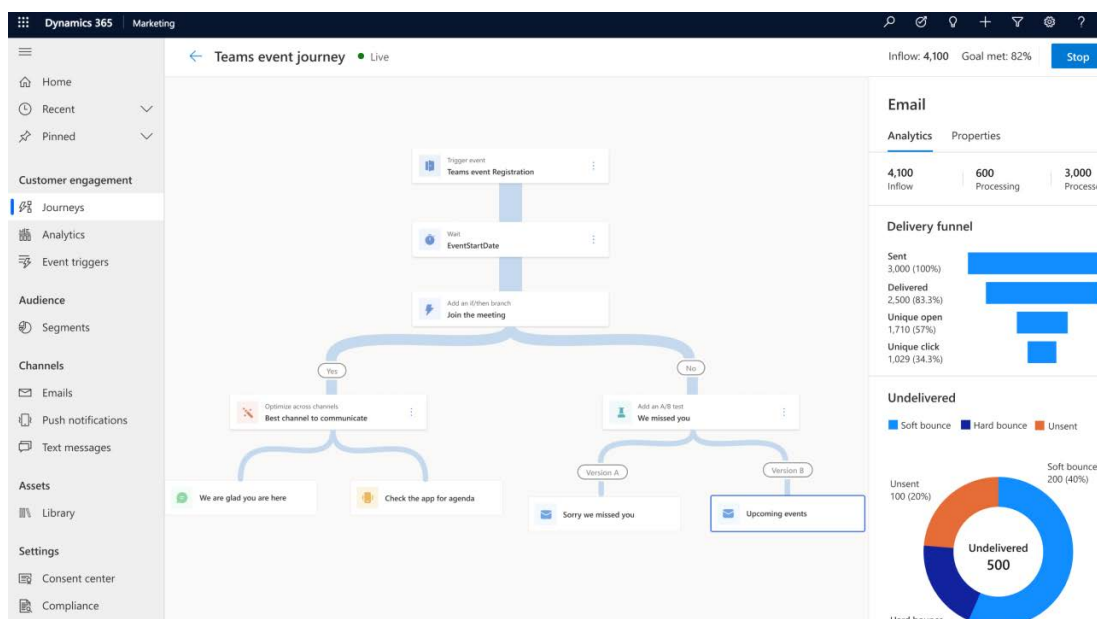
Make informed decisions

Improve automated marketing performance with AI-driven insights, lead scoring, and custom dashboards. Target the right audience using integration with [Dynamics 365 Customer Insights](#).

Grow with an automated platform

Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use. Automate processes with either built-in workflows or create new ones with [Microsoft Power Automate](#).

Key capabilities



Dynamics 365 Marketing Feature summary					
Key capabilities					
Multi-channel campaigns	Lead nurturing	Event management	Insights and reporting	Unified platform	AI capabilities
Email marketing with A/B testing and Send Now	Customer journey orchestration	Webinars with Microsoft Teams or ON24	Customer Interactions Insights	Integration with content management systems	Automated scheduling
Landing pages, forms and website personalization	Dynamics 365 Customer Insights integration	Easy to use and manage events portal	360-degree view of customers	Sales integration and collaboration	Spam score
Reusable content blocks and videos	Hand-off sales-ready leads	Sessions, speaker, and venue management	Surveys with Microsoft Customer Voice	Easier set up	Natural language for targeted segments
Social posting	Multiple lead scoring	Registration and attendance tracking	Social media posts analytics	Approvals with Microsoft Power Automate	
Marketing support for Business units	Account-based marketing	Easy data collection and expanded entity options	Advanced and custom analytics with Power BI	Extensibility for campaigns and segments	
Marketing calendar					

Multi-channel campaigns

Attract the right prospects with marketing automation that combines email marketing, web pages, events, [SMS integration](#), and custom channels to help you create more effective campaigns.

Customer journeys

Control the design and impact of personalized customer journeys to increase customer engagement. Manage time-sensitive emails. Track relationships between customer journeys and marketing entities such as segments, email, forms, and more.

Lead management

Set up rules to target the right audience for your campaigns. Guide your buyers' journey based on their behavior during campaigns to make your company more relevant at every step. Set up multiple lead scoring models to prioritize leads who are ready to buy.

Account-based marketing

Enables sales and marketing to target specific accounts that are most likely to generate the largest revenue. Orchestrate the customer journey for account level leads with personalized content and nurture activities to maximize revenue.

Event management

Attract more event attendees and improve event experiences with an easy-to-use portal to manage webinars, improved session registration, QR codes and wait listing.

LinkedIn integration

Target matched audiences, nurture sales-ready leads, and see how people are interacting with your marketing initiatives on LinkedIn. Use [Dynamics 365 Connector for](#)

Marketing insights

Gain marketing insights with out-of-the-box dashboards and marketing analyzers – or build your own custom dashboards. Use integration with Microsoft [Dynamics 365 Customer Insights](#) to enrich customer data and target the right audience for your marketing activities. Use interaction insights to refine the customer journey.

AI capabilities

Marketing features like automated scheduling, and spam scores help you improve email open rates.

Invest with confidence

Rely on the Microsoft cloud platform to reduce the cost and complexity of operating a global infrastructure and trust our state-of-the-art datacenters to safeguard your data.

Single view of the customer

Share one source of information about contacts, leads, and customers to deliver a connected experience across the customer journey with Microsoft [Dynamics 365 Sales](#).

Marketing Content

Create relevant content for more impactful, personalized experiences. Features like configurable templates, reusable content blocks, and integration with various content management systems make it easier to customize customer journeys based on their engagement.

Layout editor enhancements

Continuing to make the app easier to use, the visual email designer now provides a layout editor for designing multi-column layouts.

Approvals with Microsoft Power Automate

[Microsoft Power Automate](#) provides the flexibility required for easy customization by business users, makers, or partners.

Marketing support for business units

Supports access to contact records, display of segment members, access to contact insights, availability of email templates, and more.

Easy set up for subscription lists

You can work end-to-end with subscription lists throughout the marketing lifecycle. Manage lists directly from [Dynamics 365 Marketing](#).

Extend and connect

Integrate with third-party content management systems (CMS) to help manage and host your online content. Use Dynamics 365 APIs or tools like [Microsoft Power Automate](#) to connect with external services to manage customer journeys.

Surveys with Microsoft Customer Voice

Surveys based on [Microsoft Customer Voice](#) bring a rich set of capabilities for inquiring about your customers' needs

Send Now

Send out a quick email blast to a target audience without

Dynamics 365

Microsoft Dynamics 365 is the next generation of intelligent business applications, helping organizations engage customers, empower employees, optimize operations and find new ways to provide value to their customers.

Unify your business—from data to people to processes—with modern, intelligent business applications that adapt to your changing needs.

Aligning marketing and sales

Dynamics 365 Marketing provides your business a 360-degree view of customer interactions. This helps align sales and marketing operations with common information, connected business process and Microsoft 365 for collaboration. This will help businesses connect sales and marketing to further increase demand and close more deals.

For more information, visit: <https://enterprise.lookinnovative.com>