

Microsoft Dynamics CRM Marketing Course

Course Objectives

The objective of this course is to familiarise marketing professionals with the tools available in Microsoft Dynamics CRM to carry out successful marketing campaigns.

Course Format

- Working with CRM campaigns and quick campaigns
- Tracking budgets, including campaign tracking
- Creating and using marketing Dashboards
- Setting campaign goals and measuring progress
- Applying marketing automation including lead routing.

Course Pre Requisites

Before attending this course, users must have the following pre-requisites:

- General working knowledge of customer relationship management
- General understanding of marketing business processes.

Course Timings

This course is a one day session.