



MICROSOFT TRAINING

Microsoft Dynamics 365 Marketing Training Course

Master Microsoft Dynamics 365 Marketing to create targeted campaigns, automate customer journeys, and drive engagement effectively.

DURATION

32 Hours

LEVEL

Intermediate

FORMAT

Instructor-Led

-
- Globally Recognized Certification
 - Expert-Led Hands-On Training
 - Flexible Scheduling

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COURSE OVERVIEW

The Microsoft Dynamics 365 Marketing Training Course from Computer Pride offers a comprehensive deep dive into leveraging this powerful platform to revolutionize your organization's marketing efforts. This intermediate-level course is meticulously designed to equip marketing professionals, business analysts, and IT specialists with the expertise needed to plan, execute, and analyze sophisticated digital marketing campaigns. You will gain hands-on experience with core technologies such as customer journey automation, email marketing, event management, lead scoring, and social media integration, all within the robust Dynamics 365 ecosystem. This training empowers you to build highly personalized customer experiences, streamline marketing operations, and drive measurable business growth.

Upon completion, participants will be proficient in using Dynamics 365 Marketing to create compelling customer segments, design multi-channel customer journeys, manage events from registration to follow-up, and implement effective lead nurturing strategies. The professional benefits are immense, including enhanced career prospects in a rapidly evolving digital landscape, the ability to directly contribute to increased marketing ROI, and the skill to make data-driven decisions that optimize campaign performance. You will emerge as a valuable asset capable of transforming raw data into actionable insights and turning prospects into loyal customers.

Duration	32 Hours
Level	Intermediate
Vendor	Microsoft

COURSE CURRICULUM

01 Module 1: Introduction to Dynamics 365 Marketing

- Overview of Dynamics 365 Marketing capabilities and modules
- Understanding the customer lifecycle in D365 Marketing
- Navigating the user interface and key settings
- Integration with other Dynamics 365 apps and Power Platform
- Data model and foundational marketing concepts

02 Module 2: Segmentation, Lists, and Compliance

- Creating dynamic and static customer segments
- Managing marketing lists and subscription centers
- Data import, export, and synchronization
- Consent management, GDPR, and data privacy best practices
- Audience profiling and targeting strategies

03 Module 3: Designing Customer Journeys and Email Marketing

- Building automated, multi-channel customer journeys
- Creating and sending engaging marketing emails
- Designing email templates, content blocks, and personalization
- A/B testing for email campaigns and journey paths
- Conditional branching and advanced journey orchestration

04 Module 4: Event Management and Lead Nurturing

- Planning and managing events (webinars, conferences, physical events)
- Speaker, venue, and logistics management
- Creating registration forms and attendee management

- Implementing lead scoring and grading models
- Integrating marketing leads with sales processes and CRM

05 Module 5: Social Media, Surveys, and Analytics

- Social media publishing and monitoring within D365 Marketing
- Creating and analyzing customer feedback surveys
- Reporting, dashboards, and marketing insights
- Utilizing AI-driven analytics for campaign optimization
- Tracking marketing ROI and key performance indicators

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Dynamics 365 Marketing Specialist**
- > **Marketing Automation Consultant**
- > **Digital Campaign Manager (utilizing Microsoft Dynamics 365)**

FREQUENTLY ASKED QUESTIONS

Q: What specific prerequisites are recommended for individuals looking to enroll in this Microsoft Dynamics 365 Marketing Training Course?

While there are no strict technical prerequisites, a foundational understanding of digital marketing principles, familiarity with CRM concepts, and general computer proficiency will greatly enhance your learning experience. No prior hands-on experience with Microsoft Dynamics 365 is required, as the course covers core functionalities from the ground up.

Q: How will mastering Microsoft Dynamics 365 Marketing specifically impact my career trajectory in the digital marketing landscape?

Proficiency in Microsoft Dynamics 365 Marketing positions you as a highly skilled professional capable of orchestrating sophisticated, data-driven marketing campaigns. This expertise is in high demand, enabling career advancement into specialized roles such as Marketing Automation Specialist, Dynamics 365 Marketing Consultant, or Digital Campaign Manager, where you'll drive customer engagement, optimize lead generation, and directly contribute to business growth using an industry-leading platform.

Q: Beyond basic campaign creation, what advanced functionalities of Dynamics 365 Marketing will I be proficient in after completing this training?

Upon course completion, you will be proficient in advanced features such as designing multi-channel customer journeys with complex conditional logic, implementing sophisticated lead scoring and grading models, leveraging AI-driven insights for real-time campaign optimization, managing end-to-end event lifecycles, and creating highly personalized marketing content at scale using dynamic segmentation and content blocks.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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