

1 Days

Marketing Automation in Microsoft Dynamics CRM 2011

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.

Course Details

Course Outline

Module 1: Introduction

- This module 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.

Module 2: Implementing and Managing Marketing Campaigns

- This module discusses the role of campaign activities and marketing lists in campaigns. It also discusses how to associate sales literature, target products and price lists with marketing campaigns.

Module 3: Analysis, Reporting and Goals

- This module discusses the built-in marketing reports that can be used to review campaign performance and compare campaigns. It also explains how to create and manage sales goals within the organization.

Who Should Attend

This course is designed for new partners and customers of Microsoft Dynamics CRM that want to learn about the available marketing features in the Microsoft Dynamics CRM product.

Pre Requisite

Before attending this course, applicants must have:

1. General working knowledge of customer relationship management
2. General understanding of business processes
3. General working knowledge of Microsoft Windows.

Exams

Microsoft Certified Professional (MCP) []

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