



MFE-IT

Reference: SM/EN/MB220

Microsoft Dynamics 365 Marketing Training Course (MB-220)

Customer Insights – Journeys: Personalised Customer
Experiences at Scale

Duration: 3 Days | Hours: 21 h

Remote · Sessions guaranteed from 1 registrant · 60% hands-on practice

DESCRIPTION

Microsoft Dynamics 365 Marketing — now part of Customer Insights – Journeys — is Microsoft's marketing automation and customer engagement platform. It allows you to design personalised customer journeys, manage multi-channel campaigns and analyse marketing performance at scale, all integrated with the broader Dynamics 365 ecosystem.

This comprehensive training course is designed for digital marketing and CRM professionals. Master the key features of Dynamics 365 Marketing: customer journeys, segmentation, lead scoring, multi-channel campaigns and analytics. The training reflects the modern Customer Insights branding while keeping the MB-220 certification scope as a backbone.

LEARNING OBJECTIVES

By the end of this training course, participants will be able to:

- Master the key features of Dynamics 365 Marketing / Customer Insights – Journeys
- Design and automate personalised omnichannel campaigns
- Manage segments, leads, customer journeys and engagement scores
- Analyse marketing performance with targeted KPIs
- Configure the marketing environment according to Microsoft best practices

PREREQUISITES

- Basic knowledge of marketing processes (B2B / B2C)
- Experience with Dynamics 365 or another CRM solution is desirable
- Proficiency with web tools, marketing automation, email marketing or CMS

Because each participant is unique, a personalised interview is systematically organised in advance with our expert to design a training programme perfectly aligned with their objectives, level and professional challenges.

TARGET AUDIENCE

IT and marketing professionals who wish to master Dynamics 365 Marketing and Customer Insights – Journeys.

DETAILED PROGRAMME

The training alternates between theoretical input and hands-on practice (approximately 60% of the time). Modules are built around practical exercises based on real-world business use cases.

Module 1 – Introduction to Dynamics 365 Marketing

- Architecture and use cases
- Integration with Dynamics 365 (Sales, Customer Insights – Data)
- Transition from MB-220 to Customer Insights – Journeys

Module 2 – Marketing Environment Configuration

- Initial configuration and user management
- Domains, authentication and deliverability
- Integration with Customer Voice and other applications

Module 3 – Segmentation, Contact and Lead Management

- Dynamic and static segments
- Lead qualification and scoring rules
- Progression through the marketing funnel

Module 4 – Creation of Campaigns and Customer Journeys

- Email design and landing pages
- Forms and engagement capture
- Multi-channel automated journeys with branching logic

Module 5 – Events, Webinars and Interactive Marketing

- Organising physical and online events
- Integration with Microsoft Teams Webinar
- Participant tracking and engagement scoring

Module 6 – Analytics and Reporting

- Dashboards and key marketing KPIs
- Behavioural insights and engagement metrics
- A/B testing and continuous optimisation

TEACHING METHODS

Format and Delivery

The training is delivered remotely via an interactive virtual classroom. It can also be delivered on-site, with content customised to match the needs of your professional project. The theory/practice split is approximately 40%/60%.

MFE-IT Ultra-Personalised Format

Each session accommodates between 1 and 3 participants, ensuring highly individualised support. A preliminary interview allows us to tailor the content to each participant's profile. Inter-company sessions are guaranteed from just 1 registrant (except in cases of force majeure).

Skills Assessment

Throughout the training, the trainer assesses participant progress through multiple-choice questions, role-playing exercises and hands-on work. At the end, a certificate of achievement is issued to each participant.

Post-Training Support

For one month following the training, each participant can contact MFE-IT trainers with questions about implementing acquired knowledge. A response is provided by email or telephone within 48 working hours.

Accessibility

MFE-IT is committed to welcoming people with disabilities. Contact: contact@mfe-it.com.

PRACTICAL INFORMATION

Trainer Resources

- Structured demonstrations aligned with the detailed programme
- Exercise briefs and solutions throughout the training
- A ready-to-use technical environment for practical workshops
- Trainer validation of acquired knowledge at the end of each workshop
- Digital reference documents

Certification and Validation

At the end of the training, a certificate is sent by email specifying the objectives, nature, duration and assessment results. A completion certificate can also be provided on request.

Benefits for Participants

- Train from your workplace or home, with no travel required
- Benefit from an expert trainer-consultant on the subject
- Enjoy an ultra-personalised format (1 to 3 participants)
- Continue training even in the event of unforeseen circumstances

Benefits for the Organisation

- Optimise the training budget by reducing travel and accommodation costs
- Offer quality training to all employees, regardless of location
- Reduce absence time linked to travel
- Support team upskilling in all contexts