



Microsoft Dynamics 365 for Marketing

Dynamics 365 for Marketing is a marketing automation solution that can help turn prospects into business relationships.

“Marketing automation drives a 14.5% increase in sales productivity and a 12.2% reduction in marketing overhead.”

www.cmo.com

Key Benefits

NURTURE MORE SALE-READY LEADS

Find and nurture more leads across multiple channels and turn them into long-term, profitable relationships.

ALIGN SALES AND MARKETING

Share information and processes across teams. Use common information about leads across your business to ensure sales and marketing have the latest data.

MAKE SMARTER DECISIONS

Maximize marketing ROI with clear, concise dashboards that help you track marketing activities versus performance, prioritize the hottest leads, and know what works with your best customers.

GROW WITH A MODERN, ADAPTABLE PLATFORM

Drive innovation with an application that is easy to tailor, extend, and connect to other apps and services you already use.

Key Capabilities





MULTI-CHANNEL CAMPAIGNS

Attract the best leads, and nurture leads gained from email marketing, landing pages, events, phone calls, LinkedIn and custom channels. Customizable templates and design tools for emails, landing pages and buyers journey help you create campaign content easily.

ACCOUNT-BASED MARKETING

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

LINKEDIN AND SOCIAL INTEGRATION

Use Dynamics 365 Connector for LinkedIn Lead Gen Forms to target matched audiences, nurture leads, and create a buyer's journey based on LinkedIn content and interactions. Use Dynamics 365 AI for Market Insights to engage with more prospects and customers across additional social channels.

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.

EVENT MANAGEMENT

Attract more event attendees and improve event experiences with an easy-to-use portal to manage webinars and in-person events.

MARKETING CALENDAR

Easily set up and view campaigns with marketing calendars showing campaign timelines and activities. Also use familiar Office 365 tools for collaboration with colleagues, leads, and customers.

MARKETING INSIGHTS

Use out of box dashboards and marketing analyzers to quickly gain insights or build custom dashboards to analyze campaign performance. Use real time interactions to get inline insights to refine the buyer's journey. Gather social insights such as mentions, analytics and sentiment for phrases relevant to your campaigns.

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.

What makes Dynamics 365 unique is that it harnesses the power of One Microsoft. Data has become the new currency, and organizations create and have access to more of it, and faster than ever before.

Connected Sales and Marketing

Dynamics 365 for 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 Office 365 for collaboration. This will help businesses connect sales and marketing to further increase demand and close more deals.

For more information, visit: <https://dynamics.microsoft.com/en-us/marketing/overview/>