



Microsoft Dynamics 365 Marketing

Capabilities



Create and nurture leads

Run multichannel campaigns

Use email marketing, web landing pages, events, SMS integration, phone calls, and custom channels to attract the right prospects.

Personalise buyer experiences

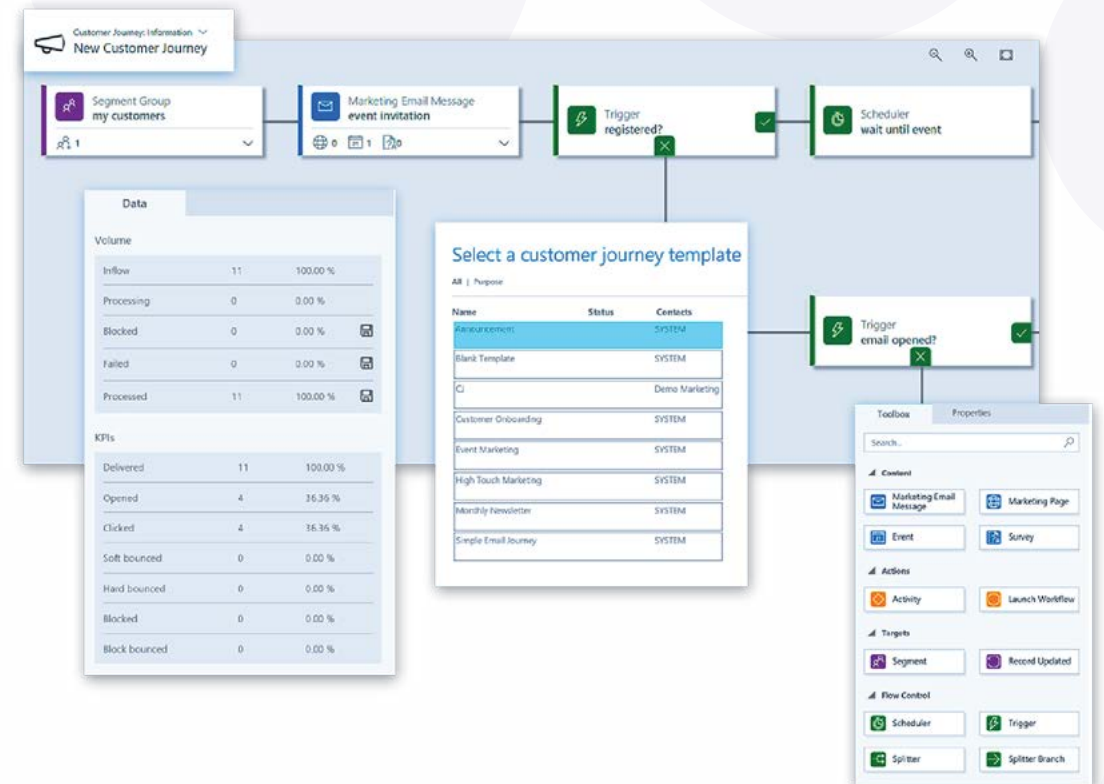
Use configurable templates, reusable content blocks, design tools, and Microsoft Stream videos to prepare content and set up customer journeys based upon their engagement.

Nurture leads using LinkedIn

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.

Simplify event management

Organise in-person and digital events with an events portal to manage registrations, sessions, speakers and venue logistics. Use integration with ON24 or other webinar providers for digital events.



Align sales and marketing

Create one view of the customer

Share one source of information about contacts, leads, and customers to deliver consistent results across the buyer's journey with Microsoft Dynamics 365 for Sales.

Close more deals with account-based marketing

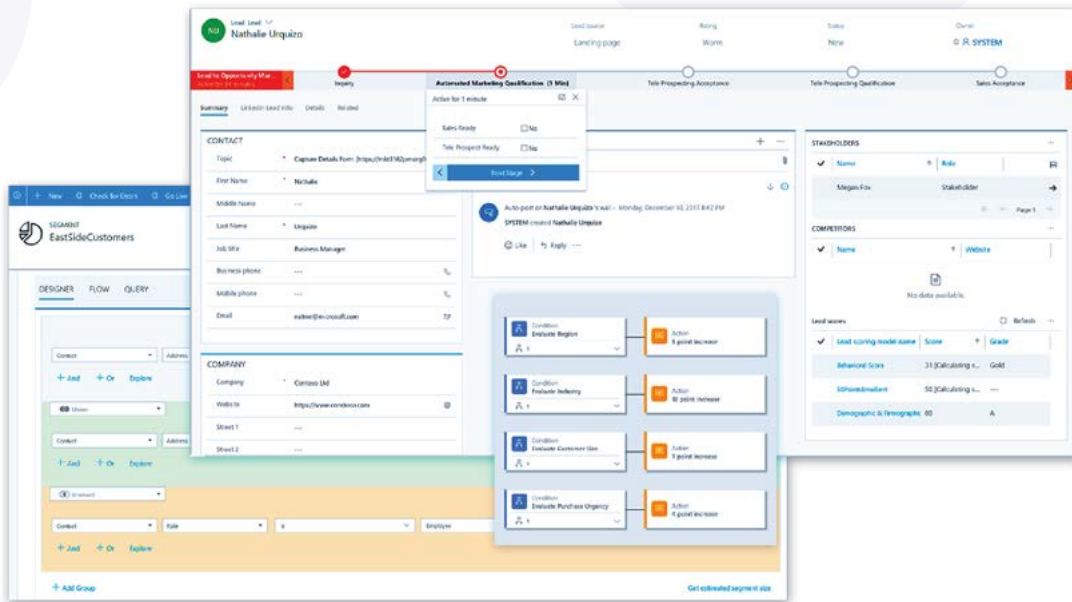
Enable your sales and marketing efforts to target accounts most likely to generate the largest revenue. Orchestrate the buyer's journey for account-level leads with personalised content, and nurture activities to Maximise revenue.

Track prospect throughout their journey

Prioritise leads ready for sales engagement with multiple lead scoring models and sales readiness grades. Move prospects more efficiently through the marketing and sales funnel with automated workflows to hand off sales-ready leads and drive follow ups.

Increase productivity

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.



Make smarter decisions

Gain marketing insights

Use out-of-the-box dashboards, marketing analysers, and get real-time interactions to quickly gain insights. Also build custom dashboards to analyse performance.

Focus on top priorities

Use embedded intelligence like dynamic segmentation to target the right audience, multiple lead scoring models to prioritise leads, and customer interactions insights to personalise engagement.

Monitor multiple marketing channels

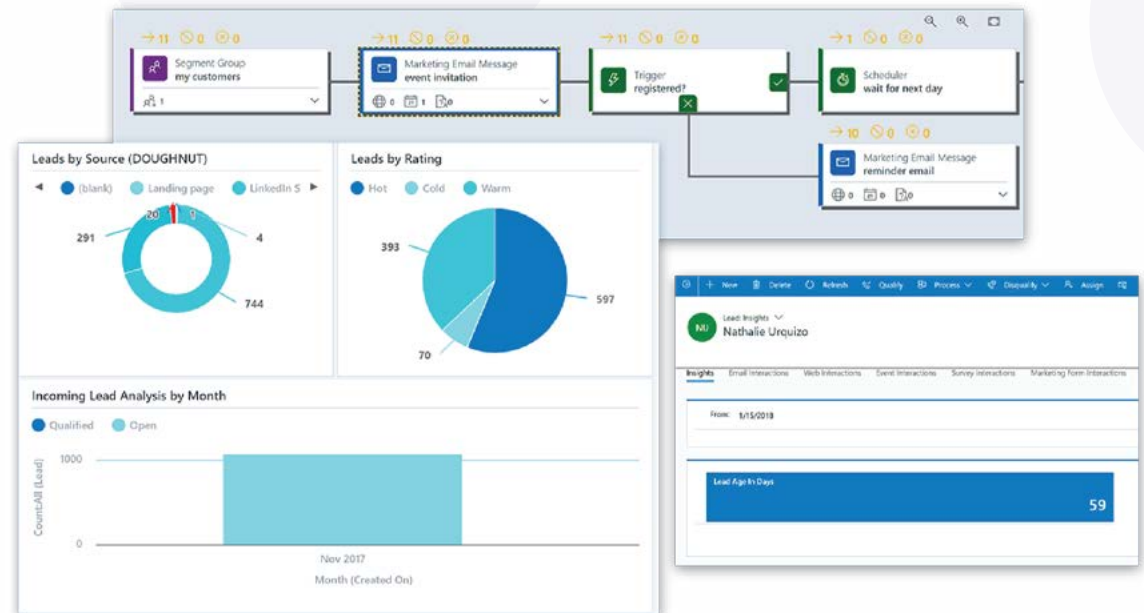
Use Dynamics 365 AI for Market Insights to bring together insights from events, emails, and landing pages, as well as social listening data from various social media platforms.

Improve social engagement

Use social insights to gain competitive intelligence, measure, and manage your brand reputation.

Survey customers

Conduct online surveys to better understand your customer needs and apply learning to your marketing investments.



Innovate with a modern and adaptable marketing and sales software platform

Adapt quickly

Accelerate time to market and adapt the application to your needs with no-code visual editors and tools that make it easy to build and deploy web and mobile apps.

Extend and connect

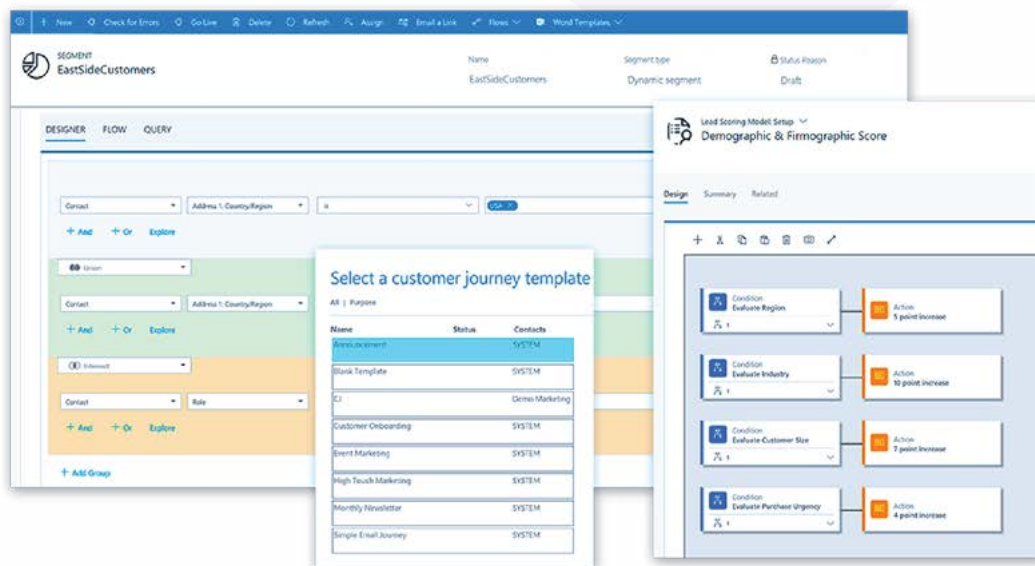
Automate processes across Dynamics 365 applications and third-party systems for better service engagement experiences

Invest with confidence

Rely on the Microsoft cloud platform to reduce the cost and complexity of operating a global infrastructure and trust our state-of-the-art datacenters to safeguard your data.

Drive innovation

Transform your customer interactions with deep insights provided by artificial intelligence that guide your teams to the right business outcomes.





Find out more about **Microsoft Dynamics 365**

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