

UNLOCK YOUR CUSTOMER DATA

CRM & POWER PLATFORM CUSTOMER DAY 2023

Dynamics 365 Marketing
should be the hub of all
your activities



Hi!
We're Zak & Ellie

What we'll cover

Overview

1. Real-time vs Outbound
2. Personalization & Conditional Content
3. Trigger Based Journeys
4. Text message integration
5. Insights
6. The future



Real time vs Outbound

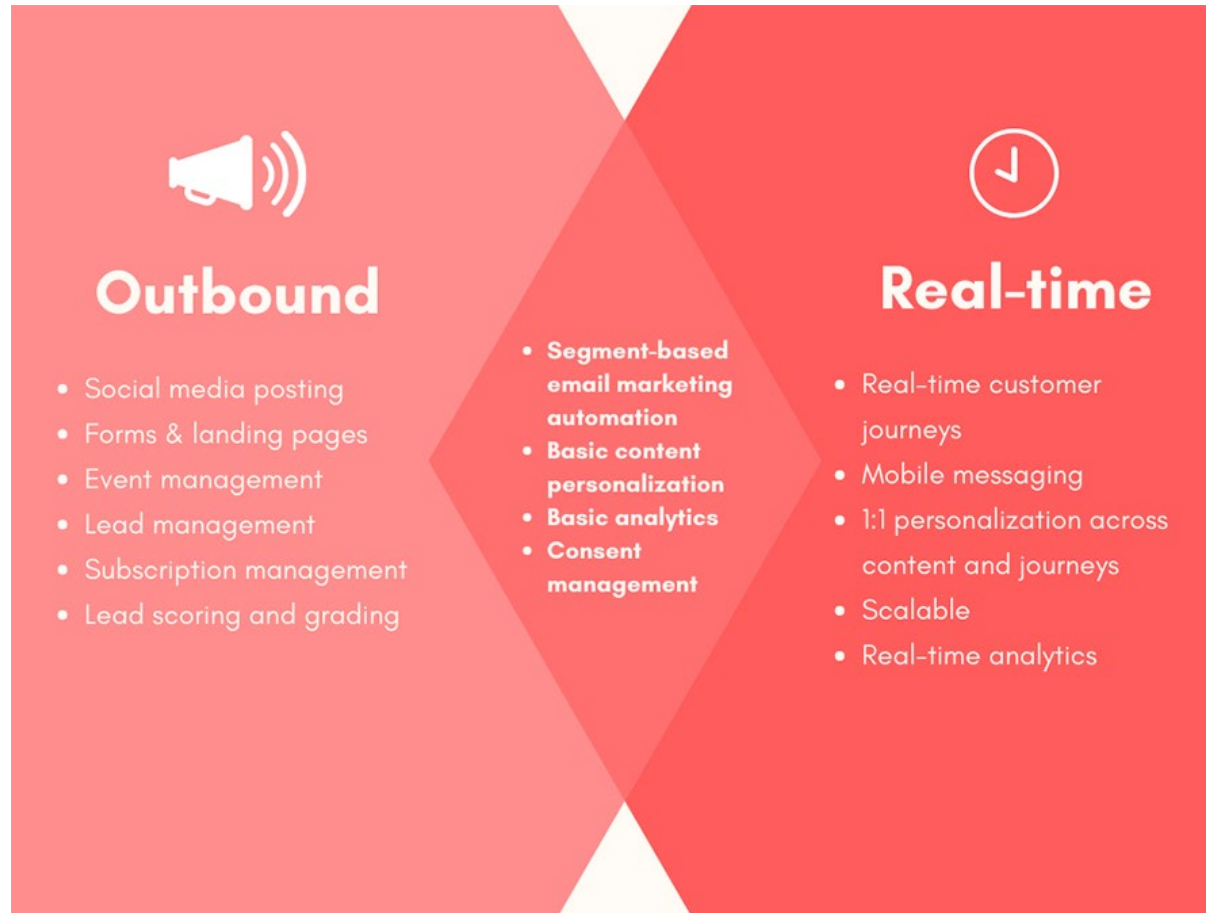
- Outbound Marketing is any kind of marketing where a company initiates the conversation and sends out a message to the audience
- Outbound is the foundation of Dynamics 365 Marketing and targeted at B2B Marketing automation
- There are a number of features including Emails, Forms, Lead Scoring Models, Event Management
- “As real-time evolves, almost all of the current capabilities and features of Outbound will become available in Real-time.”

Real time vs Outbound

Real-time Marketing

- “You should utilize real-time marketing over outbound unless there is a dependency or feature not yet addressed.”
- Real-time is where all of Microsoft’s focus is for this product
- Real-time allows you to trigger customer journeys in ‘real-time.’ e.g. Somebody buys your product, automatically send a personalised interaction to them
- Grow your Marketing effort with a platform that isn’t going anywhere. Monthly automatic enhancements.

Real time vs Outbound



What's the benefit to my business if I improve our marketing software?

"Not only have we managed to get to grips with the tool quickly, but our first event and comms managed through the tool has led to a sizeable sale, and an opportunity to obtain a new strategic partnership for the business. We are very impressed with how the App has delivered success so quickly for us at a much lower cost than our previous solution with better analysis."

Great marketing makes customers aware of your products or services and impacts their buying decision.

Outdated marketing will waste more time, can be more expensive and your analysis won't be as useful.

OK. Enough PowerPoint.

Let's have a look at Real-time Marketing

- Personalization & Conditional Content
- Trigger Based Journeys
- Text message integration
- Insights

The future

- Use Copilot (AI) to give you ideas and change the tone e.g. casual, adventurous, engaged
- Accelerate pipeline with integrated D365 Sales dashboards
- UTM codes to track sources of traffic for your websites & landing pages
- Enhanced journey reminders e.g. half way through check-out reminders



The future

- Enhanced personalisation. E.g. a journey for all customers who purchases a specific product on your website. Add in entity references.
- Marketing form enhancements, including event registration forms
- Use interaction data to improve targeting in new segment builder
- Introduce a frequency cap. Ensure your customers aren't sent 50 emails a month to reduce message fatigue



Thank you.



Base offer of Dynamics 365 Marketing

You can add more contacts, interactions or additional instances based on your needs. There are additional offers to purchase for the above.

Dynamics 365 Marketing

For organisations without any other Dynamics 365 application

From

£1,232.90

per tenant/month

Includes 10,000 contacts, 100,000 interactions, 1,000 SMS Messages²

[Buy now >](#)

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Dynamics 365 Marketing Attach

For organisations with a qualifying Dynamics 365 application³

From

£616.50

per tenant/month

Includes 10,000 contacts, 100,000 interactions, 1,000 SMS Messages

[Contact us >](#)