



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

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

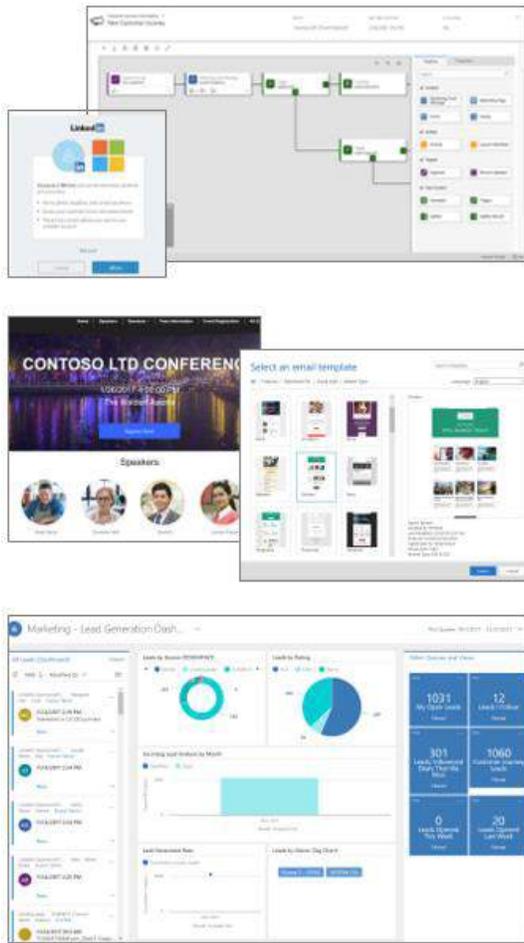
Maximize marketing ROI with clear, concise dashboards that help you track marketing activities versus performance, prioritize the hottest leads, and know what works with your best customers.

GROW WITH 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 from email marketing, web landing pages, LinkedIn, webinars, phone calls, and in-person events.

LEAD MANAGEMENT

Set up and guide your buyers' journey based on their behavior to make your company more relevant at every step. Use real-time information to nurture leads with highly relevant, perfectly timed messages across email, web, and events.

EVENT MANAGEMENT

Attract more event attendees and improve event experiences with an easy-to-use portal to manage webinars and in-person events. Organize your teams to generate more leads, strengthen relationships, and close more deals.

TOOLS AND TEMPLATES

Customizable templates for emails and landing pages help you create campaign content easily.

MARKETING INSIGHTS

Configurable dashboards and interactions insights help you track and improve campaign performance. Set up dynamic segmentation to target the right audience for 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.

These applications work seamlessly together to manage specific business processes across, Sales, Customer Service, Field Service, Operations, Project Service Automation and Marketing. This is exciting as we help businesses deliver compelling and personalized experiences through every phase of their customer relationships.

Better Together

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.

The challenge is how to transform it into intelligence that generates action and drive outcomes. Dynamics 365 will allow organizations to adopt individual business apps such as Marketing, Sales, Service and Operations, but as organizations adopt more of the apps, synergies will be unleashed in the form of 'Intelligent Business Processes'. This will help proactively guide employees & customers to generate optimal outcomes.

For more detail visit: <https://www.tridentinfo.com/microsoft-dynamics-crm-software-solution/>



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