



Do what matters

Future of Marketing

Hvordan formes Dynamics 365 Marketing fremover?



Hvem er jeg?

GTM Lead Marketing and Customer Insights

Microsoft MVP innen Business Applications

10+ års erfaring fra IT, fra intern support, til intern CRM-ansvarlig, til konsulent, til rådgivning og løsningsdesign

Har jobbet innen finans, retail og event-produksjon med mer.

Future of Marketing

Hvordan formes Dynamics 365 Marketing fremover?

Typical situation

1

Companies don't know their customers in an actionable way

2

Digital and physical experiences are disconnected

3

Inability to engage in moments that matter

4

Multiple departments are creating siloed experiences

5

Unlock and transform your data to engage customers with clear intention

DATA....

THE PROBLEM IS NOT
FINDING DATA, IT IS
FIGURING OUT WHAT TO
DO WITH IT





Hva påvirker oss?

Hva vil "kundene" ha?
Hva støtter platformen?
Hva kan vi oppnå?
Hvordan skape verdi?

1 Understand your customers to personalize and build relationships

Hvilke kundereiser er relevante?
Hvilke opplevelser skal vi skape?

2 Orchestrate proactive experiences to create raving fans

Hvilke opplevelser er best?
Når skal kundereisene skje?

3 Engage in ways that are personally relevant

Innhold som engasjerer?
Relevant kontekst?

History of Marketing



2018

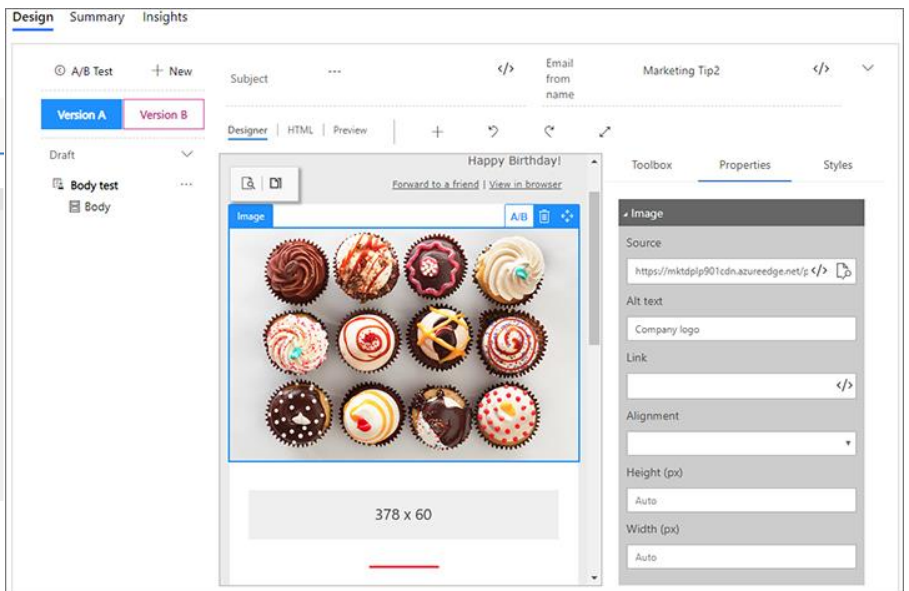
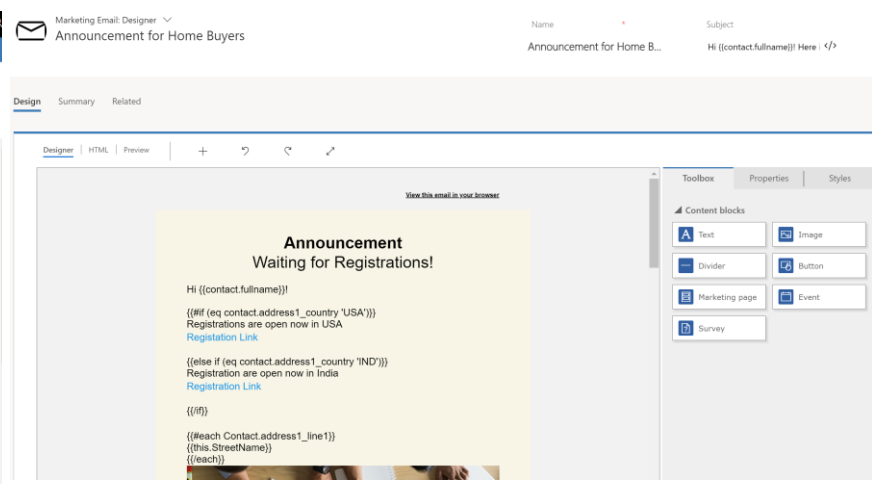
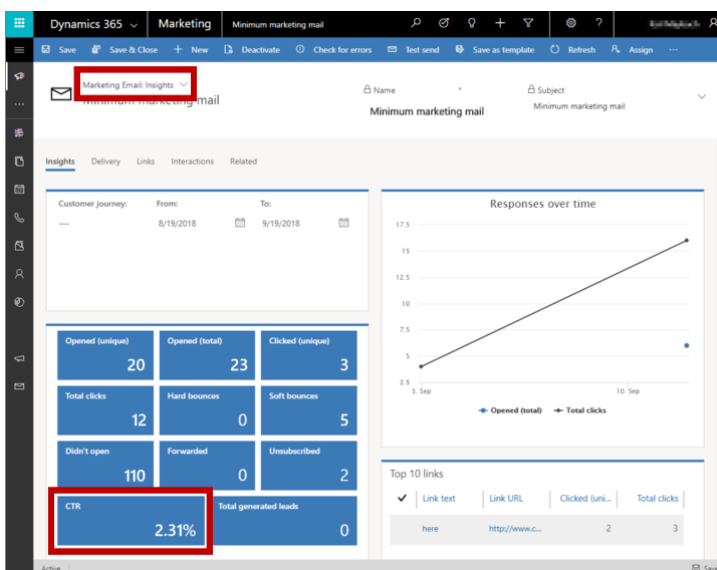
April: Marketing Public Preview
June: GA.



2019

Release Wave 1 and 2 features.

- A/B testing



Waves of innovations



2020

Multi-channel content engagement



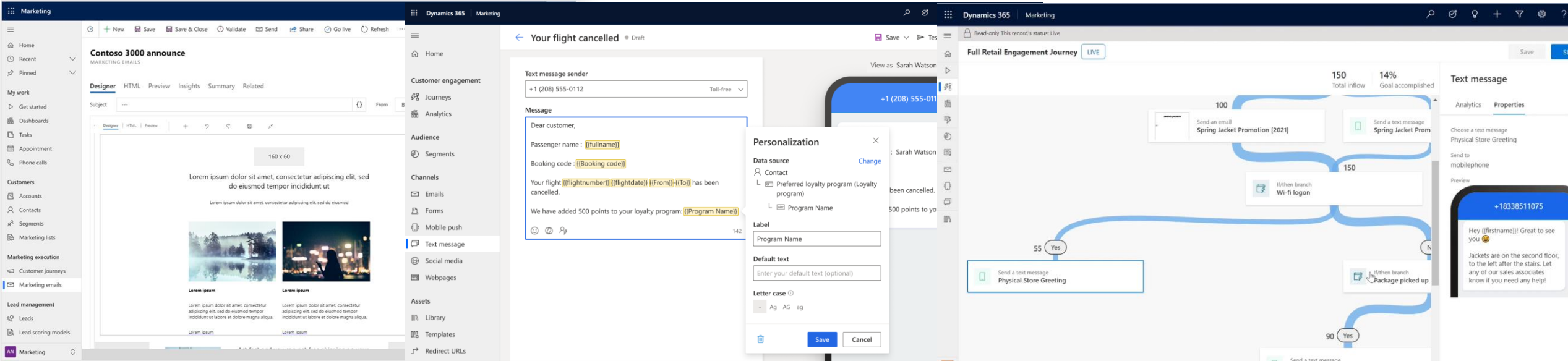
2021

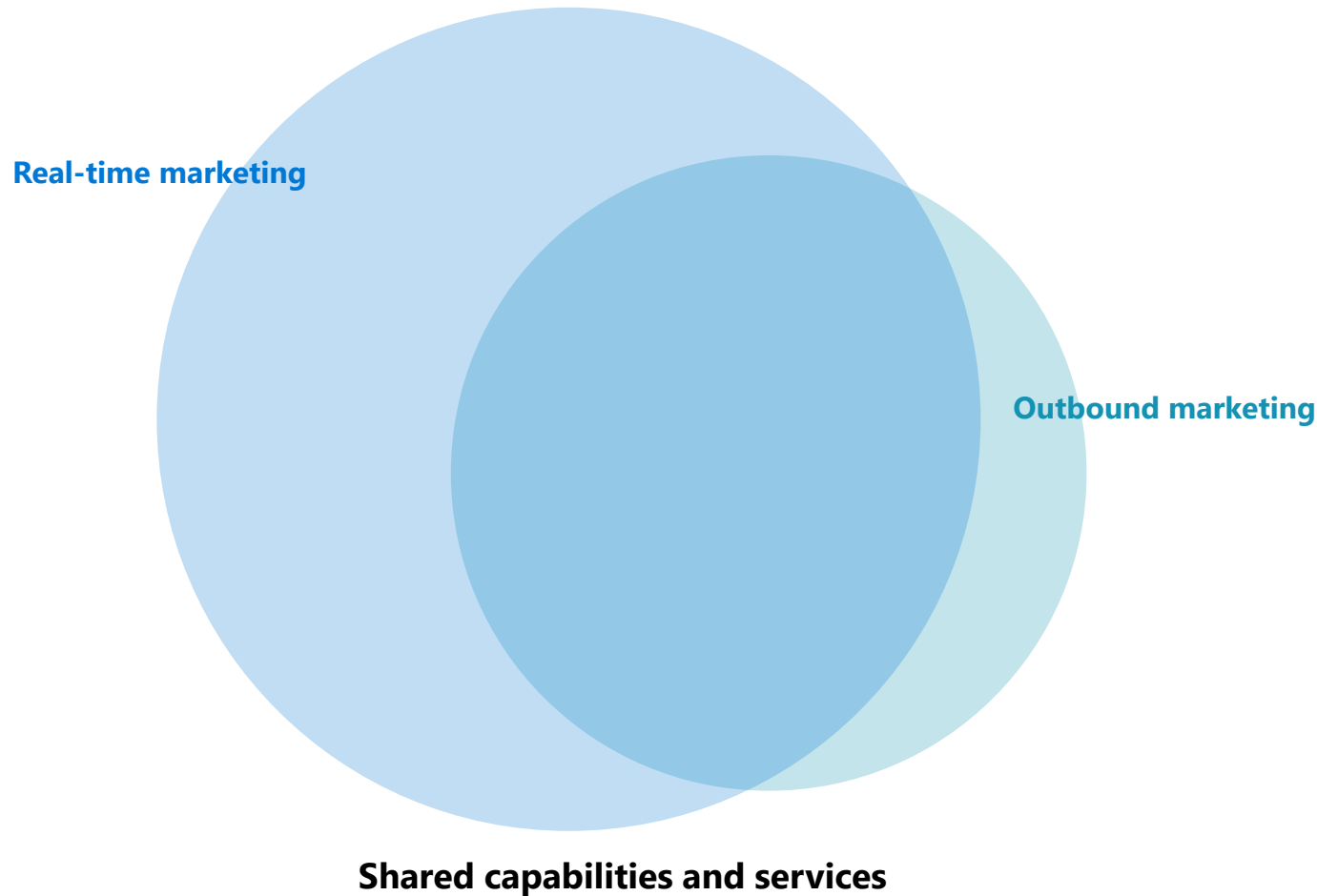
AI powered real-time interaction management



2022

Enterprise orchestrations capabilities





Real-time marketing only:

- ✓ Real-time journey orchestration
- ✓ Real-time triggers
- ✓ Custom triggers
- ✓ Trigger on change to Dataverse
- ✓ Orchestrate to leads
- ✓ Power Automate integration
- ✓ Advanced real-time segmentation
- ✓ AI-powered optimization
- ✓ Advanced analytics
- ✓ Brand profiles*
- ✓ Text (SMS) messaging
- ✓ Push messaging

Outbound marketing only:

- ✓ B2B capabilities, e.g., Lead Scoring*, Forms*, Pages
- ✓ Social Posting
- ✓ Custom channels*

*This capability will be in public preview and/or generally available in Real-time marketing within the [2022 release wave 2, October 1, 2022 – March 31, 2023](#).

Hva skjer fremover?

Dynamics 365 Sales, Marketing, Customer Insights



Understand



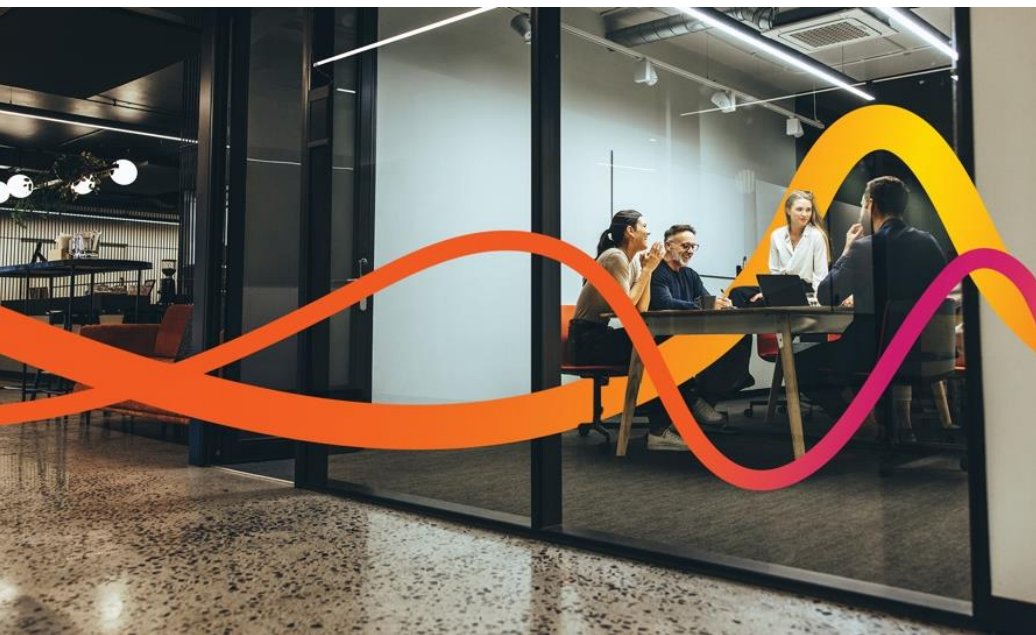
Orchestrate



Engage



Delight



Customer Experience Platform

CXP

Deliver end-to-end
experiences across the entire
customer lifecycle



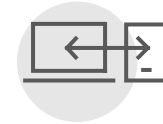
Customer Data

D365 Customer Insights
Azure Purview
Azure Synapse Analytics
Microsoft Clarity
Power BI



Orchestration

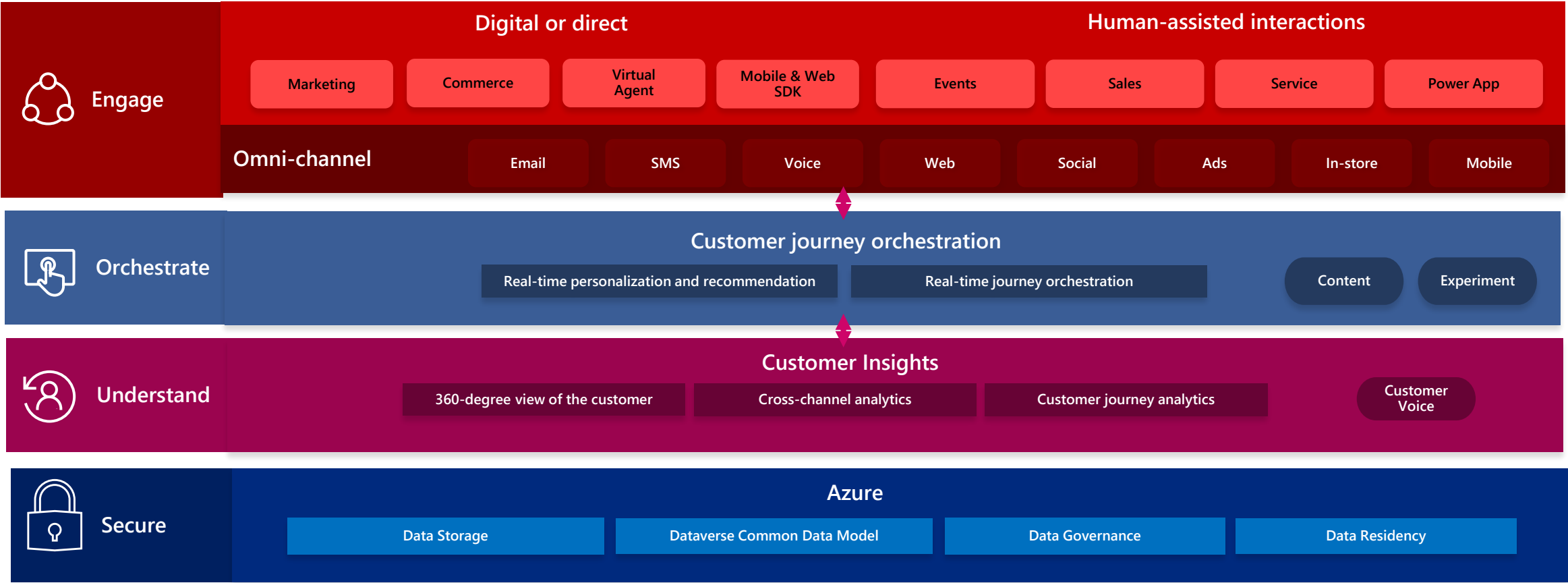
D365 Marketing



Activation

Microsoft Advertising
Microsoft PromoteIQ
D365 Commerce
D365 Sales
D365 Customer Service

Customer Experience Platform



Understand customers to predict intent for 1:1 hyper-personalized experiences

In moments that matter with real-time, event-based orchestration

End-to-end experiences across all customer touchpoints

Data and AI-driven, self-learning and next best action optimization



D365 Customer Insights



D365 Sales



D365 Marketing



Marketing

Disclaimer: Microsoft kan selvfølgelig endre dette når som helst. Men det er lov å håpe. 😊

<https://dynamics.microsoft.com/en-gb/roadmap/overview/>

1

Engage your customers in moments that matters across all customer touchpoints

Marketing + Customer Insights for deeper insights for journey optimizing and personalization

2

Personalize engagement for each customer

Target anything and orchestrate across anything.

3

Make faster and better decisions using analytics and AI

Let AI help you do content creation and Next Best Action / Offer.



Customer Insights

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<https://dynamics.microsoft.com/en-gb/roadmap/overview/>

1

Accelerate customer understanding

Reduce setup and development time to provide quicker value from CI.

2

Enable ubiquitous insights

Shift CI to seamlessly work with Dynamics 365 Marketing and other Dynamics apps.

3

Shift towards Dataverse

insights from Customer Insights available across all Microsoft products with Power Platform



Sales

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<https://dynamics.microsoft.com/en-gb/roadmap/overview/>

1

Collaborate better using Microsoft Teams calling with Dynamics 365

Embedded Microsoft Teams collaboration, with message extensions and actions

2

Streamline guided selling with sales accelerator enhancements and data hygiene

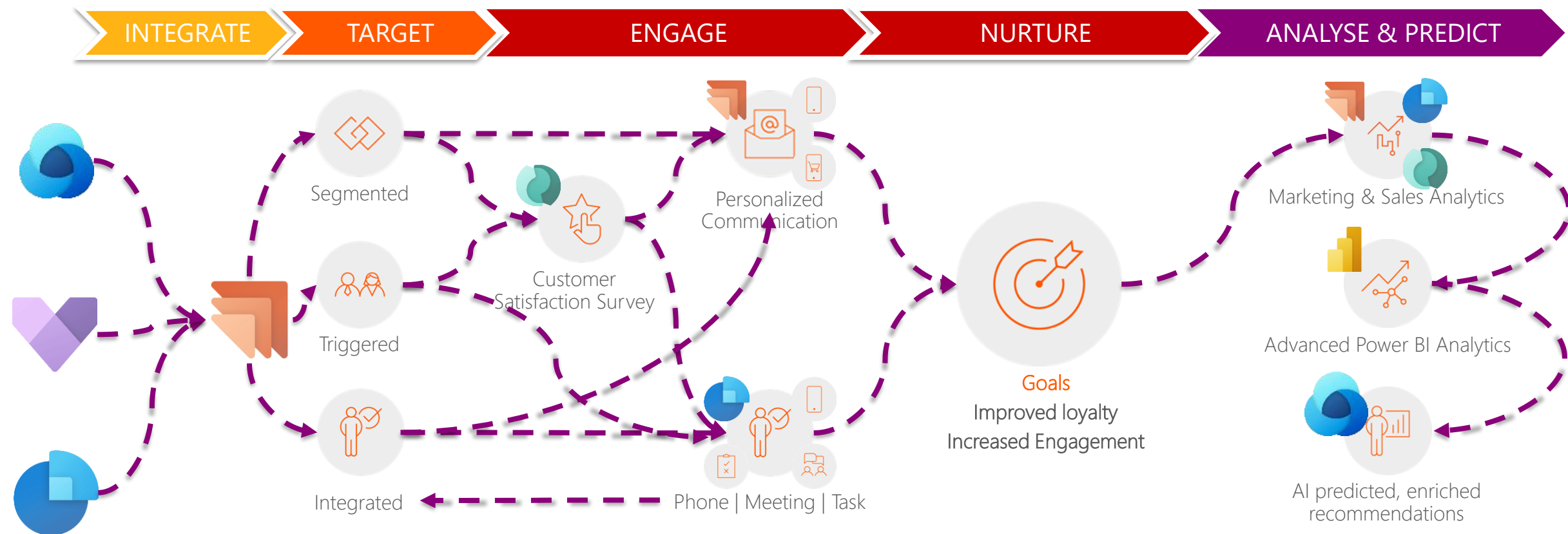
Get improved lead generation and nurturing for guided selling.

3

Get improved productivity tools and forecasting updates

Streamline activity capture with the auto capture feature.

Integrert | Markedsføring, Salg og Service





▼ Trigger

Choose a trigger *

Cart abandoned

Recent triggers

[All records](#)

- Contact email modified
Contact
- Cart abandoned
Contact
- Lead added
Lead
- Order added
Contact
- Wifi connected
Profile (Customer insights)

- + New trigger

Schedule

Time zone ⓘ

Set the time zone for the journey. [Reset](#)

(GMT-08:00) Pacific Time (US & Canada) ▾

Start

If you don't set the start date, the journey starts once it's published.

Set the start date 12:00 AM

End

Set the end date  12:00 AM 

← License created ● Draft

Ready to use

What is the business transaction about? ⓘ

License

Who is the audience for this event trigger?

Contact

When is the event trigger activated? ?

An existing record was updated

Which attribute updates should activate the trigger?

Choose table columns

 Date

☒ License type

☒ License duration

The action updated an existing license record

Any of the above

Advanced lookup



Nyeste release wave

Dynamics 365 Marketing 2022 release wave 2

Enable **moments-based** marketing -

with real time journey orchestration

Build **collaborative experiences** - across people, departments, and channels for meaningful engagement

Embrace **personalized content** - to grow your audience engagement

Leverage the **power of data and AI** - to market at scale and achieve higher levels of marketing maturity

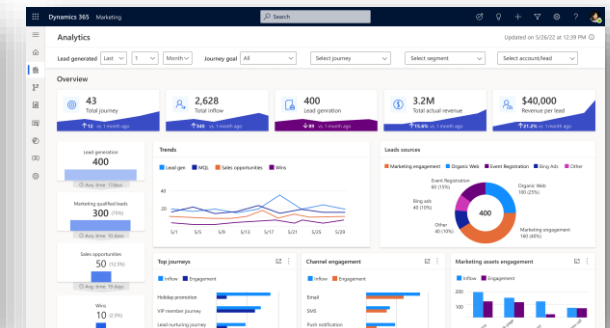
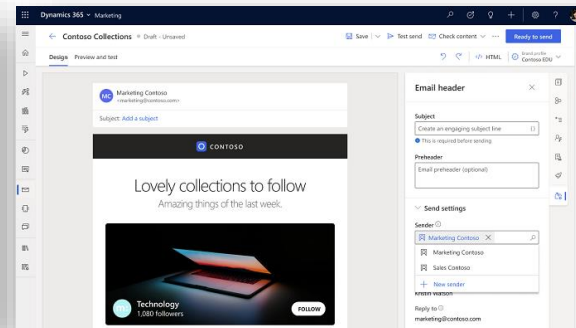
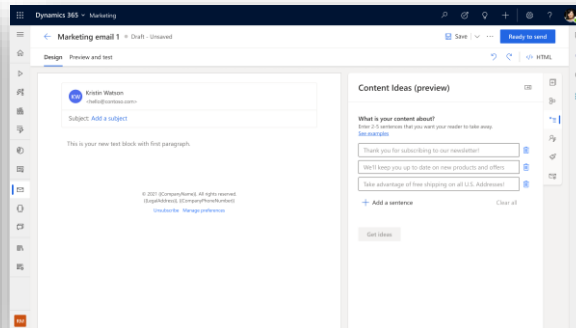
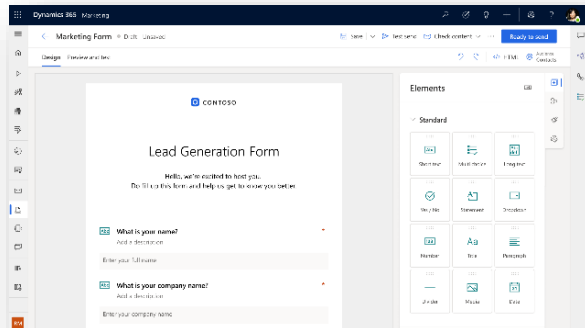
Dynamics 365 Marketing 2022 release wave 2

Enable **moments-based marketing** - with real time journey orchestration

Build **collaborative experiences** - across people, departments, and channels to enable meaningful engagement

Embrace **personalized content** - to grow your audience interactions

Leverage the power of **data and AI** - to market at scale and achieve higher levels of marketing maturity



- Create lead capture forms that convert visitors to customers
- Extend your outreach with custom communication channels
- Simplify journey management by consolidating repeated steps to drive customer action
- Easily optimize live journeys with incremental updates based on previous versions' analytics

- Close leads fast by automating handoffs with sales
- Orchestrate with deeper integration to Sales

- Capture consent and preferences to match your business needs
- Increase your reach using the new segment builder
- Easily manage content across multiple brands
- Efficiently create consistent high-quality emails with reusable content blocks

- Trust your email analytics' results thanks to improved bot detection
- Boost your creativity with AI-powered email content ideas
- Gain productivity by defining access and visibility of marketing assets to match your business structure
- Scale your business with confidence with 300M maximum monthly interactions

Scale your business with confidence with 300M maximum monthly interactions

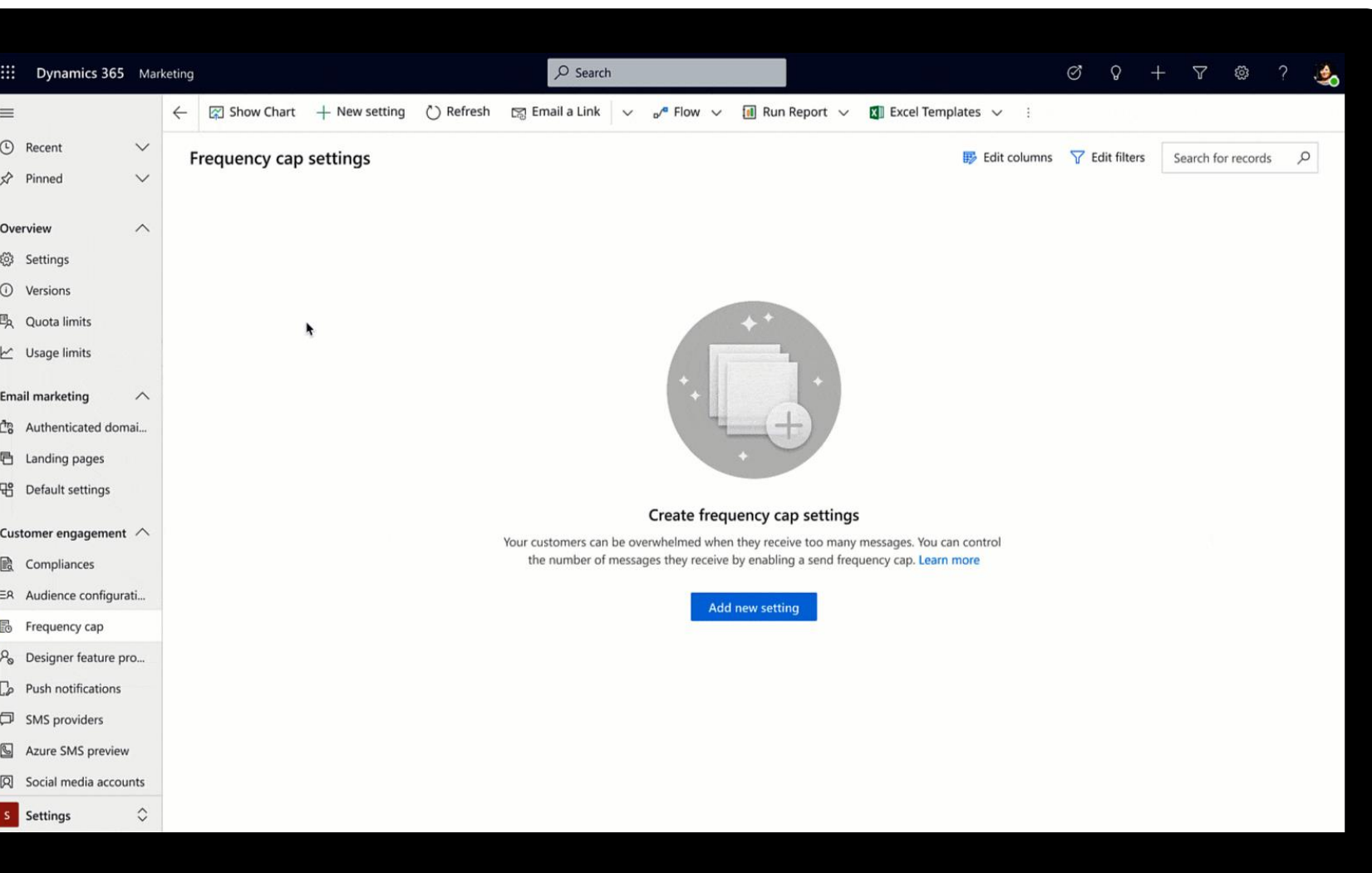


Send up to **300M messages monthly**

Reach up to **100M contacts**

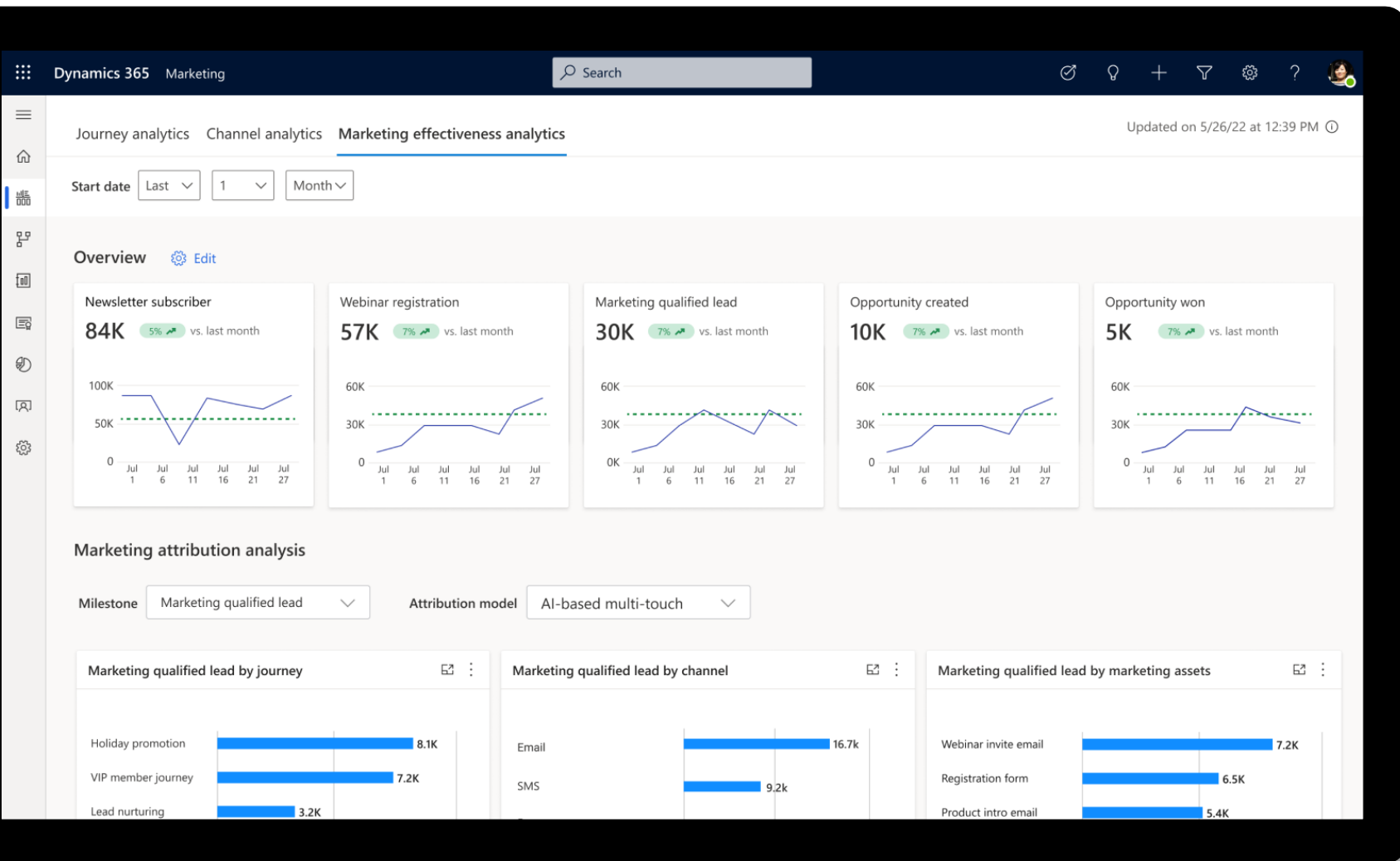
Noen høydepunkter fra Release Wave 2

Kommer fra oktober 2022 til

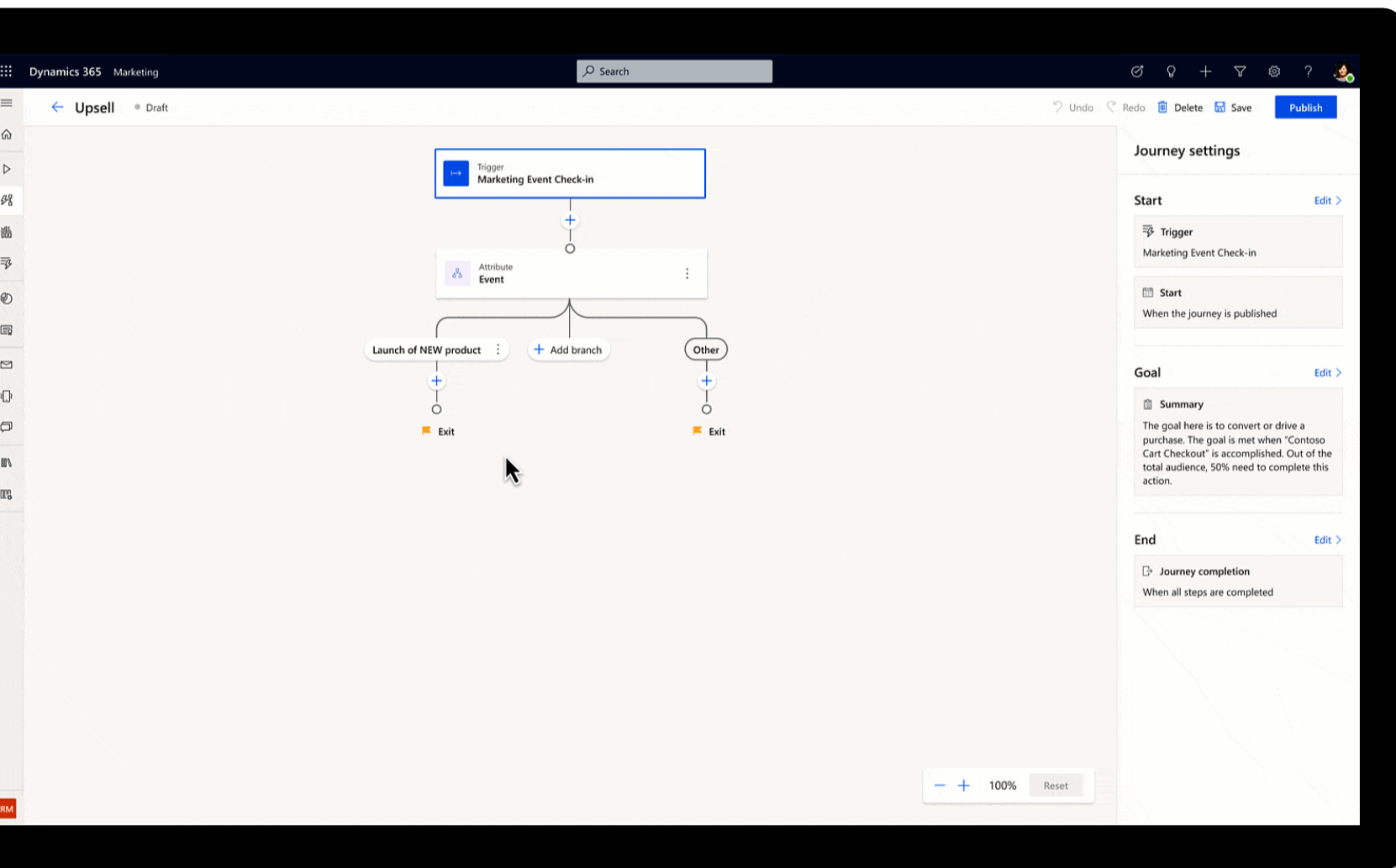


Frekvens- begrensning? Karensregler?

Hva er "nok"?
Når blir det "SPAM"?

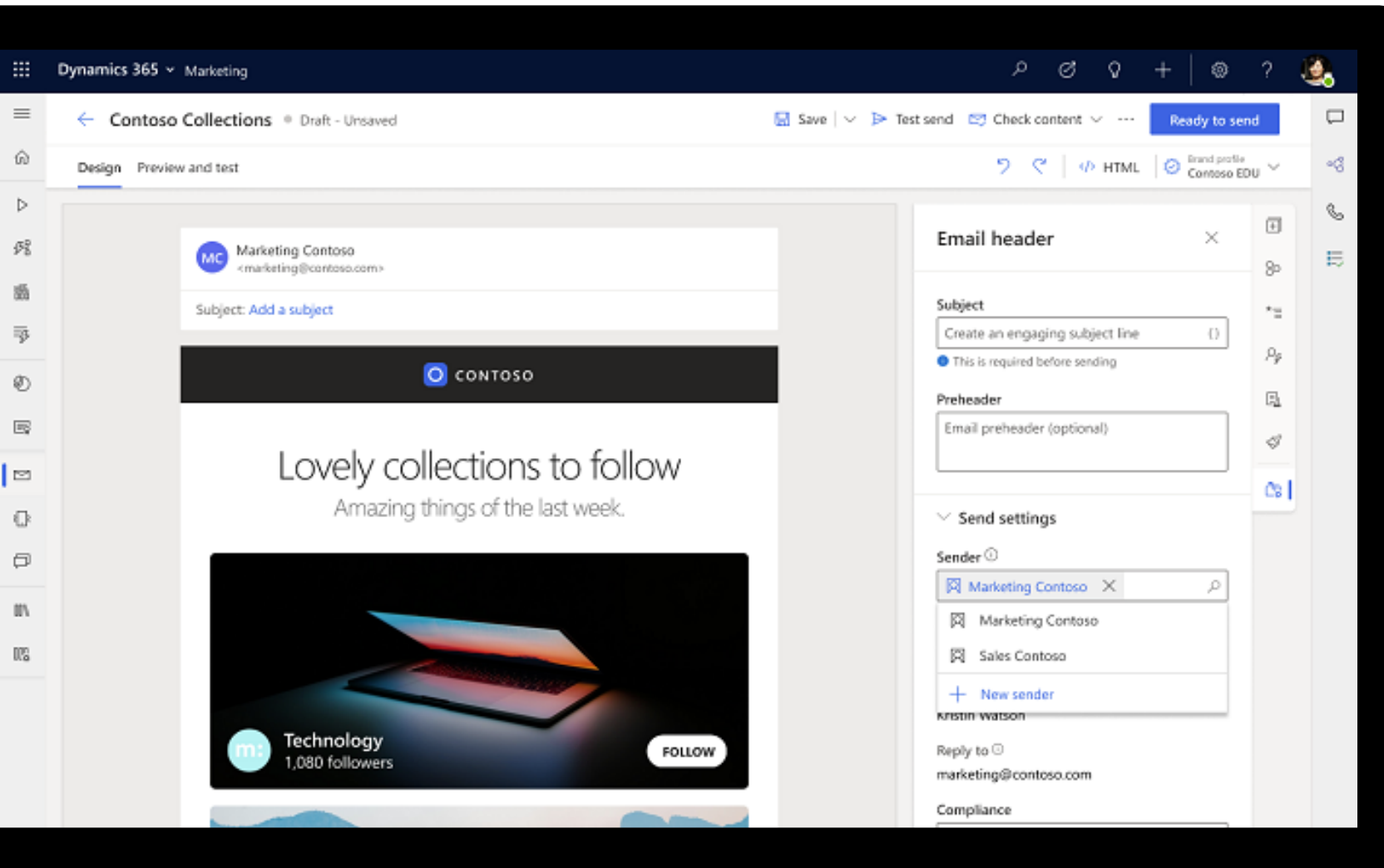


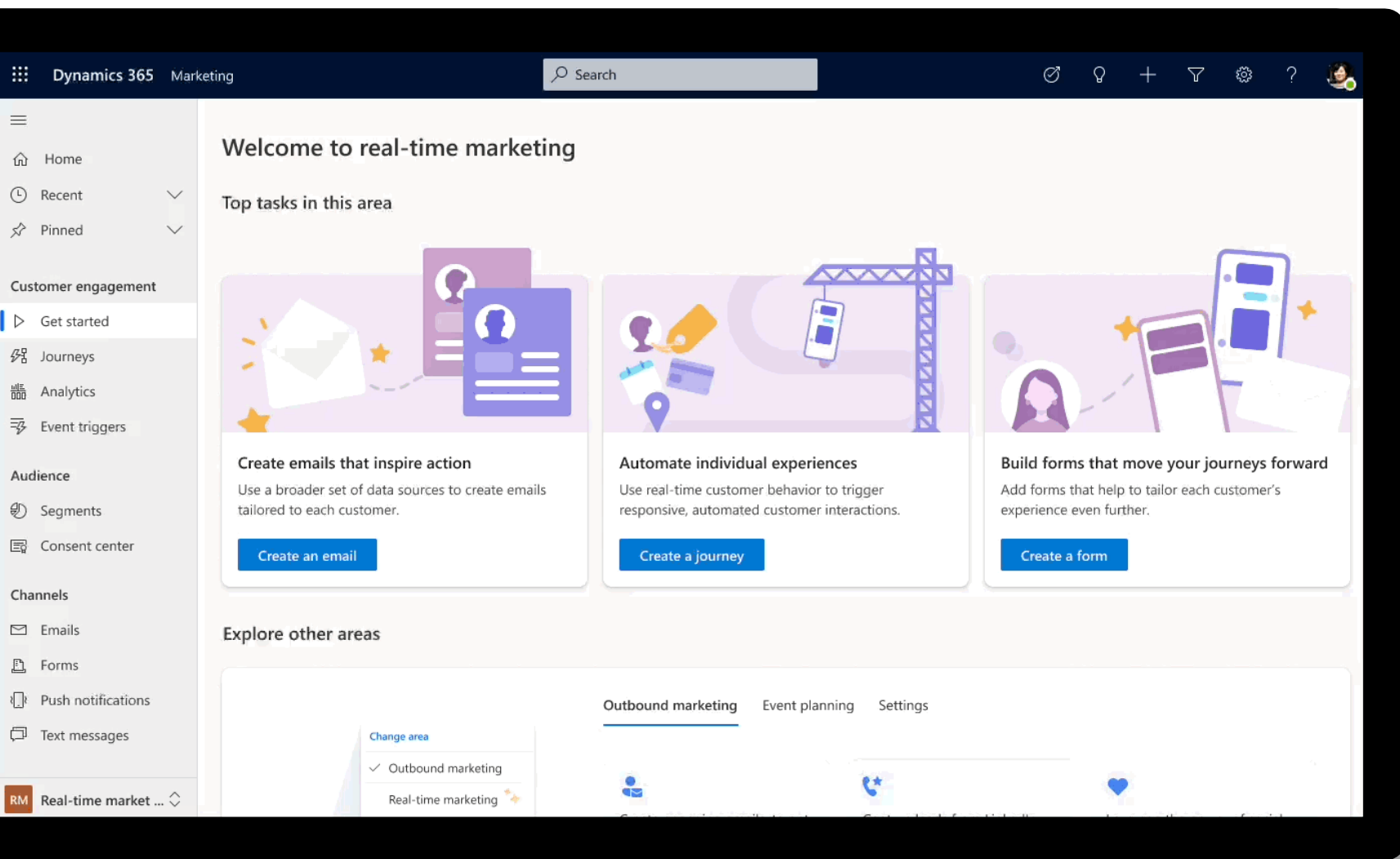
Mer
rapportering.
Flott, takk!



**Marketing
and Sales?
Sales and
Marketing?
SMarketing?**

Merkevarer, avsendere, “Business Unit Scoping”?





Nye
skjemaer?
DEILIG!

The screenshot displays the Microsoft Dynamics 365 user interface. On the left, a 'My work' sidebar lists tasks and contacts. The main area shows the lead profile for 'Kat Larsson', including a 'Summary' tab with an 'Up next' section for a mortgage discussion, a 'Timeline' of recent activities, and 'Insights' for churn risk, lifetime value, and energy performance. A 'Calls' window is open on the right, showing a call in progress with Kat Larsson. The interface is clean and organized, facilitating efficient workflow management.

Mer sømløst
og “vakrere”
ut av boksen.

Hva nå?



