

# 7 Reasons to use Dynamics 365 for your Company Marketing

Microsoft Dynamics 365



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With the continuous improvement of software technologies, many tools have enabled a greater automation of marketing in the companies. Developed by Microsoft, Dynamics 365 is one of them. In this whitepaper, we will cover the main reasons for using Dynamics 365 for your company marketing. Register and stay tuned!

### What is Dynamics 365?

Before listing what are the main reasons for using Microsoft Dynamics 365 in your company's marketing, it's extremely important to understand what that platform is and in what context it emerges. Let's go!

Considered the next generation of cloud-based business management systems, Dynamics 365 is a program that brings together functionality from both Customer Relationship Management (CRM) and Enterprise Resourcing Planning (ERP) systems.

Through system integration and process automation, it enables companies to build long-term relationships and managers to access data from a variety of devices - such as phones, tablets, or computers.

In addition, Dynamics 365 gives you access to sales, service, operations, finance, and marketing information. Its menus can be configured in a variety of ways, offering quick access to a variety of relevant information such as account data, contacts, leads, opportunities, orders, invoices, occurrences, marketing campaigns, and more.



### What's the importance of using it?

As a powerful tool - combining data optimization and intelligent access - Dynamics 365 has stood out by making the customer engagement process extremely simple. Designed to be tailored to customer needs, it delivers greater productivity, deepens customer insight, and drives the digital transformation of businesses. All this is made possible through new investments in technologies and business models, factors that enhance customer engagement.

In short, employing Dynamics 365 has proven to be an interesting alternative to significantly increasing your company's performance and reach.

## How can the platform help with marketing automation?

Now that we've covered what Dynamics 365 is all about and how important it is overall, it's time to talk about the usefulness of this software in the marketing arena. The platform provides a complete solution for managing and executing offline and digital marketing campaigns that allow reaching out customers and potential consumers through various channels.

To do so, Dynamics 365 allows the creation of multichannel campaigns - via e-mail, telephone, web, social etc. -, controlling costs and elaborating a detailed planning of activities, which is done through the Project Service functionality.

Campaigns can be managed by the marketing team, with powerful and easy-to-use tools, reducing the need to involve the IT sectors.

### Code-K

Another advantage of Dynamics 365 is that it can be complemented with a variety of digital marketing tools, which help optimizing processes that deliver better marketing results.

One of the main companies working in this direction is Code-K, a Brazilian company that has tools that help to automate digital marketing.

Among those tools, we can highlight Code-K Campaign and Code-K Analytics, which allow running campaigns and various other actions within Dynamics 365 at an affordable cost.

We'll talk more about them as we come up with the reasons for using Dynamics 365 in marketing. Keep reading!



## What are the reasons to use Dynamics 365 in marketing?

In this topic, we list the top 7 reasons to employ Dynamics 365 in your company's marketing.



### 1. Lead scoring

The first big reason to employ Dynamics 365 in marketing is that it allows for the development of a complete lead scoring strategy, using the rich information stored in Dynamics 365.

With lead scoring, you can identify which are the potential clients and select the actions to be taken from there. Proper care at this stage is critical for your company's sales team to have a better foundation and, consequently, to achieve better results.

### 2. Process automation

In addition to better lead scoring, the Dynamics 365's marketing module enables the automation of several other processes. Thus, especially when coupled with Code-K Campaign, the tool is essential to reduce the time spent in data management and to allow employees to focus on more analytical tasks.

Generally speaking, whether through agile lead scoring or more efficient process scheduling, Dynamics 365 is able to give more dynamism to the marketing area of your business, increasing the chances of reaching the right customer with the right offer.

### 3. Bulk email and SMS triggers

The integration of Code-K Campaign with Dynamics 365 enables bulk email and SMS triggers, a key factor for lead nutrition and better customer relationships.

The campaign automation made possible by Code-K Campaign allows you to create several e-mail templates within Dynamics 365, batch send them and make decisions based on customer actions, which allows you to create customer relationship rules and journeys.

### 4. Compliance and integrability

As a tool developed by Microsoft, a company already consolidated in the market, Dynamics 365 has a very high degree of reliability. That way, one great advantage of employing it in marketing your company is that you can feel safe about compliance and, more than that, make use of the integrability that the tool, for all its renown, allows.

Because Microsoft is a developer of other programs, Dynamics 365 is easily integrated with other solutions, which opens up many possibilities for companies that use the tool in the marketing arena.

## 5. Strategic planning

The issue of integration is also of paramount importance in combining Dynamics 365 with strategic planning tools such as Power BI. Also developed by Microsoft, Power BI is a very powerful product to generate insights for managers.

Thus, this integration provides a broader view of the company, which makes decision-making more accurate.

## 6. Creation of landing pages and forms

Another benefit of using Dynamics 365 in marketing is that it allows for easy creation of landing pages and various forms, functionality that is popular and greatly assists in creating leads and capturing customer information.

The agile creation of these mechanisms allows a better dynamism with marketing processes, a factor that leads to greater conversion rates.

## 7. Segmentation of the database with advanced criteria

Finally, one of the big reasons to use Dynamics 365 is that it allows you to segment the database with advanced features.

By arranging about 300 customizable fields, you can better target audiences to which the campaigns address. This possibility even guarantees a greater specificity in the campaigns.



**So, did you understand what are the main reasons to use Dynamics 365 in your company's marketing automation?**

**Take a [free trial](#) of the software and see all of this in practice!**

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