



Dynamics 365 Marketing nel mondo aziendale B2B: Orientare le decisioni per generare Valore



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Speaker



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Sales Manager
Customer base



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CXO
Chief Experience Officer





Agenda

Marketing B2B: è possibile

Orchestrare i punti di contatto con l'azienda tramite l'automazione dei processi

Generare nuove lead e trasformarle in opportunità

Migliorare la relazione tramite eventi fisici e digitali

Utilizzare i social network per comunicare e generare nuove lead

GDPR: controllo completo dei dati e autonomia di cambio del livello di consenso

Dynamics 365 Marketing: il valore della soluzione

Q & A

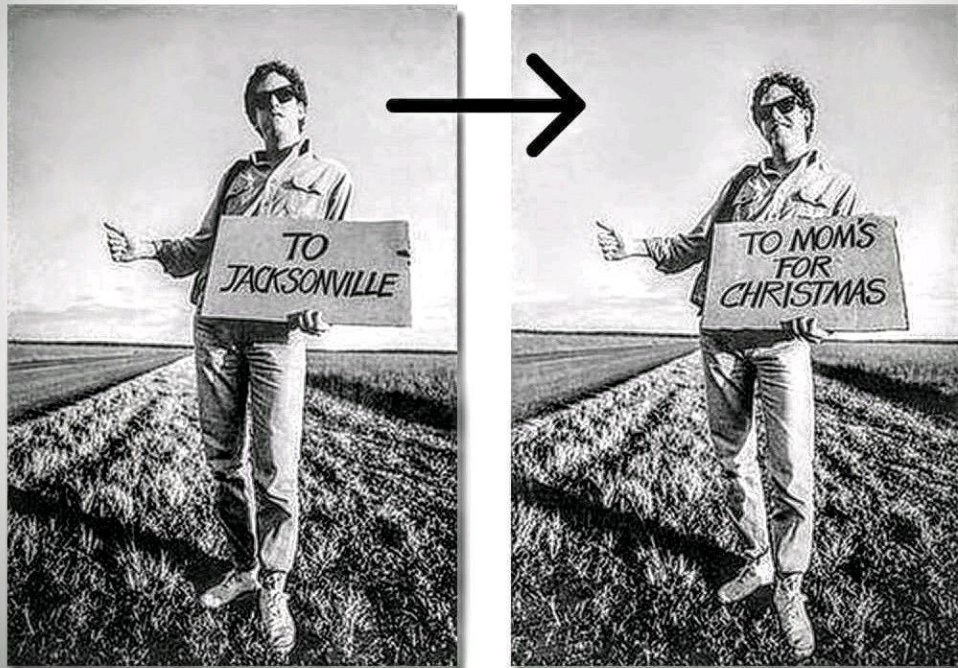




Il Marketing B2B: è possibile?



Perché il Marketing?



VENDITE

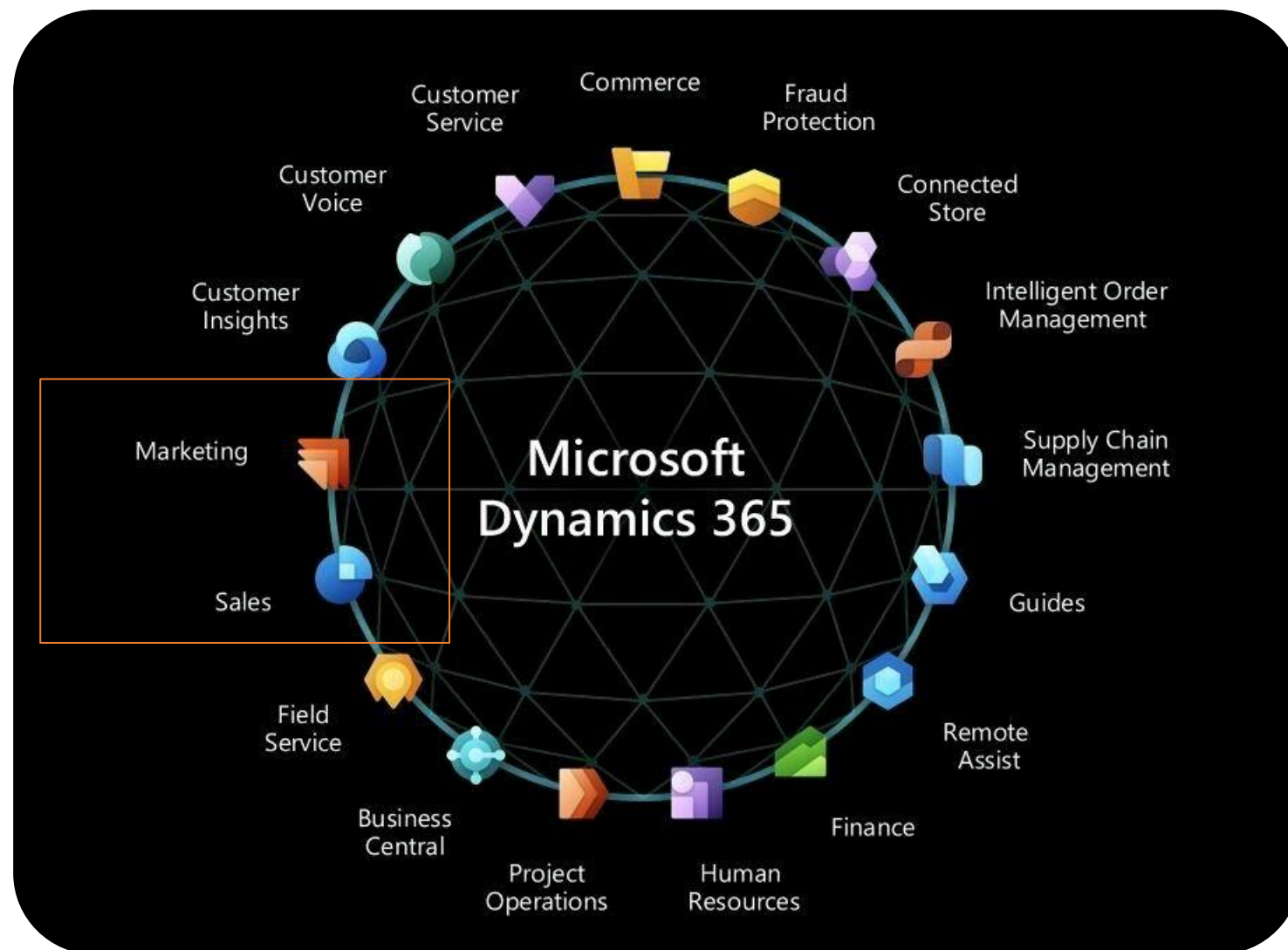
MARKETING

Perché:

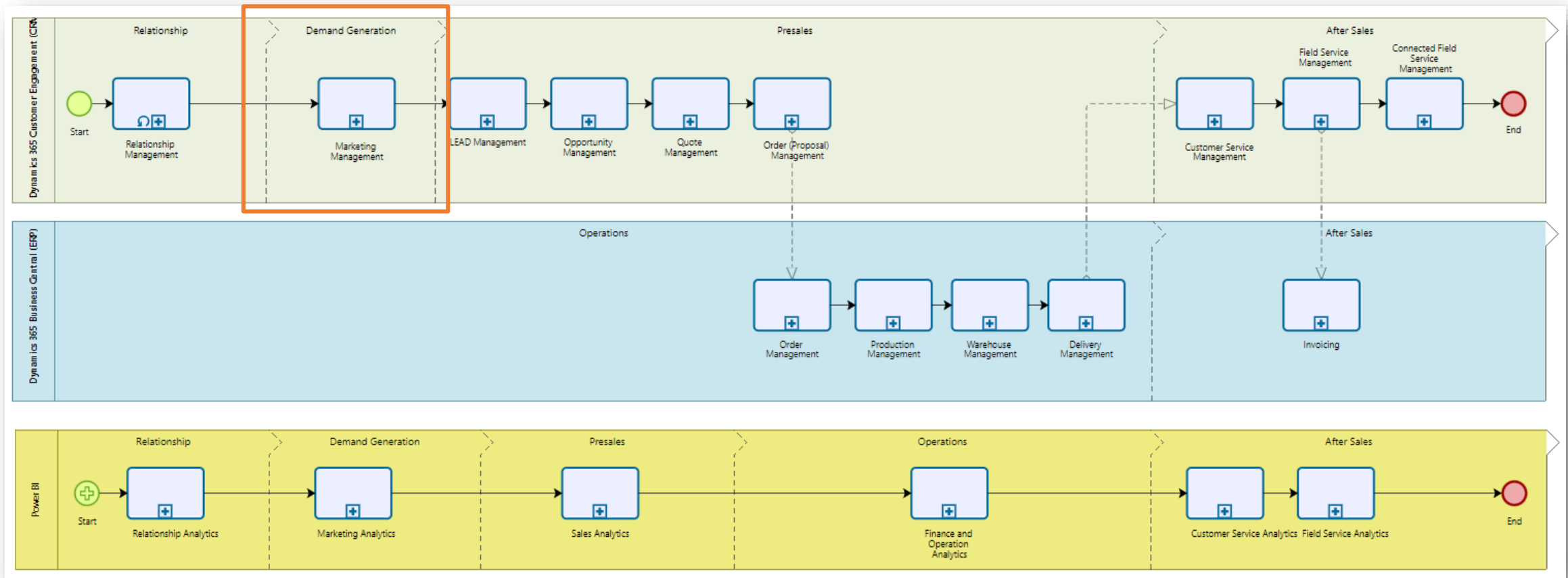
- Veicola la **Vision** e la **Mission**
 - Contribuisce alla costruzione dell'**etica** (Ethos)
 - Crea interesse sui **prodotti** nel modo migliore (Pathos)
 - Comunica **professionalità** (Logos)
 - Prepara il terreno per la **vendita**
-
- **Genera la domanda**



Microsoft Dynamics 365 Ecosystem

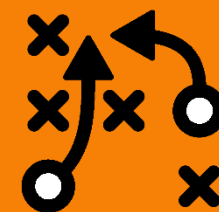


Il processo End-To-End

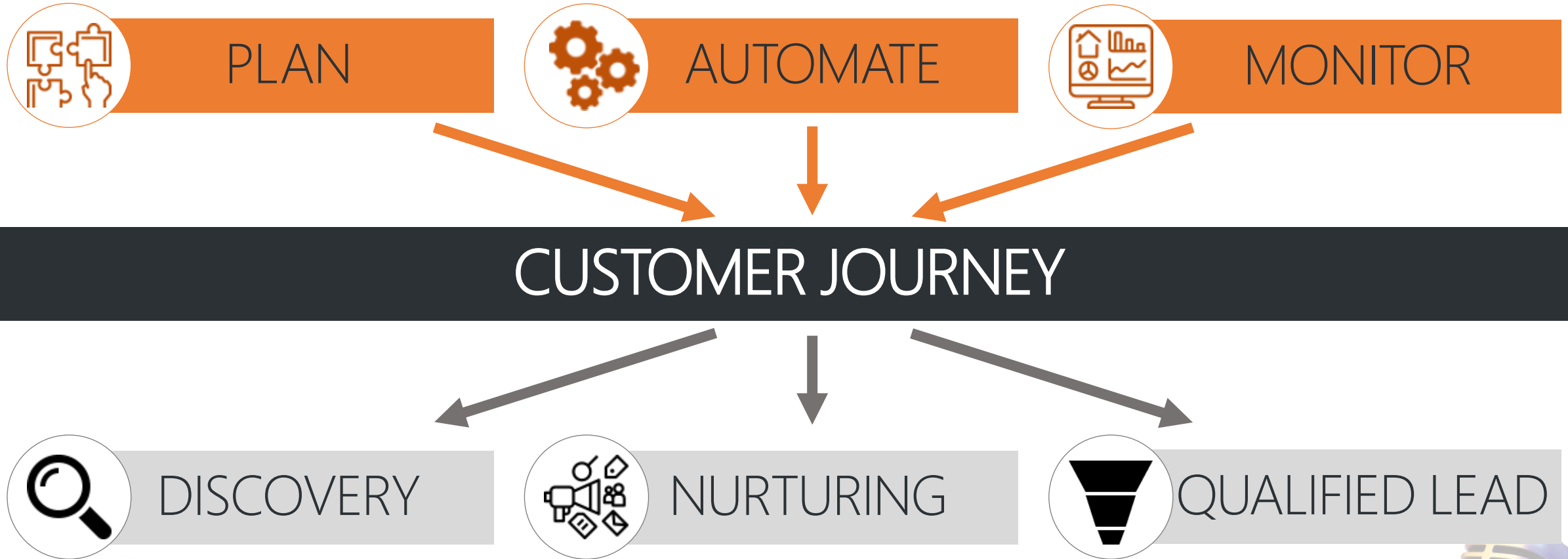




Orchestrare i punti di contatto con l'azienda tramite l'automazione dei processi



Customer Journey: creazione



How to configure a Customer Journey?

Customer Base Segmentation

Segments

A market segment is the collection of contacts to whom a marketing campaign is addressed.

Digital Content Design

Marketing Email

Email messages are used to define the content of the communication you want to send to the target customers.

Marketing Pages

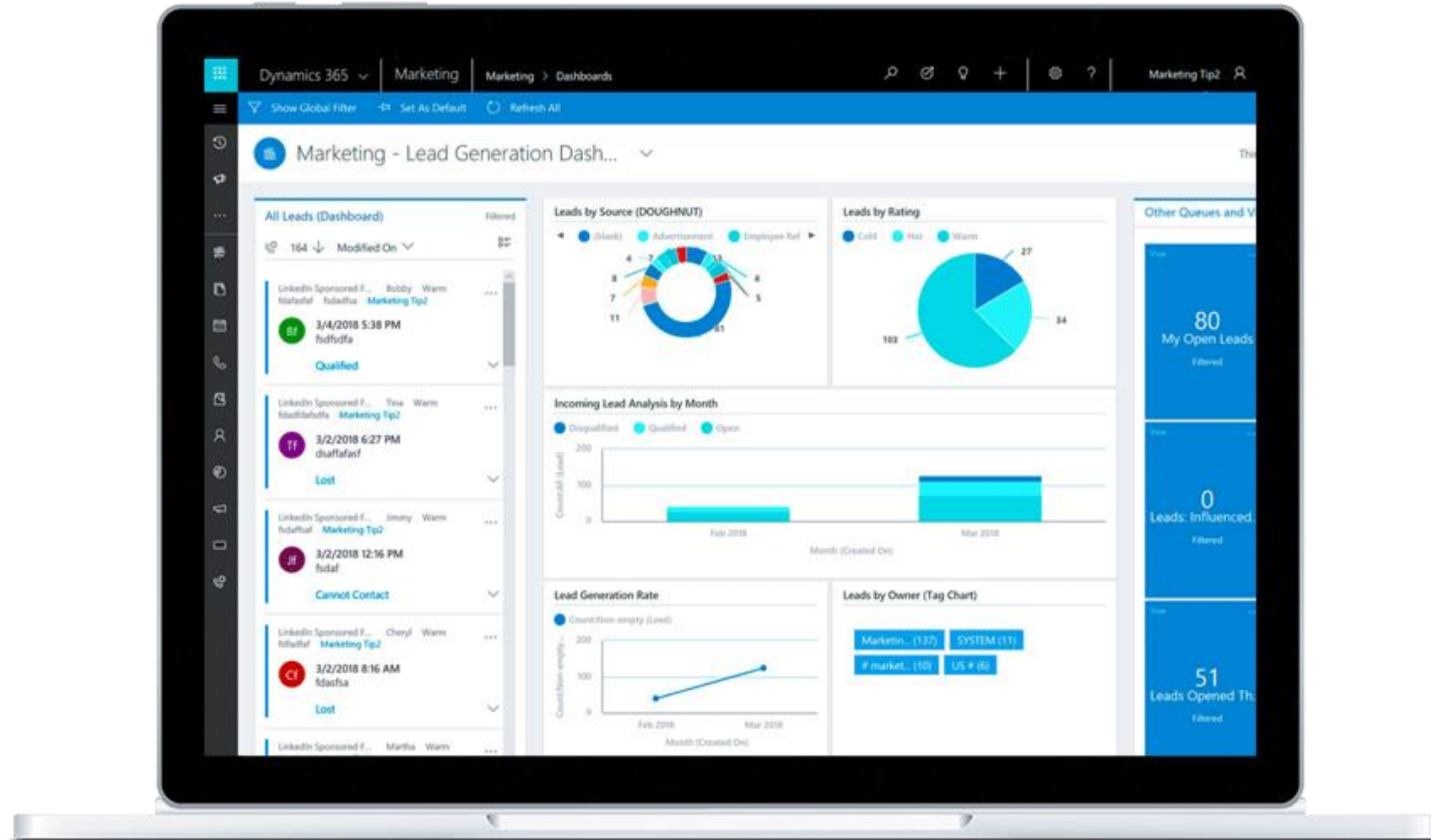
Marketing pages are used to provide customers with more information regarding the communication sent and to better understand their interests.

Marketing Forms

Marketing modules are used to allow customers to subscribe to a specific event, newsletter, ...



Marketing Insight & Analysis



Marketing Insight & Analysis



Dynamics 365 Marketing nel mondo B2B
orientare le **decisioni** per generare **valore**

EOS WEBINARS

Giovedì
27.5.2021
Ore 11.00

Dynamics 365 Marketing nel mondo B2B:
orientare le decisioni per generare valore

27 MAGGIO 2021 | 11:00 - 12:30
EVENTO ONLINE - **ISCRIVITI**

Giovedì 27 maggio EOS Solutions ti invita a un webinar gratuito dedicato a **Microsoft Dynamics 365 Marketing**.

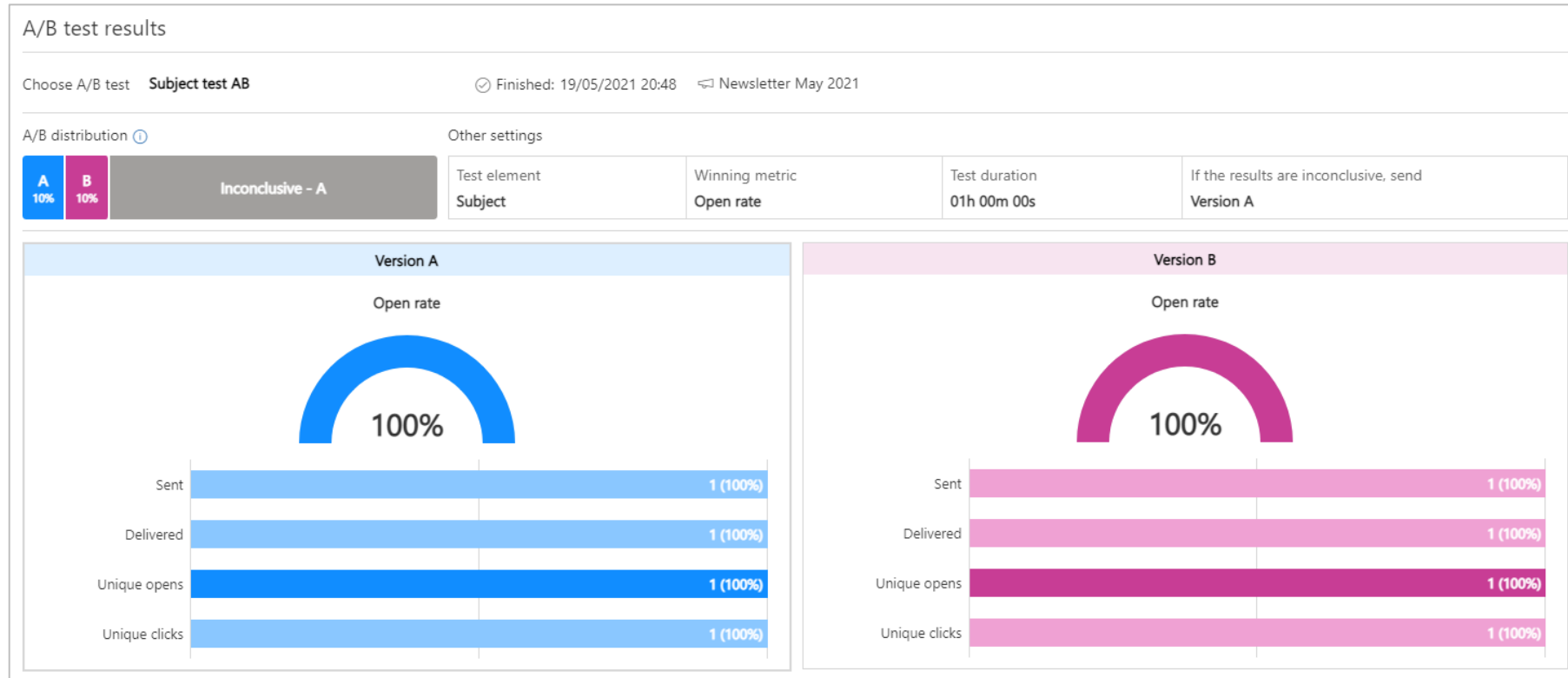
Oggi giorno ogni azienda deve sapersi adattare rapidamente, specialmente ora che la **comunicazione B2B** si svolge prevalentemente online e sempre più persone lavorano da remoto.

Ecco perché Dynamics 365 Marketing non è mai stato così strategico. Lo strumento di **marketing automation** di Microsoft ti consente di attrarre lead di qualità e

Total clicks: 75
Unique clicks: 47
Click-through rate: 2.24%



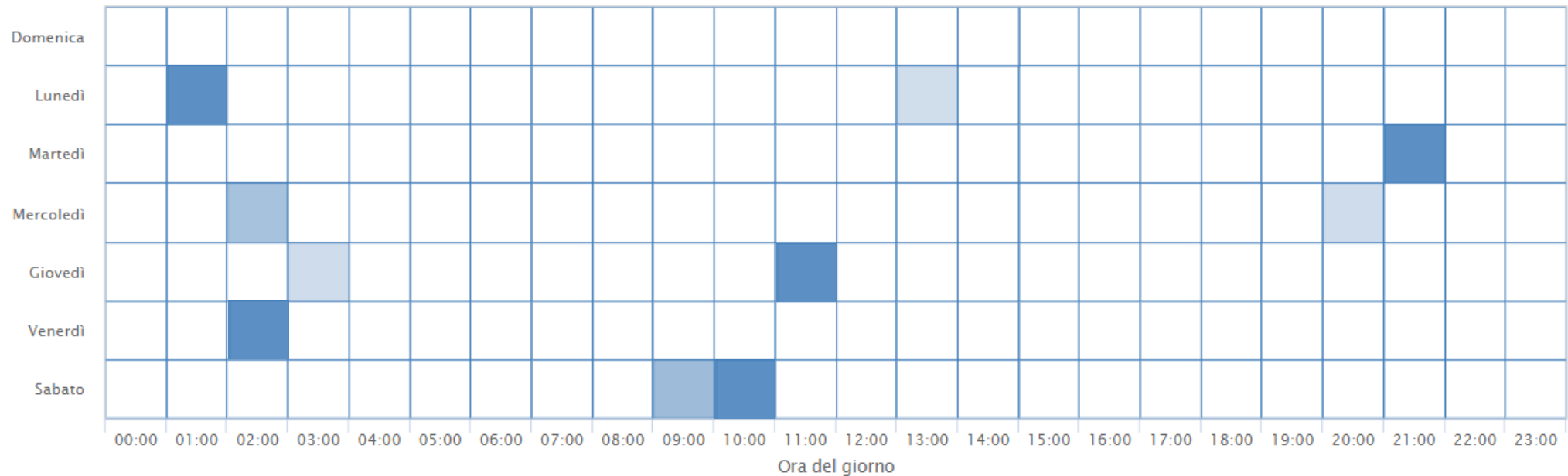
Marketing Insight & Analysis



Marketing Insight & Analysis

Orari apertura e-mail

Più scuro significa più spesso, le ore sono nel tuo fuso orario





TARGET



WWW



RESEARCH



Generare nuove LEAD e trasformarle
in opportunità



From Business to Customer Perspective

BUSINESS PERSPECTIVE

How can I increase the number of visits on my web site?

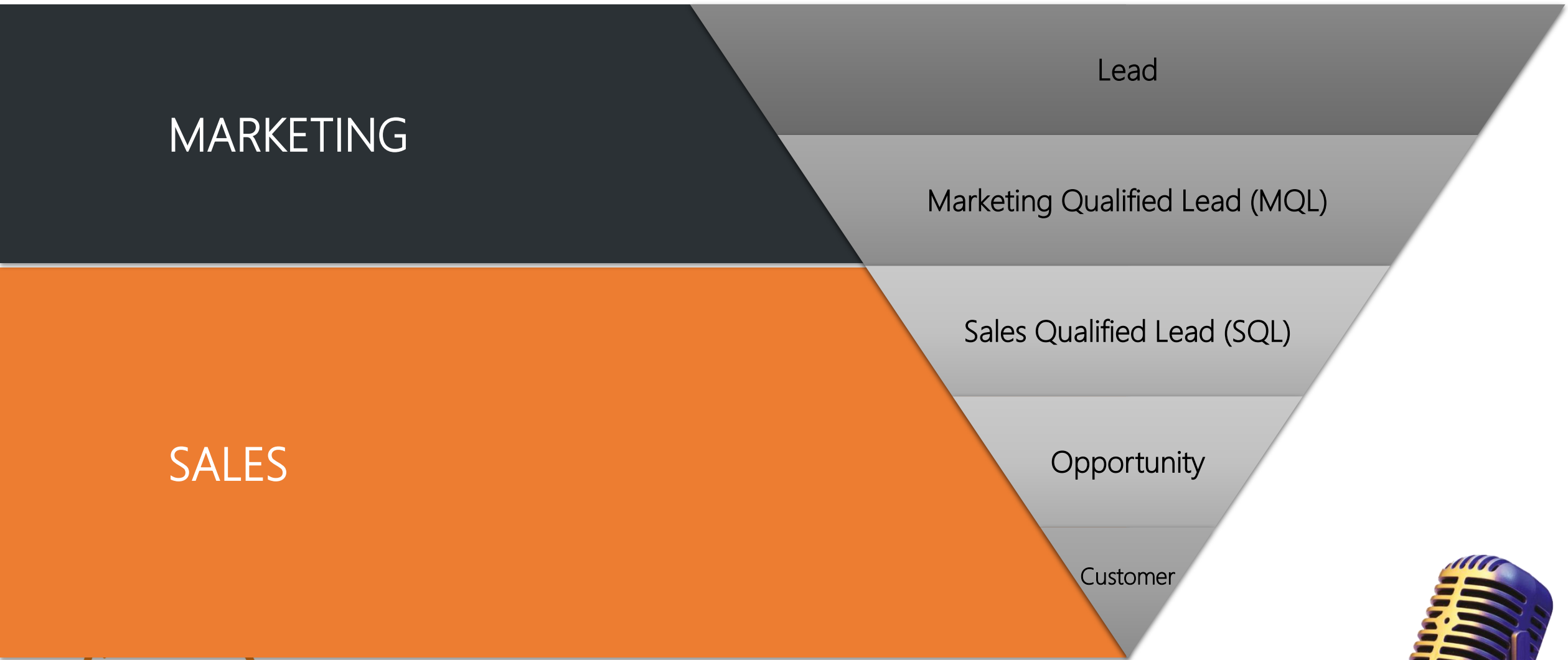
How can I decrease the number of calls to technical assistance?

CUSTOMER PERSPECTIVE

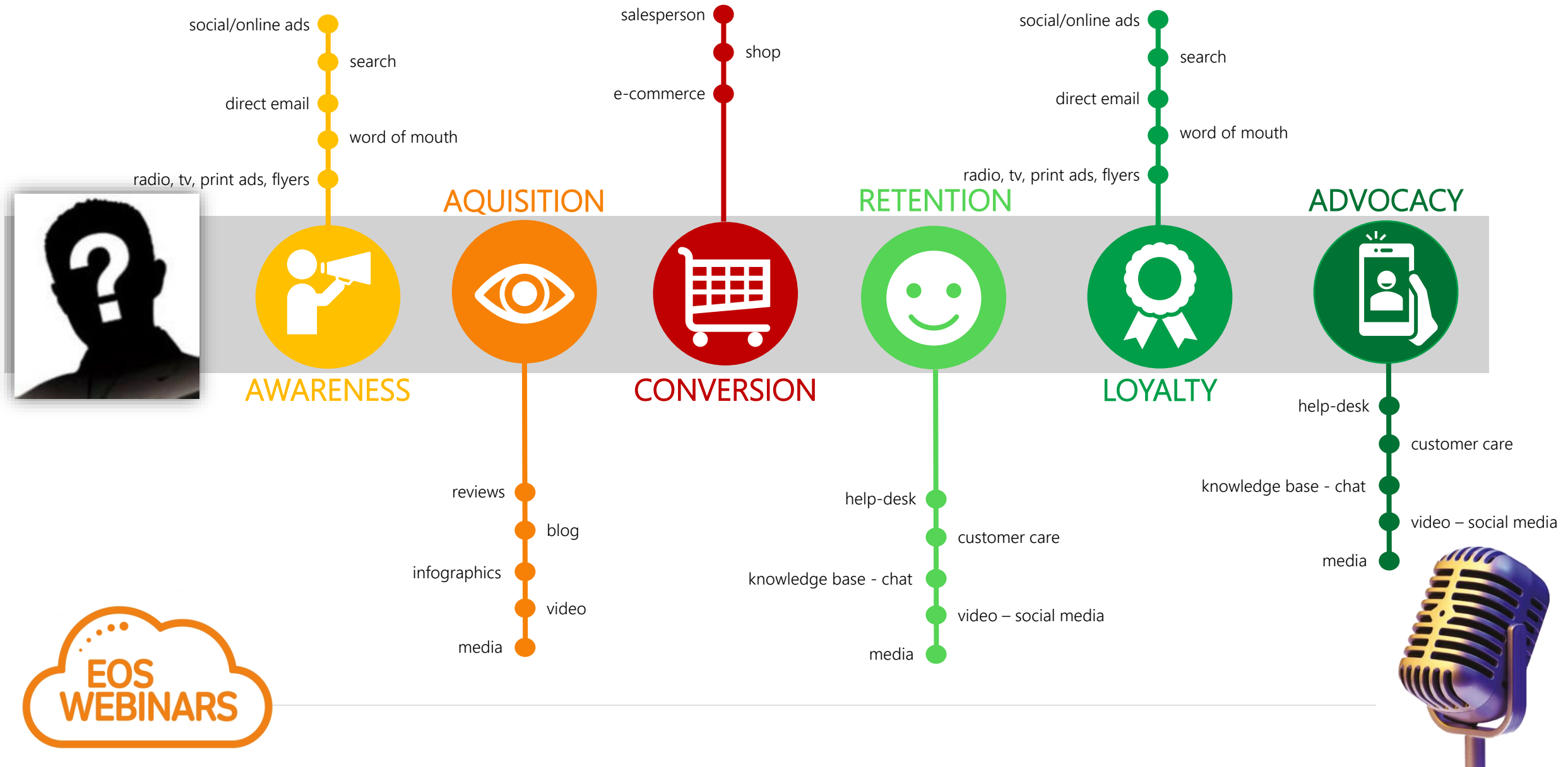
How can we make the **customer** feel extremely satisfied, come back to visit the site and recommend it to others?

How can we eliminate the aspects that frustrate the **customer** the most?

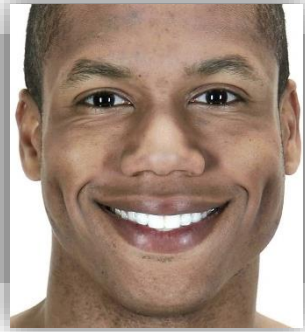
From Marketing to Sales



Turn prospects into business relationships: Customer Journey



Turn prospects into business relationships: Customer Journey



AWARENESS



AQUISITION



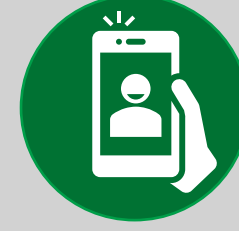
CONVERSION



RETENTION



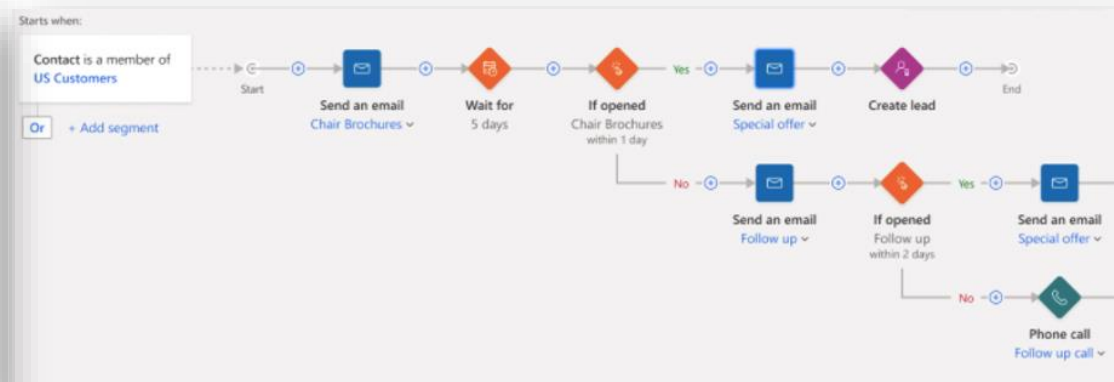
LOYALTY



ADVOCACY

MARKETING & PRESALES

SALES & CUSTOMER LIFECYCLE



Lead Scoring Model

Automated Lead scorings help you bring your most promising Leads to the top as soon as they are "Sales Ready".

To build your model just establish a **set of conditions and action**:

- Each **condition** contains a collection of rules
- Each **action** controls how the score is affected when its condition is true

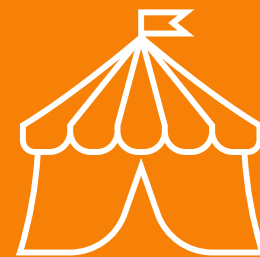


When the Lead reaches the right score, it becomes "Sales Ready".





Migliorare la relazione tramite eventi
fisici e digitali

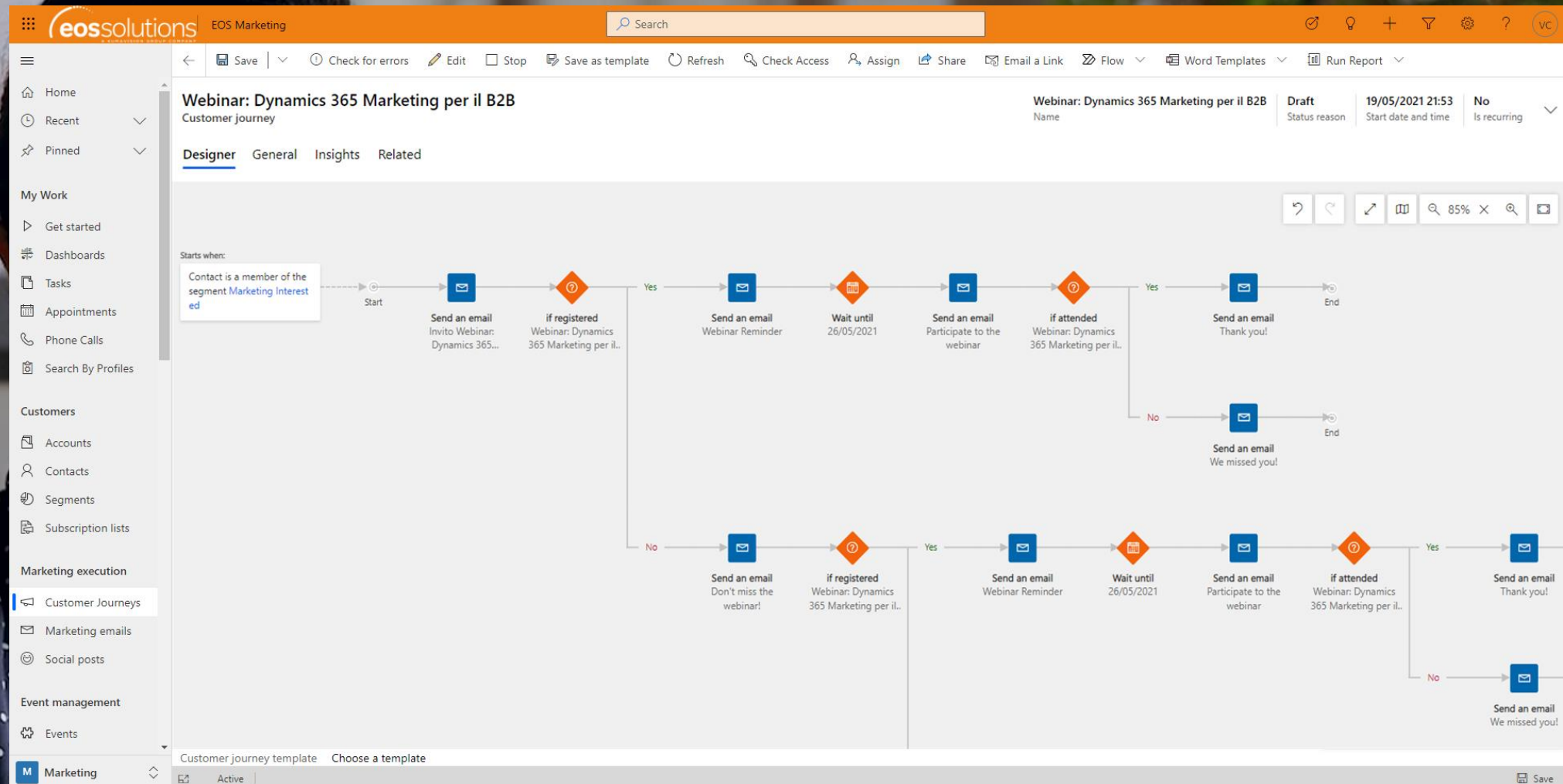


I need a personalized journey to invite interested customers to a Webinar event.



Maya
Marketing Manager

- Orchestrate Customer Journeys with easy-to-use tools
- Organize communication assets
- Planning of the stages for the right communication



I need a personalized journey to invite interested customers to a Webinar event.



Maya
Marketing Manager

- Organize digital events to generate demand
- Have a Business Process Flow to understand the actual stage in the event organization
- Setup events to allow Customers to register themselves

The screenshot displays the eossolutions Dynamics 365 Marketing interface. The top navigation bar includes the eossolutions logo, 'EOS Marketing', a search bar, and various utility icons. A left sidebar contains navigation options like Home, Recent, Pinned, My Work, Customers, Marketing execution, and Event management. The main content area shows a business process flow for an event, with stages: Preliminaries, Agenda (9 D), Organize, Promote, Launch, and Post Event. The 'Agenda' stage is currently active. Below the flow, there are tabs for General, Agenda, Website and form, Registration & Attendance, Financials, Post event, Room reservations, and Related. The 'General' tab is selected, showing 'Key Information' (Event name, Event type: Webcast, Registration count: 17, Check-in count: 0, Event URL) and 'Schedule' (Event time zone, Event start date, Event end date, Countdown in days, and a toggle for 'This is a recurring event'). A 'Timeline' section is also visible. On the right, a 'Stream This Event Online' panel contains settings for streaming, recording, and engagement. A yellow warning box at the bottom right states: 'IMPORTANT: Do not click the Start button during set-up or system testing. You cannot stop and restart a live event. To test the live event stream, create a rehearsal live event and invite a small group of people.'

DYNAMICS 365 MARKETING NEL MONDO B2B: ORIENTARE LE DECISIONI PER GENERARE VALORE

MAY 27, 2021, 11:00:00 AM

EOS
WEBINARS

 Register Now

Sessions

Speakers

5/27-Thursday ▾

Marketing B2B: è possibile?

11:00 AM - 11:10 AM

Orchestrare i punti di contatto con l'azienda tramite l'automazione dei processi

11:10 AM - 11:20 AM

Generare nuove lead e trasformarle in opportunità

11:20 AM - 11:30 AM

Migliorare la relazione tramite eventi fisici e digitali

I need a personalized journey to invite interested customers to a Webinar event.



Maya

Marketing Manager

- Organize digital events to generate demand
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I need a personalized journey to invite interested customers to a Webinar event.



Maya
Marketing Manager

- Organize digital events to generate demand
- Have a Business Process Flow to understand the actual stage in the event organization
- Setup events to allow Customers to register themselves

eossolutions EOS Marketing

Search

Save New Stop Refresh Check Access Deactivate Process Assign Share Email a Link Flow Word Templates Run Report

D3 Dynamics 365 Marketing nel mondo B2B: orientare le decisioni per generare valore Event

Active Status Owner Live Publish status

EventMainBusinessProce... Active for 9 days

Preliminaries Agenda (9 D) Organize Promote Launch Post Event

General Agenda Website and form **Registration & Attendance** Financials Post event Room reservations Related

Event Registration

Event Registrations + New Event Registration Refresh Flow

Contact	Registration ID	Company Name (Contact)	Email (Contact)	Industry
Relatorio Compagnoni	ER 29AEUD727NJ3W2LDAVLYZHJVPD	EOS Milano	Relatorio Compagnoni@eos.it	---
Integrare Audit	ER 3JFU86SALU8HEAUBQL5PHH84UD	Integrare Audit	Integrare Audit@eos.it	---
Integrare Audit	ER 5GALCIU8F8MUWJC5SXC4N478PB	Integrare Audit	Integrare Audit@eos.it	---
Integrare Audit	ER 62SFA4H5GB8PW78KZ8BW46UX2F	Integrare Audit	Integrare Audit@eos.it	---

1 - 4 of 17 (0 selected)

Registration Responses + New Registration Resp... Refresh Flow

Event registration	Contact (Event registration)	Custom registration field	Response
ER 29AEUD727NJ3W2LDAVLYZHJVPD	Relatorio Compagnoni	Acconsento al trattamento dei miei dati personali. Leggi la nostra priv	Si
ER 29AEUD727NJ3W2LDAVLYZHJVPD	Relatorio Compagnoni	Azienda	EOS spa
ER 29AEUD727NJ3W2LDAVLYZHJVPD	Relatorio Compagnoni	Ruolo	Sales Executive
ER 29AEUD727NJ3W2LDAVLYZHJVPD	Relatorio Compagnoni	Settore	Professional Services

1 - 4 of 68 (0 selected)

Marketing

Active

I need a personalized journey to invite interested customers to a Webinar event.



Maya
Marketing Manager

- Track high quality leads at scale & align to sales

eosolutions

EOS Marketing

Search

Save

Save & Close

New

Delete

Refresh

Check Access

Collaborate

Qualify

Process

Disqualify

Assign

VC

Valentina Cocco

Lead

Lead source

Warm Rating

New Status

Owner

Lead-to-opportunity ma...

Active for 10 hours

Inquiry

Automated Marketing Qualification

Tele Prospecting Acceptance

Tele Prospecting Qualification

Sales Acceptance (2 Min)

Summary

LinkedIn lead info

Details

Lead scores

Contact insights

Related

Active lead score

Refresh

Flow

Run Report

Search this view

Lead scoring model

Score

Score status

Grade

Evaluate Newsletter Engagement

85,0

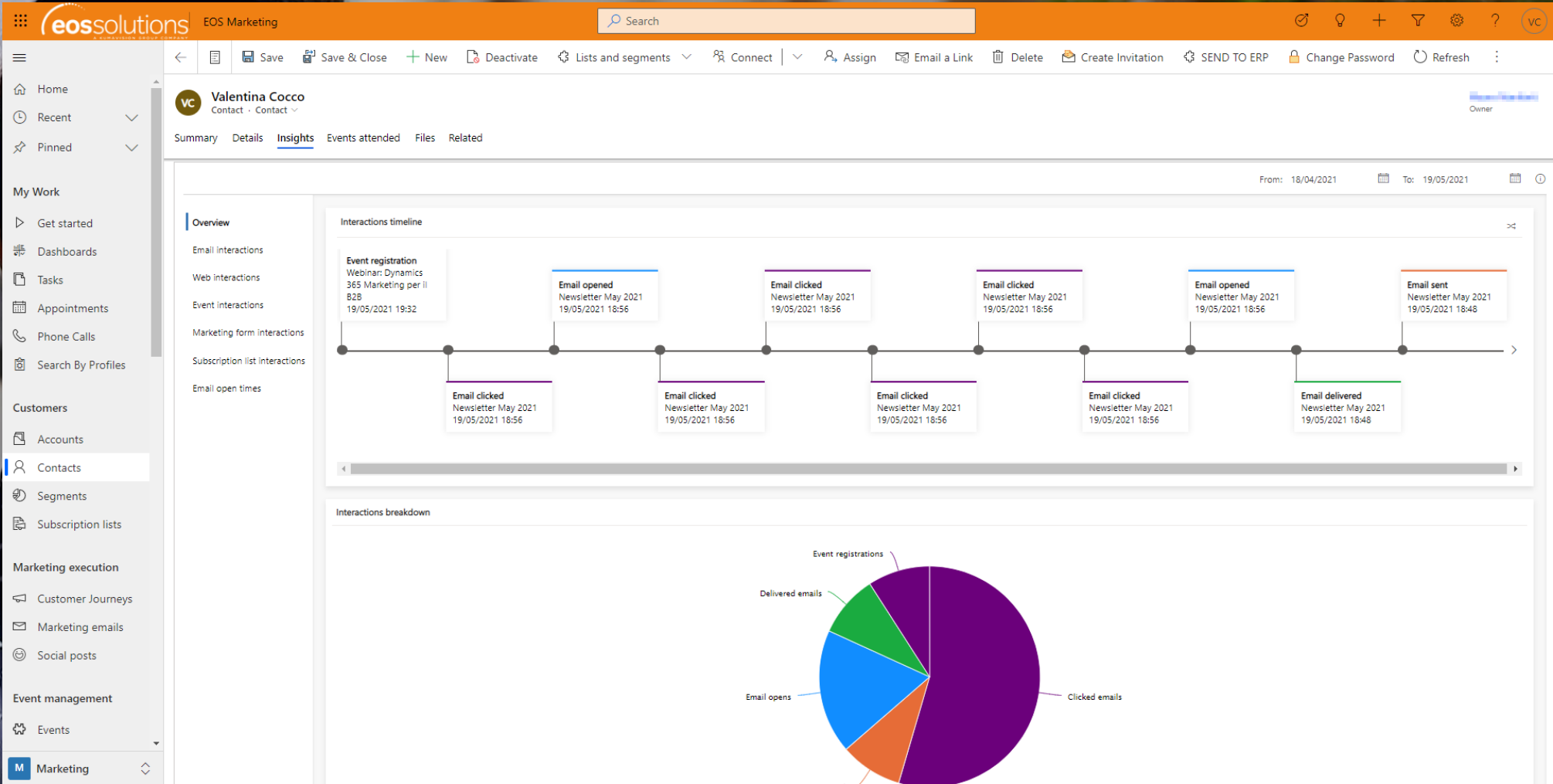
Up to date

I need a personalized journey to invite interested customers to a Webinar event.



Maya
Marketing Manager

- Analyze and check all the interactions for:
 - the single Contact
 - the related Customer
 - the originating Lead

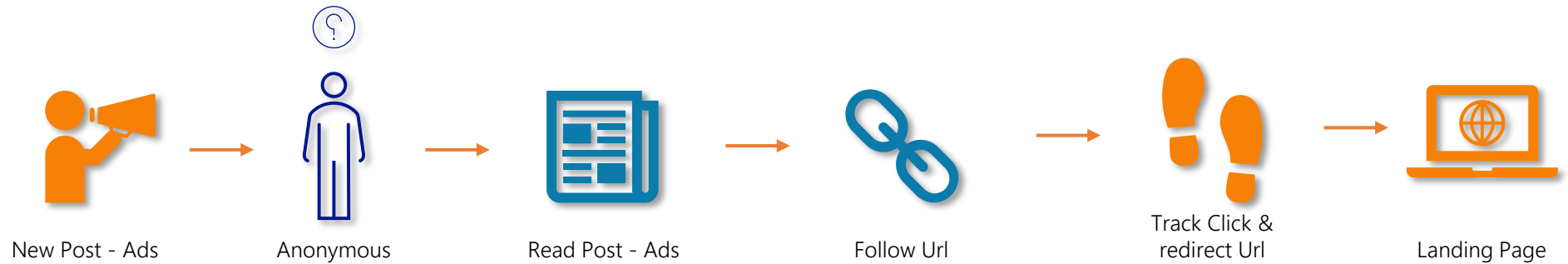






Utilizzare i Social Networks per
comunicare e generare nuove LEAD



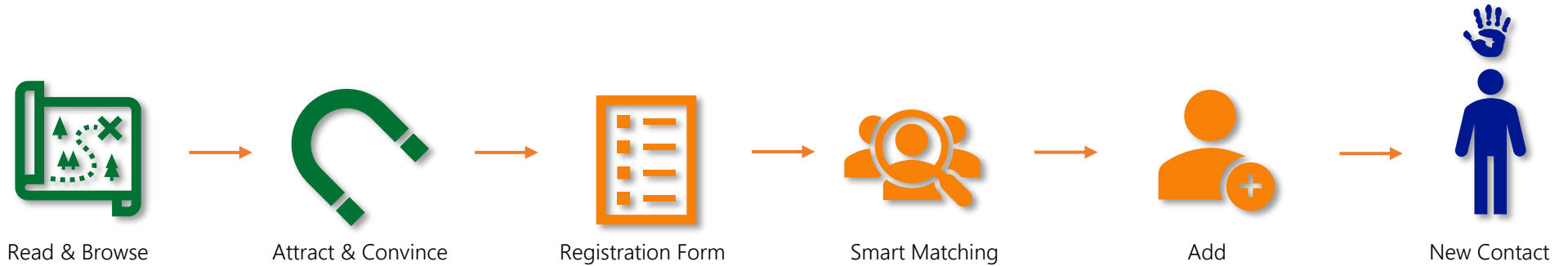
Social Media / Online Ads – Contacts & LEAD Generation




-  Dynamics 365 Marketing
-  Social Media
-  Company Web Site



Social Media / Online Ads – Contacts & LEAD Generation



-  Dynamics 365 Marketing
-  Social Media
-  Company Web Site



Social Media / Online Ads – Contacts & LEAD Generation



Browse &
Download






Track behavior



LEAD Scoring

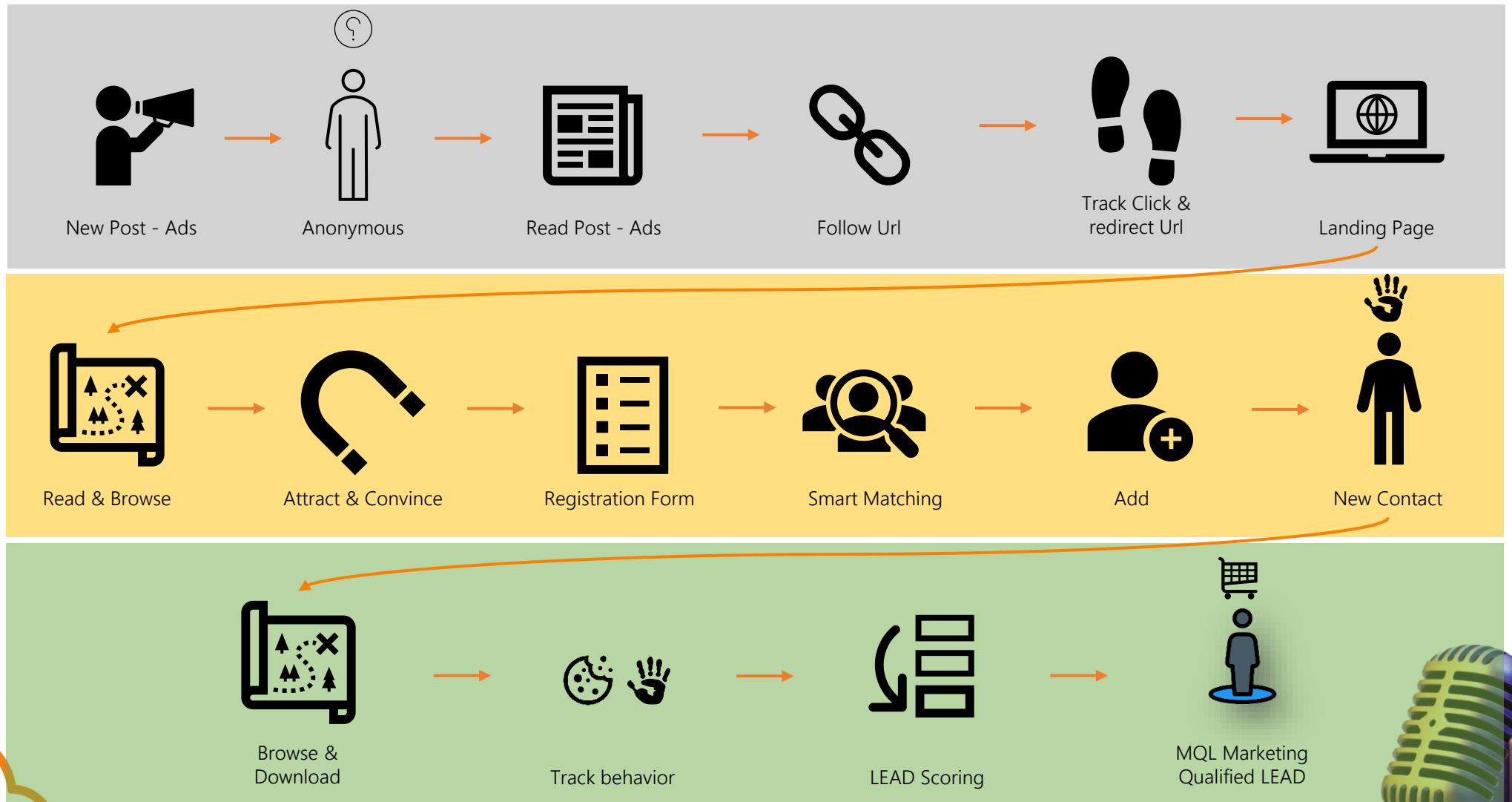


MQL Marketing
Qualified LEAD

-  Dynamics 365 Marketing
-  Social Media
-  Company Web Site



Social Media / Online Ads – Contacts & LEAD Generation



Redirect URLs



EOS Website page for Dynamics 365 Marketing offer
<https://www.eos-solutions.it/en/dynamics-365-marketing-en.html>



Monitor **from where** potential customers land to a specific page

Newsletter - Website Dynamics 365 Marketing

Redirect URL

General info Insights Related

Overview

Timeline

Redirect URL timeline

Timestamp	Contact name	Original URL	Referrer URL	Link
19/05/2021 19:55	Beatrice Belehuži	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:55	Beatrice Belehuži	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:42	Stefano Bianchi	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:41	Stefano Bianchi	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:41	Valentina Cocco	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:40	Valentina Cocco	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...
19/05/2021 19:35	---	https://www.eos-solutions.it/it/dynamics-36...	---	https://5598eeb2d9814611860c51d9958d4...



Website Monitoring

When people come to your website, they are **expressing an interest** in your organization and its products.

And where they go on your site tells you even more about **what they are interested in**.

Frequent browsing sessions with your site can be a strong indicator of a contact who is **ready to buy**.

Default website					
Marketing website					
General info <u>Insights</u> Related					
From: 1/21/2020 To: 2/21/2020					
Overview	Website visits				
Visits	Contact name	Visitor anonymous status	Page address	Referrer URL	Visit duration
Form Visits	---	Anonymous	https://www.sylvantis.com/blog/...	https://www.sylvantis.com/blog/...	00:03:17.0553216
Form Submissions	---	Anonymous	https://www.sylvantis.com/blog/...	https://www.google.com/	00:03:08.2115253
	---	Anonymous	https://www.sylvantis.com/blog/...	https://www.google.com/	00:03:08.1489924
					Timestamp
					2/21/2020 3:36 PM
					2/21/2020 3:36 PM
					2/21/2020 3:36 PM

With Dyn365 Marketing it is possible to enter in your Website pages a script that allow you to get this information.



GDPR

GDPR: Controllo completo dei dati e autonomia di cambio del livello di consenso



Gestire il GDPR – Livello di consenso

Consensus levels are hierarchical, so the highest levels include all lower.

USER INFORMATION COLLECTION

The individual user allows the organization to use behavioral and demographic information (e.g. opened e-mail) for automated decision making.

MARKETING

The individual user agrees to receive marketing messages and promotional content.

SUBSCRIPTIONS

The individual user agrees to receive messages that include offers to subscribe to distribution lists or other subscribed content.

TRANSACTIONAL

The individual user agrees to receive transactional messages that refer to a specific business relationship existing between the two parties (e.g. order receipts or the status of the registration).

CONSENT

The individual user agrees to be contacted by the organization only to confirm consent or obtain a higher level of consent.

No consent was provided by the contact. The organization must not contact the individual user or perform data processing or start the decision-making process automatically until consent is provided.



Dynamics 365 Marketing: Il Valore della soluzione



Il Valore Della Soluzione

Un database unico

- Attività di marketing e comportamenti del contatto condivisi con le vendite
- Tutti i dati del contatto e dell'azienda sono disponibili come profili per segmentare
- Il dato è sempre aggiornato

Marketing allineato con le vendite

- Marketing operativo produce domanda
- Le LEAD generate sono immediatamente inoltrate alle vendite

Processo più efficiente

- Riduzione di tempi ed errori
- Riduzione dei costi – Il sistema è self service – Non serve il supporto di agenzie esterne
- Massimizzazione delle opportunità di business «lavorando» ogni LEAD



Grazie!



- Bologna
- Bolzano
- Carpi
- Cuneo
- Milano
- Padova
- Treviso
- Udine
- Verona

WEB

www.eos-solutions.it

