

EVENT MARKETING CHECKLIST

**ALWAYS SEND CUSTOMERS & PROSPECTS TO YOUR CUSTOM LANDING PAGE**

Your custom landing page is how we generate business for you. We track who referred each registrant so we can send you information about your registrants for follow-ups.

Your custom landing page URL will be sent to your provided contact email from Partners@ExploreD365.com.

How to get started:

🗹 **Download “Explore Dynamics 365 Event Marketing Checklist”**

☐ **Set Partners@ExploreD365.com as a safe sender**

We will send landing page URLs, updates, resources, and reminders from this email address.

☐ Check inbox & junk folders for confirmation email from Partners@ExploreD365.com.

☐ If email is in junk folder, mark it as not junk and set Partners@ExploreD365.com as a safe sender.

☐ Once confirmation email is in inbox, click the confirmation link.

☐ **Download “Explore Dynamics 365 Marketing Templates”**

Copy, images, and instructions for driving engagement through email and social media.

**DOWNLOAD MARKETING TEMPLATES**

[https://explored365.com/wp-content/uploads/2020/10/Explore-Dynamics-365-Marketing-Templates.docx](https://explored365.com/wp-content/uploads/2020/12/Explore-Dynamics-365-Marketing-Templates.docx)

☐ **Spread the word!**

 ☐ Share custom URL with sales, marketing, & customer service teams

 ☐ Tell sales & services teams to point customers to your landing page

 ☐ Add conference info/images to email signatures

 ☐ Schedule social media posts (see Marketing Templates)

 ☐ Schedule emails to customers/prospects (see Marketing Templates)

 ☐ Schedule follow-up calls with customers/prospects