



Marketo Advanced Training Content

TRAINING OBJECTIVES

3 days to become autonomous on Marketo

Our experience shows that Marketo users start to become autonomous after learning the basics of Marketo plus 5 to 8 workshops of real campaign creation.

We will spend 3 days to create campaign templates that you will easily be able to clone and use, in order to gain valuable time.

The workshops are made so that you can work in Marketo on all types of campaigns, from the easy ones to the more complex ones.

Once we have built these campaigns together, these programs will serve as templates and as real live campaigns, such as newsletter campaigns, content download campaigns, contact form, events, etc.

Campaigns that we will create :

- Email send + A/B testing
- Gated content
- Contact form
- Newsletter
- Event / webinar
- Nurturing
- Advanced Nurturing

Reports will be also set up in all campaigns.

We will also see the essentials to realize successful marketing campaigns in Marketo:

- Segmentations and dynamic content (personalization of emails & LPs)
- Using tokens
- Smart lists & lists
- Basics of acquisition tracking management
- Review the admin parameters
- Snippets
- Social medias

... and all the other queries that you may have !



IN DETAILS

Timing	Topic	Content
Day 1	Gated content campaign	<ul style="list-style-type: none">• Admin parameters overview• Creation of gated content program• Segmentations, dynamisation and personalization of landing pages and emails
Day 2	Contact form campaign + email with A/B test campaign	<ul style="list-style-type: none">• Creation of contact form campaign• Creation of emailing campaign with A/B test• Using tokens
	Newsletter campaign + event/webinar campaign	<ul style="list-style-type: none">• Creation of newsletter program• Creation of event/webinar program• Smart lists and lists• Snippets
Day 3	Nurturing + advanced nurturing campaigns	<ul style="list-style-type: none">• Creation of nurturing + advanced nurturing programs• Acquisition tracking management• Using social media with Marketo

Prerequisites: Have Marketo access, Know your rights in Marketo (admin or user), The consultant is set to work in the scheduled time frame (7 hours per day)



DELIVERABLES

- Marketo Advanced training guide in english for all the templates made
- A trained team ready to use Marketo !

Assessment methods:

- Participants will be asked to complete skills assessment quizzes throughout the training, as well as a final evaluation, allowing the trainee to identify the skills acquired in relation to the training objectives.



CONTACT



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If there are people with disabilities among the participants: please contact us in order to set up the procedure to allow participation in the best conditions.

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