



Marketo Essentials Training Content

# TRAINING OBJECTIVES

## **2 days (14 hours of training) to use or improve on the Marketo solution**

Merlin/Leonard offers to support you in your Marketing Automation efforts thanks to our training in the Marketo solution. Our certified experts are there to answer your questions and help you take control of the platform!

### **Teaching methods:**

After 14 hours alternating presentations and practical work in Marketo, you will know how to effectively use this powerful marketing automation solution.

### **Objectives :**

You will be able to...

- manage your data efficiently via the “Lead Database” module.
- create your email, form and landing page templates easily from the Design Studio.
- configure your marketing programs in their entirety, segmented contact lists, marketing automation scenarios, etc.
- track your results using the Analytics module for precise reporting of your performance and the ROI generated by each action.

...and ask any questions you may have!

***Prerequisites: Have access to Marketo, Know your access rights to the platform (Administrator or user), The consultant is required to work within the defined hours***



# IN DETAILS

Timing	Topic	Content
Day 1 (7 hours)	Admin Lead Database Design studio Marketing activities Analytics  Practical exercise	<ul style="list-style-type: none"> <li>• Users &amp; Roles</li> <li>• Field management overview</li> <li>• Channels &amp; Tags</li> <li>• Segments</li> <li>• Creating lists &amp; smart lists</li> <li>• Import leads</li> <li>• Duplicates</li> <li>• Media library</li> <li>• Creating templates (emails, forms &amp; landing pages)</li> <li>• Overview of the program types</li> <li>• Channels &amp; tags</li> <li>• Reports overview</li>   <li>• Creation of gated content program</li> <li>• Segmentations &amp; personalization of emails &amp; landing pages               <ul style="list-style-type: none"> <li>○ Creation of form &amp; form fonctionnalities</li> <li>○ Creation of landing pages for registration &amp; thank you page</li> <li>○ Creation of emails: invitation, notification, alert</li> </ul> </li> </ul>
Day 2 (7 hours)	Practical exercise	<ul style="list-style-type: none"> <li>• Continuation of creation of gated content program               <ul style="list-style-type: none"> <li>○ Finish emails</li> <li>○ Setting up workflows: sending invitation emails, download management, alert management, acquisition management</li> <li>○ Campaign Launch and Tests</li> <li>○ Reporting</li> </ul> </li> </ul>

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## DELIVERABLES & EVALUATION PROCEDURES

### Deliverables:

- Marketo Essentials Training Materials in English or French
- Ready-to-use gated content program template

### 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.

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## 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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