

Migration Services For Marketo



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When you're ready to switch your existing marketing automation platform to Marketo, ShowMeLeads provides professional guided migration services to help you make the critical transition. Whether you want to move your entire system to Marketo, or just a subset of forms, campaigns, templates, and data, ShowMeLeads works with you to make a fast and reliable transition.

Hands-on, Guided Migration

Our Marketo Certified Experts will build your migration strategy and offer best practices and step-by-step demonstrations of key migration processes. The guided migration assists you with the mapping and migration of existing business rules and marketing campaigns, the conversion of old forms and landing pages, and the import of lead data from your legacy marketing automation database. Preserving your legacy marketing respects your previously spent dollars and builds tremendous value to your continued campaigns after the migration process. Our team takes all of these areas into consideration in the migratory process.

We make the transition easy by providing the following services:

- Perform an audit of your existing system and mapping out your migration strategy.
- Inventory all of your assets, campaigns, processes and data to be migrated, and identify how long the project will take for completion.
- Evaluate data cleanliness and provide recommendations for clean up if necessary.
- Provide best-practices advice and recommendations for campaign design and scoring.
- Review client competency for migrating various assets and provide supplemental training or recommend appropriate courses or materials.
- Assist in testing, conduct a performance review, and provide process and rollout feedback during migration.





The ShowMeLeads Migration Services covers the guided migration of:

- Existing Marketing initiatives/programs
- Existing lead scoring rules
- Existing marketing campaigns
- Nurturing flow processes
- Lead data, which is not in the CRM
- Creative content, emails and landing pages
- Forms
- Custom fields
- Unsubscribe data
- Migration Process

If you have additional requirements, such as the conversion of marketing assets or development of new marketing campaigns, we can easily scope a customized migration project. Whether you are in need of augmenting a project or you simply need the full project to be designed and managed, our experts are here for you. For a tailored approach a custom quote is available to you, contact Services@ShowMeLeads.com.



"Migration Services will help you harness the power of Marketo and transform your business. Our Marketo Certified Experts would set up your Marketo instance and create all the programs based on best practices and which would be scalable and measurable. The objective of all the deliverables is get you the most value from Marketo faster."



About ShowMeLeads Inc.

ShowMeLeads Inc. is a Global CRM and Marketing Automation Consulting firm that helps companies to build predictable pipelines and improve revenue faster by implementing best practices. We combine in-depth marketing knowledge and experience with visionary technological expertise to help companies deploy CRM systems and Marketing Automation systems like Eloqua, Pardot, ActOn, Marketo, Exact Target and Salesforce.