Marketo QuickLaunch

Let's sprint through setting up your new Marketo
and get it right the first time!
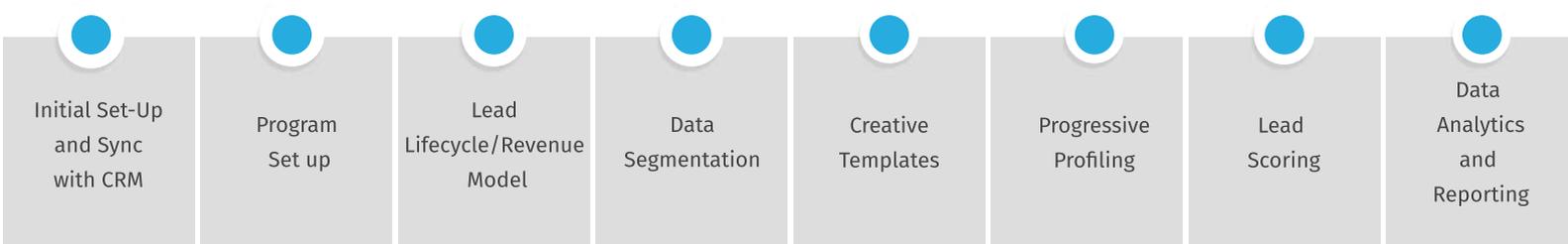
Show Me Leads!
Re-imagine Engagement, Re-invent Your Funnel

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We will get you up and running faster with our Marketo QuickLaunch

Marrina Decisions' Marketo QuickLaunch program is designed to make your new Marketo implementation a breeze. We are experts who have done this a hundred times. We will design, build, implement and measure your new Marketo tool before you can finish saying "Marketo".

Our QuickLaunch Program for Marketo is one of it's kind and comes with an entire suite of initial set up that you need to have, to be successful with Marketo. Our experts will save your time by doing this difficult task for you. It is designed to help your organization fully leverage your investment in Marketo. Our QuickLaunch Program for Marketo tees up your marketing team to take complete advantage of Marketo's robust demand generation capabilities, featuring seven key modules:

Initial Set-Up and Sync with CRM	Program Set up	Lead Lifecycle/Revenue Model	Data Segmentation	Creative Templates	Progressive Profiling	Lead Scoring	Data Analytics and Reporting

WE WILL GET YOU STARTED WITH MARKETO

Initial Set Up and CRM Sync

Getting started with Marketo requires a few necessary steps to ensure you can make the most of your Marketo investment.

- Implement Marketo Users Management with appropriate User Privileges
- Customize the Landing Page URL with CNAME
- Set up for Email Deliver ability success
- Integrate with CRM
- Add Tracking Code to your website

Best Practices Programs Set Up

Marrina Decisions gives you proven best practices to roll out all types of marketing programs, including outbound email campaigns, lead nurturing, webcasts, SEO/PPC campaigns, upsell and cross-sell, auto-responders, tagging, and much more.

- Construct and roll out all of your programs
- Leverage Program Tokens
- Set up programs for scalability
- Measure and test campaign
- Perform random sample and A/B message testing
- Keep contact with leads based on each opportunity's status
- Align the marketing and sales organizations to optimize the process

Lead Lifecycle/Revenue Model

Your revenue model is a visual representation of your lead management process. We will help you build your lead funnel from lead acquisition to marketing-qualified, sales accepted/rejected, sales qualified, all the way to paying customers. Marrina Decisions builds the model that matches your desired workflows, enabling you to:

- Create agreed-upon definitions of each stage
- Define and segment your modular stages for a streamlined process
- See where leads are getting stuck in the funnel to ensure that no lead gets left behind
- Continually monitor and report on lead progress
- Build end-to-end lead lifecycle flows to track, qualify, nurture and recycle leads

Data Segmentation and Management

Be sure that you understand what goes into creating and managing your ongoing lists for targeted marketing initiatives. Marrina Decisions helps you build a plan to standardize and normalize data for your Marketo campaigns, enabling you to:

- Identify your core segments
- Target the right people
- Clean up dirty data and identify duplicate leads

Creative Templates

Marrina Decisions guides you in building your content library for Marketo marketing campaigns. We'll create and show you how to map content to inbound nurture programs, outbound marketing campaigns, and SEO/PPC initiatives.

- Build web forms, targeted landing pages, and responsive email templates for your nurturing programs
- Migrate your existing web forms to Marketo
- Capture the right information in your lead forms and Progressive Profiling forms
- Integrate SFDC campaigns into your Marketo web forms for accurate tracking

Marketo Forms and Progressive Profiling

Marketo forms are meant to capture precise information about the leads (known or anonymous). At times, a simple form is good to get started with, but sometimes we need some advanced Marketo form as well.

- Create Marketo form to be used on Marketo non Marketo Landing Pages
- Create Progressive Profiling Marketo Form
- Set up hidden form fields from the default value (if needed)
- Set up advance forms if needed (such as pre-populating fields based on the previous answer)

Lead Scoring

Successful lead scoring puts you in a position to prioritize and get better qualified leads for your sales team. Marrina Decisions helps you identify the most effective criteria and build your Marketo lead scoring worksheet.

- Identify your key scoring fields based on your sale criterias
- Develop the right values and point scores for each set of criteria
- Build behavior/demographic scoring flows and turn behaviors into important buying criteria
- Get continued insight from your sales team

Analytics and Reporting

We'll build reports for sales, marketing, and executive teams to show them your marketing effectiveness and lead in-flow. Track key performance indicators such as:

- Ensure your best lead sources are moving through the funnel
- Track your ideal email open and click-through rates, and how to define "success" for a campaign
- Identify which campaigns are driving the most revenue

QuickLaunch Program will help you harness the power of Marketo and transform your business. Our Marketo Certified Experts will set up your Marketo instance and create all programs based on best practices which are also scalable and measurable. The objective of all the deliverables is to get you the most value from Marketo fast period

Get in touch with us to discuss the way forward. We believe working together collaboratively will always yield the best results. Let's create magic!

LEARN MORE ABOUT SHOWMELEADS

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