SHOW ME LEADS!

Optimize Your Marketing Automation Engine

Optimization Services for Marketo

- Data Quality
- Marketo Programs
- Lead nurturing
- CRM Integration
- Lead Routing
- SEO
- Web Forms
- Email Deliverability
- Marketo Events
- Revenue Funnel
- PPC campaigns
- Reporting
- Revenue Cycle Model
- Lead Scoring Model
- Landing Pages
- Blogs
- Websites

Your Marketo system is the heart of your marketing engine, but are you truly getting the most value from your implementation? In spite of good planning and execution, many companies aren't sure how well their marketing automation is performing, and where they need to improve. ShowMeLeads optimization services empower you to raise your game with Marketo to new heights for continued performance and returns.

## Key Optimization Services Benefits

- Get a customized evaluation of your current system and processes
- Identify inefficiencies, bottlenecks and specific areas for improvement
- Build a comprehensive optimization plan using proven Marketo best practices
- Achieve better demand generation results and ROI

Review and Analysis of your Current System

Our Marketo Certified Experts will conduct a thorough review and evaluation of your Marketo system and provide specific recommendations for improvement and advancement. We work to get a clear picture of your marketing and sales teams, current lead flow process, lead hand-off to sales, how you're conducting lead scoring, what types of campaigns you're using and how effective they are.
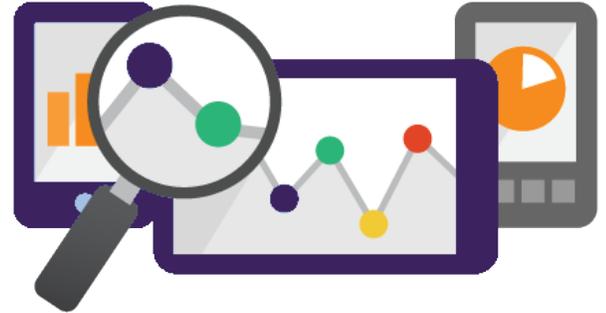
Services Pricing

Workshop includes the following:

- Identify current Marketing Goals
- Current Business Process
- Current challenges
- Metrics that are required to measure the KPIs
- Outline the Revenue Model(Funnel)

OptimizeMarketo for Better ROI

After our assessment, you'll have clear insights into exactly which areas are ripe for improvement. We then provide a one-on-one consulting session to help plan and implement new processes, programs and best practices so that you keep the momentum going for results. The scope of optimization services encompasses:

- Lead Routing & CRM Integration
- Data Quality & Normalization
- Programs for Email Marketing & Drip Campaigns
- Incorporating Social Media
- Lead nurturing best practices and design
- Revenue Model
- Dashboards and Analysers
- Reporting and analytics
- Lead Scoring Model and rules

- Landing Pages and Web Forms
- Incorporation of Programs and Events functionality
- Utilizing success criteria within Programs
- Integrating with PPC campaigns
- Deliverability analysis and suggestions
- Utilizing different opportunity attribution models
- Lead Lifecycle Design
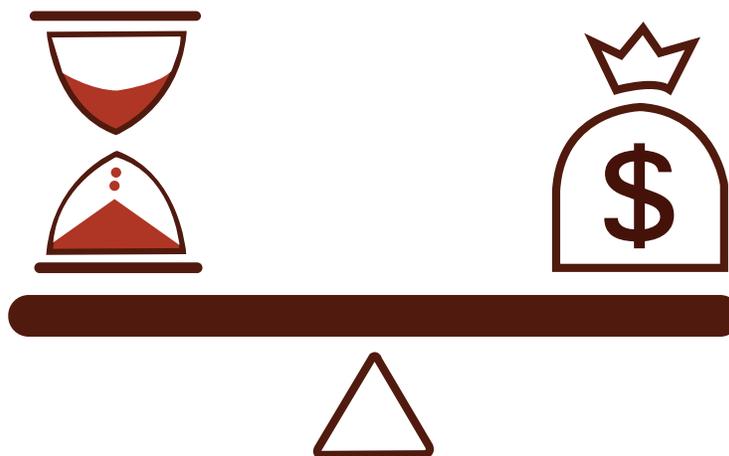
Optimizing your marketing automation business process will help you achieve better demand generation results, improve and demonstrate the ROI of your Marketo system, and help you develop a plan for on-going success.

Optimization Services package is a perfect fit if you need an expert who is Marketo Certified to review your instance and suggest the best practices. As a final deliverable you get recommendations based on best practices to adjust the existing programs and well defined optimization plan and process.

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.