



Optimize Your Marketing Automation Engine

A central illustration of a desk setup. A blue desk lamp is on a stack of papers. A brown briefcase is on the left. A pink rotary phone is partially visible. A blue cap with 'Marketo Certified Expert' is in the foreground. A red cup with white polka dots and a blue cup with pens are on the right. A yellow ruler is also present.

**Case Study**  
**Being a**  
**Marketo**  
**Certified**  
**Expert**

Marketo<sup>®</sup>  
Certified Expert

## Overview of Case Study

At times, having the right skill-set might not always be enough, for a person, to get recognized within the industry. It often becomes challenging to identify suitable people, for a given domain, in the absence of any sort of certification.

In the wake of increasing demand for Marketo users in the business, Marketo Certification Exam helps provide an edge to the users to help them get recognized. It acts as a conformation to the employers and saves a lot of hiring effort too.

*"I think without my certification, I wouldn't have the awesome career I have today. My boss was searching for 'Marketo Certified' professionals. Had I not been certified, I may have been passed up by others that appeared more qualified. With the increased interest and demand for Marketing Automation, more Marketing professionals will be moving into this type of role. Because of this, it's even more important to distinguish yourself as an expert. There are many others doing what I do, but I strive to be one of the best. My Marketo certification has made that possible!"*



**Kara DeVeny**, Marketing Automation Manager, MegaPath Corporation



## What are the Benefits?

### How Individuals Benefit from Marketo Certification:

- Industry wide recognition
- Increased possibility for career advancement
- Credibility and acknowledgement amongst peers
- Identification as a leader in marketing automation and operations
- Official designation and logo that can be used on business cards and online profiles
- An electronically delivered certificate
- Inclusion in an exclusive LinkedIn® group
- Recognition in the Marketo Community

### How Companies Benefit from Marketo Certification:

- Identify leaders in marketing automation quickly and easily
- Make more confident hiring decisions
- Confidently onboard certified experts faster
- Reduce operational downtime
- Lower operating costs



*"I wanted to use it as a progress indicator of my experience with the system. I had been using it consistently for about 6 months, so I wanted to gauge how my experiences with it aligned to industry experience. Plus, it was free for a promotion that Marketo was running".*



*Trask Rogers, Marketing Operations + Campaigns Manager, Axiom EPM*



## Why opt for Marketo Certification Exam?

Marketo Certification helps people, who have been using Marketo for some time now, differentiate them from their peers and be easily recognized and appreciated by the employers. A person spots for the certification exam when he/she is ready to take a forward leap in his/her career and to leverage all the past experience to cash-in any possible opportunity.

The Marketo Certification helps the companies cut down on their operational delays and hiring efforts due to ease of identification of the apposite skill-set, owing to the certification. Hence forth, it gives the candidates, who have been Marketo Certified, a clear edge over the others.

### There are two levels of Marketo Certifications:

1. **Marketo Certified Expert (MCE):** Any Marketo practitioner with significant Marketo experience who would like to be recognized for his or her expertise should consider becoming a Marketo Certified Expert.
2. **Marketo Certified Consultant (MCC):** Marketo Certified Consultant status is a more advanced level of certification. This Certification is performance-based and demonstrates a high level of professional skill. One must first gain Marketo Certified Expert status before pursuing the Marketo Certified Consultant certification.



*"I was looking for a quick way to be able to say 'I know Marketo.' Without it you have to talk about how long you've been using Marketo, what type of stuff you've done - which isn't precise - and it's difficult to know what to ask someone to get an idea of how much Marketo they know."*

*Trask Rogers, Marketing Operations + Campaigns Manager, Axiom EPM*

# How to prepare?

## Suggested prerequisites by Marketo for taking the Marketo Certification Exam are:

- One year of marketing experience
- Significant experience with Marketo
- Lead Management
- Completion of the Marketo Foundation Training, including completion of all class exercises
- Consumption of Marketo Tutorials in the Marketo Community

*My Marketo Advanced Training Boot Camp offer by ShowMeLeads was very personalized. The one-on-one training was a great opportunity to ask a lot of questions and practice using tools that I hadn't used on a regular basis. I had a lot of hands-on experience with Marketo leading up to the Marketo Advance Training Boot Camp so the sessions helped remind me of things that I had forgotten from my original training and dive deeper into tools that I had not used yet. The practice exam at the end of the Boot Camp offer by ShowMeLeads was also extremely helpful in preparing for the exam. The style of the practice exam was very similar to actual exam, so I knew what to expect when I showed up at the testing center.*



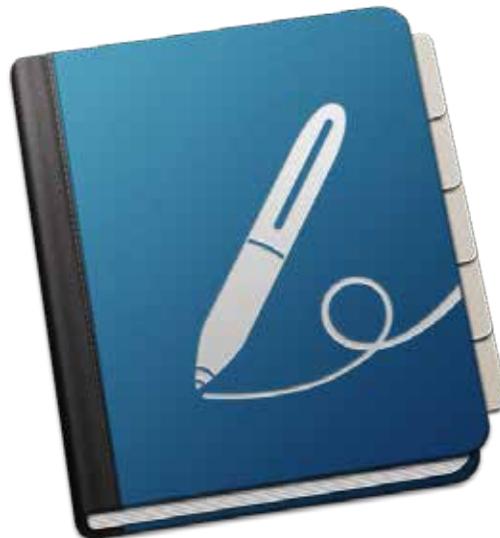
*Kim Bullock,  
Marketing Operations Ace,  
SpringCM*



*I was a Marketo user for more than 2 year and was always curious see where my skills and strength are in Marketo since I had done lot of SFDC projects. Basic Foundation Training by Marketo and Advance Training by ShowMeLeads gave me all the knowledge I needed to suuccessfully pass the exam. I was confident I will pass since I have been using Marketo for long but you need to be know the entire system not only the features and functions you have been using. Advance training helped a lot in filling that gap.*



*Prash Shenoy,  
Sr Program Manager,  
CRM Strategy, VM Ware*



*"I started to work at my previous employer and they were using Marketo. I had heard about the platform but had never had the opportunity to use it. I was determined to learn all I could because I knew it was a skill worth having. My peer at the time trained me as much as she could, but then I quickly learned the value of the Marketo Community for tips and training. Around the time my comfort level was at an all-time high, Marketo announced they were launching a certification program so I felt like this was my opportunity to test my skills and knowledge. I went to the Marketo Summit, took (and passed) the exam, and immediately started touting the honour. I felt like it was a milestone in my Marketing Automation career."*

*Kara DeVeny, Marketing Automation  
Manager, MegaPath Corporation*



### Apart from that, the candidate might ensure the following for best results –

- Watch the recorded webinar, 6 Topics to Know for the Marketo Certified Expert Exam, to discover the best way to prepare.
- Download and review the Certification Roadmap to learn more about exam objectives and techniques addressed in the exam.
- Assess your skills with the Marketo Certified Expert Exam Preparation Checklist to round out your preparation routine.

*“I’ve been using Marketo for the last 5 years, so I was confident that I knew it really well. On the day of the exam, I went to the list of topics in Marketo covered in the exam and read through all of them. And there were questions on the exam directly referencing some of the information I had just read, and wouldn’t have remembered otherwise. So I’m glad I did it!”*



*Grant Grigorian,*  
*Marketing Campaign Manager*

*I did my research and found out, at a high level, what would be covered in the exam. I used the Marketo University to brush up on any area I felt needed fine-tuning and just used my day-to-day experience as a way to hone in on the Marketo fundamentals. Being the only Marketo Administrator at my company gave me plenty of time to practice all areas of the platform.*

*Kara DeVeny, Marketing Automation*  
*Manager, MegaPath Corporation*



## CONCLUSION

The Marketo certification has helped a lot of users to progress in their careers and has facilitated quicker growth and recognition.

## The Examination Structure and Process

Marketo Certification and Specialization Exams are deployed and proctored by Kryterion Online Secure Testing. Kryterion offers easy online registration for exams and allows the candidate to pick the date, time and method for completing the exam that best suits him/her.

The exam can either be taken online via remote proctoring or in one of the Marketo's worldwide testing centres. All exams are delivered in a safe and secure environment. This helps to ensure the validity of the tests and increases the overall value of the certification in the market place.

*"It has made me more confident in knowing that I know what I'm doing - knowing that I'm not missing anything important."*

*Grant Grigorian,  
Marketing Campaign Manager*



## Marketo Certified Experts Share



*“The studying did open my eyes to some new ways of doing things, plus some features such as snippets/dynamic content that I really hadn’t been leveraging in the past. Since I didn’t participate in any Marketo or consultant-led training, it was a great way to fill in gaps in my product knowledge.*

*The first advantage it has brought is just clarity in ensuring I’m approaching my day-to-day responsibilities with Marketo correctly, which is really invaluable. The second is the people and resources I’ve been exposed to, even things like the Marketo Certification group on LinkedIn. The ability to soak up and understand how others are using the system is helpful for both short- and long-term initiatives at my company.”*

*– Trask Rogers, Marketing Operations + Campaigns Manager, Axiom EP*

*To pulling various reports and monitor our programs. Now Marketo has an Analytics exam and it’s my goal to take and pass the exam within the next 6 months.*

*I cannot express how much opportunity has come my way as a result of my certification. Every month on LinkedIn I have various employers emailing me about career opportunities, specifically for Marketo Certified Experts. I think it’s amazing how much the Marketo Certification has made MA professionals stand out in the crowd. I actually landed my current position at MegaPath as a result of my Certification. My Manager was in need of someone with advanced Marketing Automation skills and what better way to search than “Marketo Certified.” He found my profile, read over my experience, and had his Recruiter contact me immediately. I have received a great deal of recognition within the Marketo Community and within my current role because of my certification as well. My ultimate goal is to further enhance my skillset and take the Marketo Consultant training and exam in the near future.”*

*-Kara DeVeney, Marketing Automation Manager, MegaPath Corporation*



# 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.

[www.ShowMeLeads.com](http://www.ShowMeLeads.com)



info@ShowMeLeads.com