



||| Marketo Engage  
**Managed  
Services**

## Getting Marketo deployment and management right takes planning, focus, time and experts!

If your team has insufficient time after working on other business priorities or if you do not have an in-house marketing team or dedicated resources to work for Marketo projects (including planning, building and deploying campaigns), get this flexible Marketo Managed Services (MMS) by Marrina Decisions to get you set up and efficiently running Marketo.

MMS is one of the key service offerings by Marrina Decisions that provides you with everything you need to get full value out of the Marketo platform.

Marrina Decisions **Marketo Managed Services** will help you with resources that will strategize, manage and implement your entire Marketo system.

Our **Marketo Managed Services** (MMS) provide you with a dedicated and professional team of Marketo Certified Experts (MCE) who will be available to support you in planning and executing any Marketo project, whether it is a single project or an entire end-to-end automation infrastructure build.

We have provided these services for thousands of Marketo clients and, based on your unique business needs, will map processes in Marketo to your overall business success, with scalability top of mind.

Strategy	Manage	Implement
Have well defined strategies for your demand gen funnel with perfect lead management, analytics, operations, campaign execution, and martech stack to provide clear ROI and direction for your organization.	Foundation is the key to any Marketing Automation Platform. Leave that to Marrina Decisions' Marketo Experts to build a scalable, robust Marketo instance, then watch as you achieve your most wanted growth.	Always have Marketo Experts as your extended team, to avoid all those operational delays and errors. Get those campaigns out of the door without delay or fear. Add muscle without adding headcount and scale quickly.
Marketing and Sales Alignment	Subscription Management	Day to Day Marketo Administration and Operations
Marketing Funnel Foundation	Lead Scoring	Marketo Email/Landing Page Templates
Working Technology Stack	Lead Routing	Marketo Programs and Campaigns Management
GDPR / CASL / CCPA Compliance	Lead Nurturing	Quality Assurance
Marketo Audit	CRM sync	Data Integrity and CRM sync support
Data / system governance	Lead Life Cycle Flows	Complex campaign localization
Marketing Objectives and KPIs	Data quality	List Management
Dashboard and Analytics	Personalization	Marketo Email/Forms/Landing Page Deployment
ABM	Martech integration	Outsourcing all or part of Marketing Operations

“One of the key benefits to working with Marrina Decisions is never having to think about whether we have to hire another person. I could always pick up the phone when I needed to get something out the door quickly. I’m grateful that Marrina Decisions was able to turn on a dime and be a trusted advisor navigating the ever changing Marketing automation solutions while yielding results for our organization.”

### MEI HUANG

(Senior Manager Marketing Automation - Americas for Xero)

#### What to expect:

Minimize your system risk and exposure with Marketo Managed Services and provide clear direction for you and your team. The system architecture is designed with industry best practices and will execute campaigns with faster and greater efficiency.

- Cost-effective on-demand access to highly skilled technology Experts
- Flexible subscription tiers to meet your team’s specific needs
- Scalable Marketing Operations

For a small monthly retainer, get the brightest and best marketing technology experts on call!

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