

UNIVERSITY

Marketo believes that you should never stop learning. That's why we provide you with learning paths that give you the skills, knowledge and best practices for sustainable success. We know you're busy, and you want training that meets your schedule and learning needs.

NEW TO MARKETO?

Getting started is as easy as 1 – 2 – 3.

1. Get Some Quick Wins

We'll guide you through the core features of Marketo and show you some tips and tricks along the way.

2. Take advantage of Marketo University's On-demand Courses and Articles

Get familiar with Marketo's extensive library of video courses and deep dives articles. Pick a topic and dive in.

3. Enroll in Marketo Foundation Training

This instructor-led course is available in classroom and virtual formats. It provides hands-on experience with core Marketo features through guided exercises and examples.

ADVANCE YOUR SKILLS

Looking to take your existing Marketo skills to the next level? Focus on getting the most value out of Marketo by learning how to:

- Leverage dynamic content
- Include social marketing in your campaigns
- Manage all types of events
- Measure lead acquisition and success
- Built and test multi-stream engagement programs
- Master Sales Insight for marketers and for sales
- Use Marketo's Revenue Cycle Modeler and Revenue Cycle Explorer

LEARN MARKETO *YOUR WAY*

Marketo offers a broad range of highly interactive training formats so you can choose the option best suited to your requirements.

On-Demand

- Learn whenever you want
- Every course is available on-demand

With Your Peers

- Live virtual sessions
- In-person classroom courses
- *Training Season Pass (Coming Soon!)*
 - One year of unlimited access to live, interactive training webinars conducted online by an expert instructor

Just Your Company

- Virtual or onsite, on your schedule
- Standard or tailored curriculum

GET MARKETO CERTIFIED

Plot the course to achieving career success with Marketo Expert Certification. Candidates that pass the Certification Exam will receive many benefits in addition to an increased skillset and industry recognition. Benefits include:

- Great opportunity for career advancement
- Credibility and acknowledgement amongst your peers
- Official designation and logo that can be used on business cards and online profiles
- Recognition in the Marketo Community

Contact us at educationservices@marketo.com to learn more about Marketo University and Certification offerings.

About Marketo. Easy. Powerful. Complete.

Marketo (NASDAQ: MKTO) provides the leading cloud-based marketing software platform for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, the Marketo® solution includes a complete suite of applications that help organizations acquire new customers more efficiently, maximize customer loyalty and lifetime value, improve sales effectiveness, and provide analytical insight into marketing's contribution to revenue growth. Marketo's applications are known for their breakthrough ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 190 LaunchPoint™ ecosystem partners and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results.



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