



Onboarding and Implementation LaunchPack



SET UP. ADOPT. EXECUTE.

The cornerstone of any successful marketing automation initiative is to make sure you have a solid foundation.

You need to get campaigns out the door, and fast, let the one time technical nuances of set up be handled by the certified pros - Leadous.

DESIGNED FOR	OUR GOALS	YOUR TAKEAWAYS
Customers Implementing Marketo Engage	Get the base foundation to have your Marketo instance running and the ability to send out campaigns.	<ul style="list-style-type: none"> ✓ Seamless set up ✓ User adoption ✓ Best practice documentation and playbook ✓ Accelerated time to market
TERM (MONTHS)		
1 Month		
PRICE		
Starting at \$6,825		
AVAILABLE HOURS		
35 Hours		

LaunchPack Activities		✓ Included \$ Available X Not Available
Activities	LaunchPack	
Technical Set Up	✓	Leadous will work with you to ensure the technical components of Marketo are set up and tested.
CRM Integration	✓	Leadous works closely with your team to ensure data is shared between your two systems to improve lead follow up and conversion. *Custom integration available.
Template Seeding	✓	Your Marketo Engage consultant will assist in providing 1 Marketo Landing Page, 1 Marketo Email Template, and a standard unsubscribe page.
Training	✓	Team members can participate in a custom educational series that provide in-depth knowledge in key areas that make or break marketing automation initiatives. Resulting in a library of session recordings and documentation.
Advanced Feature Set Up	X	Leadous will work with your team to set up advanced features such as ABM, MSI and other features.
Campaign Mentor	X	Leadous will identify areas of focus to support your team with Marketo best practices and recommendations. The initial priority will be on your marketing automation strategy, ongoing plan, and alignment with marketing and sales.

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