

Marketo Migration

ACCELERATE YOUR ROI WITH MARKETO ENGAGE.

Migrating to the most user-friendly, revenue-driving marketing automation platform has never been easier. With experienced experts guiding you each step of the way, your transformation will go smoothly so you can quickly get back to driving your business results. Our focus is ensuring you and your team are confident with the set-up of your instance, trained in Marketo, and positioned for success.

It's normal to be at a place where you have outgrown your existing automation platform. Every year thousands of companies migrate to Marketo Engage to help in every area of marketing automation from driving engagement to measuring marketing's contribution to revenue.

It can be a daunting task thinking about moving all of the hard work you've put into your current automation platform. Remember, you are leaving your current model because it didn't do what you needed it to do. Migrate now, to Marketo Engage.



MIGRATION PROGRAM FEATURES

Migration strategy

Leadous has vast experience in successful migrations from many platforms and will guide you through your entire set-up; CRM integration, determining your project management process, technical backend support, and dedicated best practices. Putting your plan in place with our experts will set you up for success.

Implementation and training

For your business timing is everything. Leadous will lead your Marketo Engage set-up with experienced experts who can quickly get you up and running. Leadous' priority is to ensure your team is trained and ready to leverage Marketo Engage to drive your business results.

Migrating from your old platform to Marketo Engage

Our experts will help you design a migration strategy that speaks to your business needs from properly archiving important assets to building campaigns in Marketo Engage. Whenever you are changing your process or introducing something new, you want to have complete confidence you are set-up correctly. Leadous will test everything from new landing pages and forms, to email programs and auto-response communications.

Ongoing support

In many cases clients look for an additional push to get them further along. Whether it be scoring campaigns and lead lifecycle, or getting all previously set up campaigns architected and launched. Leadous migration experts get you to a return on your investment quickly. Leadous will execute any extra lifting that needs to be done.

Results

As with all things automation, it's about the results. Results have been the key to Marketo Engage becoming the most powerful automation platform on the market today. Determine your baseline, run campaigns, get your results, iterate, and constantly increase engagement and convert leads. And if you purchased Bizible, measuring your marketing contribution to revenue.

POWERFUL MARKETO ENGAGE BENEFITS

- ✓ Simplified data management
- ✓ Personalized messaging
- ✓ Complete customer journey tracking
- ✓ Event and conference management
- ✓ Sales and marketing alignment
- ✓ Easy reporting tools
- ✓ Full funnel insights
- ✓ Multi-channel engagement
- ✓ User-friendly experience
- ✓ and more...

Engagement at every touch-point with personalized messaging will cause your company to stand out from the competition. Get the most of your investment in Marketo Engage by leveraging Leadous' proven migration best practice methodology.

With the endless resources and innovative technology of Marketo Engage, your team will be empowered to drive business results and deliver for sales.

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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