

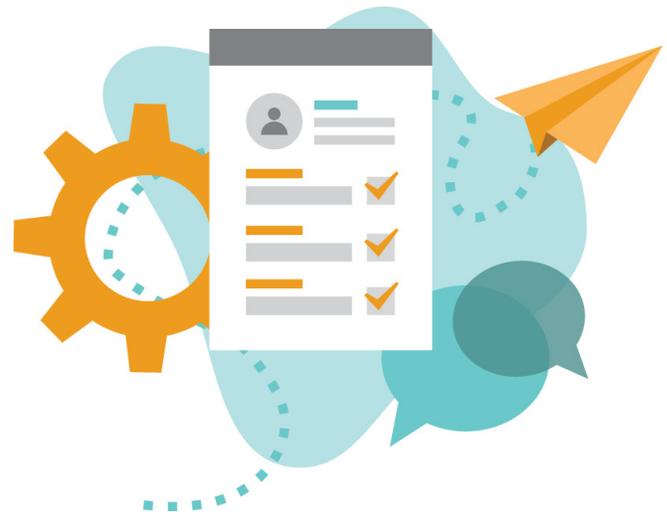
Onboarding and Implementation

SET-UP. ADOPT. EXECUTE.

Getting it right from the beginning. The cornerstone to any successful marketing automation initiative is to make sure you have a solid foundation. That foundation provides the structure for which data will be collected, shared, and analyzed. Not only is it important to have all of the components of the foundation put in place, but the order in which they are organized.

Let's face it, you are a marketer. A technically curious one, but your goal is to get campaigns out the door and the one time nuances of a technical set up are best handled by the pros - Leadous.

Marketo implementations are straightforward, but technical. We leverage our years of experience working with hundreds of clients to accelerate your set up, fast line adoption, help you execute and get you the results you are looking for with your automation initiative.



COMPONENTS

Get your instance ready and be prepared to see results. These components can be selected based on your requirements and will be put in a plan specific to your organization. You will have visibility to the specifics of each component and the timeline to which your implementation and onboarding will be complete.

Technical set up

It is not an easy feat to be a marketer and understand technical language. That is where Leadous experts can connect directly with IT to accelerate the stand up of your Marketo instance. DKIM, CNAME, code, testing and provisioning review ensure that your instance is ready to send that first email.

CRM integration

Any good automation initiative connects itself to sales, that is done by ensuring an integration point between your CRM and Marketo. Understanding custom fields, sync parameters, and APIs give our experts a leg up to help you share data in real time with sales. Do this right and you'll start to feel the alignment strengthen between sales and marketing.

Template seeding

Leveraging Marketo Engaged templates is a great way to quickly get communications sent. Knowing how to personalize them with your corporate brand standards and making adjustments to HTML code is required to ensure you deliver a consistent brand experience that utilizes varying components based on messaging. Landing pages, forms and emails... Leadous has you covered.

Training

What good is it to invest in a platform, get it set up and then revert to batch and blast email sends? With Leadous virtual custom in-instance training we combine best practice backed classroom, workshop and 1:1 training catered to the way your company needs to use Marketo. All sessions are recorded and material is provided in your own private library, along with the best practice documentation, to use as a playbook for reference and training additional resources as you grow.

Advanced feature enablement (optional)

If you have already determined you are ready to leveraged advanced features such as MSI, RTP, ABM, Predictive Content, or others, there is a component of feature enablement that allows you to move quickly past going live and gets you into the benefits of what the feature can do for you. This applies to the add on features that you selected as part of your Marketo Engage license agreement. And don't worry, if you didn't select any, you can add them on at any time.

Campaign Mentor™ (optional)

Standing up your instance and scheduling your first campaigns happens quickly. For those that have complex workflows, minimal automation experience, or limited resources Campaign Mentor services are here to support your team. It gives you the opportunity to partner with your Leadous expert for an extended period of time to ensure your campaigns exhaust all of the features and expected results are achieved. These services include operational campaigns, complex nurtures and standard Marketo administration. We can do it all, but will show you, so your team can execute on your own going forward.

APPROACH

Whether you are a first time Marketo implementor or you've done it multiple times, Leadous implementation and onboarding services can be catered to your specific needs. Your options are to have a Leadous led experience or supported experience. Either way, our goal is to make sure your implementation goes flawlessly and you are ready to schedule your campaigns, get data, and share results.

Your Adobe Marketo, Leadous team will help determine the correct combination of implementation and onboarding services and an approach that best fits your requirements. The value will certainly follow.

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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