



SuccessFlow.



CLASSROOM TRAINING | 2 DAYS OPTIMISING MARKETO TO INCREASE CUSTOMER ACQUISITION AND ENGAGEMENT

This interactive, two-day training course focuses on optimising Marketo across the funnel.

A technology stack is only as good as the people who use it and the processes in place to drive use and adoption. So, to increase customer acquisition and customer engagement, you'll need three core elements - the right people, the right processes and the right technology.

You've already purchased Marketo, but what next? You need to train the people using the platform, and introduce the marketing processes required to meet and align your wider marketing goals. This interactive training course can do exactly that.

By applying digital marketing best practice to your Marketo platform, you will learn, the tactics and functionality in Marketo to increase customer acquisition and engagement.

With recommended tools and tactics, you'll gather an understanding of what you need to reach, interact, convert and engage with your audience more effectively, as well as improving processes around sales and marketing.

AUDIENCE

Best suited for Marketo users who have some-to-moderate experience using the platform.



The best thing for me about this course was how hands-on and practical it was for my role as a marketing manager, you're not just being talked at. SuccessFlow go above and beyond to ensure a successful learning experience



SuccessFlow's training course revitalised our platform, we lacked in technical and marketing skills, so we were falling down in many areas. Our trainer listened to our needs and adjusted accordingly



LEARNING OUTCOMES

You will learn how to

- Apply marketing best practice to Marketo
- Understand the features and tactics required to reach and interact with your audience
- Utilise a multi-channel approach (social, web and email)
- Use Marketo to manage your events and webinars
- Use tactics such as progressive profiling and dynamic content to increase conversion rates
- Create personalised experiences for your audience across your website and email
- Build optimised campaigns increasing your lead visibility and campaign ROI
- Test your campaigns to see continuous improvements
- Create emails aligned with marketing best practice
- Understand how to run an Account Based Marketing (ABM) program
- Understand the process of developing personas and creating a customer journey
- Build out an engagement program focused on product lead nurture
- Plan an automation program for your leads and customers
- Create a lead scoring framework to prioritise your leads for sales
- Understand lead management and automation best practice
- Align with your marketing and sales team via MSI and interesting moments

To book your training course, call us today on
+44 (0) 845 680 5409

COURSE AGENDA

DAY ONE

Introduction

An introduction to SuccessFlow—and your trainer—plus the course objectives and the RACE Planning framework.

Module 1 - Strategy

Setting SMART goals—prioritising objectives and defining your digital roadmap.

Module 2 - Content and the customer

Personas, content strategy, customer journey, content matrix and mapping.

Module 3 - Tactics to Reach more customers

Social marketing trends, social posting in Marketo via Oktopost, Adbridge, web personalisation, predictive content, webinars in Marketo, events in Marketo (check in app and event program), ABM.

Module 4 - Tactics to interACT with more customers

Email template creation and best practice, A/B testing, landing page template creation, best practice and testing, Forms, targeting and segmentation, dynamic content.

Module 5 - Reporting for Reach and InterACT

Email reporting, landing page reporting, program reporting (successes and analyser).

DAY TWO

Module 1- Admin and set-up

Deliverability, security limits, programs, tags, channels and events

Module 2 - Data management

Data enrichment, best practice, analysis, cleaning and validating data.

Module 3 - Automation and lead management

Convert and Engage overview, lead statuses and sources, introduction to automation, workflow examples.

Module 4 - Lead nurturing

Lead nurturing overview, nurturing new leads, nurture workflows, engagement programs, converting web traffic.

Module 5 - Lead prioritisation

What is lead prioritisation, identifying hot leads; suggested process and documentation, lead scoring and grading framework, key considerations.

Module 6 - Sales alignment

Aligning marketing with sales, lead assignment, insights for sales, Marketo Sales Insight (MSI), Interesting Moments.

Module 7 - Remarketing

Module 8 - Upselling and cross-selling

Automation for cross-selling and onboarding.

VENUE AND DATES

Our next course will be running on

October 31 - November 1

etc.venues

Prospero House, 241 Borough High Street, London SE1 1GA

Public Transport

Prospero House is clearly sign posted and is the red brick building next to Starbucks opposite Borough Tube station entrance.

By Underground

Borough Tube, Northern Line
Borough tube station is located on the Northern Line Bank Branch. Exit the station and go directly across the road. Turn right on the other side, go past Starbucks and Prospero House is the large red building next door to Starbucks.

By Train

London Bridge Mainline or Underground stations - Northern or Jubilee Line, & Mainline stations. Turn left out of station.

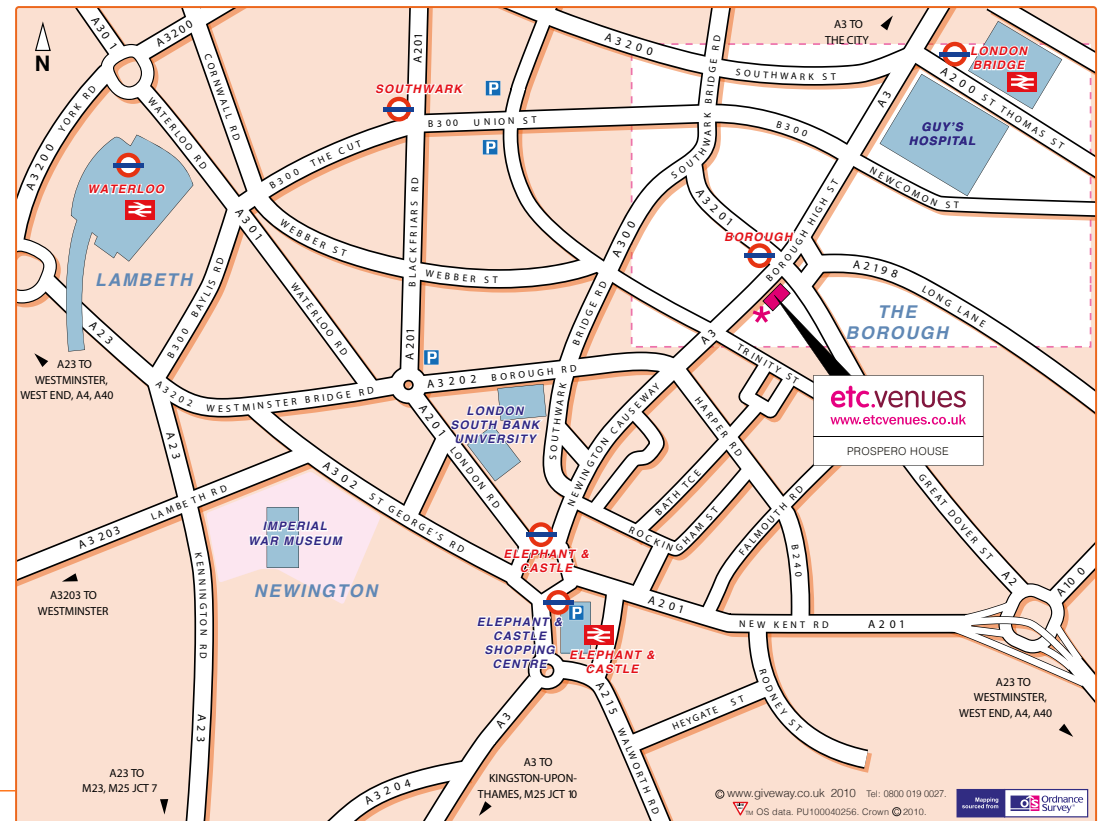
Go towards London Bridge and turn south (left) and walk along Borough High Street. Continue past Borough Station and Prospero House is next-door to Starbucks.

By Bus

There are regular buses from Liverpool Street and London Bridge to Borough High Street. Liverpool Street: 35, 133
London Bridge: 35, 40, 133, 343, 21

Parking

There are two public car parks nearby: One on Kipling Street, and the other on Trinity Street, both approximately 5 minutes walk from Prospero House. Alternative short term parking is also available in Avon Close which is to the rear of the venue.



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If this date isn't suitable for you, give us a call and we can discuss more suitable options.

We only have challenges with customer acquisition or customer engagement, do we still need to come on both days?

Yes. Although we have a fixed agenda, we keep our courses as fluid as possible so you have the chance to ask questions and engage with the elements you struggle with.

We've only used Marketo a few times, is this course too advanced for us?

This course is for those who are familiar with using Marketo, who perhaps aren't making the most of the platform, or who haven't set a strategy to achieve marketing goals.

Marketo provide training, isn't this enough?

Marketo have many feature videos on their site if you're looking for an introduction to functionality and the technology itself. As marketers ourselves, our approach dives further into your wider strategy and allows you to take the recommended marketing tactics and apply this to the technology.

Is this course helpful for people who have been using Marketo for a while?

The course is applicable to most user levels. We do cover some of the basic features, but we spend more time on the advanced technology and tactics. It's also great if you have new team members who have joined and they need to be quickly up to speed. You might have had implementation training, but we find that this course is great for improving your wider marketing strategy too, which is why we are different.

Does this Course cover everything we can do with Marketo?

We could be here for weeks going through everything so we've covered the critical steps you will need to become more effective in everyday marketing scenarios.

We need something more custom, is this for us?

This isn't the only training course we offer. We know that some companies have more complex goals and need more people training. Our advice is that if you want to send more than 3 people on our training, if you're a super-user, have different divisions or if you have any add-on modules in Marketo, such as ABM, and want in-depth training on these areas - a bespoke training course might be more suitable and cost effective.

Do you offer any other training locations apart from London?

The majority of our classroom training courses are in London but we can provide training at our HQ in Leeds, West Yorkshire or onsite at your location. If this suits you more, get in touch and can discuss your requirements.

We're already Marketo Certified, do we need this?

We train all users, including those who are Marketo certified. We find that there are gaps around using the right tactics to meet their objectives, because they are more strategic focused. Our courses advance you in other ways, such as becoming a better marketer through using proven marketing frameworks, such as Smart Insights' RACE Planning.

How do I justify sign off?

We have received great feedback on the courses we deliver, where attendees have been able to start using their new skills from day one. All of the modules we run through are ones that apply digital marketing best practice and can help you become a more advanced Marketo user and a more advanced marketing asset. All of this creates a greater return on investment in the technology.

QUICK-LOOK

DAY ONE

- Introduction
- Strategy
- Content and the customer
- Tactics to Reach more customers
- Tactics to interACT with more customers
- Reporting for Reach and InterACT

DAY TWO

- Admin and set-up
- Data management
- Automation and lead management
- Lead nurturing
- Lead prioritisation
- Sales alignment
- Remarketing
- Upselling and cross-selling

£950 + VAT per delegate

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Need something more unique to your business?
Our bespoke training course might be more suitable for you.
Call us to find out more.