



# MARKETO ENGAGE FUNDAMENTALS

SELF-PACED ELEARNING COURSE WITH CERTIFIED EXPERT MENTORING


INCLUDES 4 MENTORING SESSIONS UP TO 30 MINS EACH.



TOTAL COURSE TIME REQUIRED 15-20 HOURS



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## I- Marketing Automation Fundamentals 3 Mins

**Video:** What is marketing automation & Marketo?

Creating our Email using a template.

Personalising an email with lead tokens.

Schedule and approve and send your Email Send program.

## II- Email Marketing Fundamentals 16 Mins

**Demo:** Discover the Marketo User Interface.

**Theory:** Marketo basics.

Unknown vs Known.

**Skill check:** Unknown to Known.

Marketo's different Program types.

Basic asset types in Marketo.

Smart List vs. Static List.

Understanding Smart Campaigns.

Cloning in Marketo.

**Skill check:** Marketo Basics.

Seeing the results of an Email Send Program.

**Skill check:** Creating an email send.

**Assignment: Build an Email Send Campaign.**

**Tutorial:** Creating a Program:  
 -Choosing a program type.  
 -Creating local assets.

## III- Creating a Program 1:14 hr

**Demo:** Watch how to build an Email Send Program in Marketo.

**Tutorial:** Creating an email send program in Marketo.

Creating an Email Send Program.

Exploring the control panel of the Email Send program.

Defining our Email Send Audience.

## IV- Smart and Static Lists 1:00 hr

**Tutorial:** Mastering Smart Lists.

Creating your Smart List.

Using filters on your Smart List.

Filtering with Smart List Rule Logic.

**Theory:** List import to a Static List.

Formatting your data in a spreadsheet.

Importing your data.

Viewing the people in your list.

**Assignment: Format and upload a data list.**

## V- Smart Campaigns 1:00 hr

**Demo:** Understanding Marketo Smart Campaigns.

**Assignment: Create a Smart Campaign.**

## VI- Form Basics

10 Mins

**Demo:** Creating a form in Marketo.

**Tutorial:** Using forms in Marketo.

Creating a form in Marketo.

Using visibility rules.

Using hidden fields.

Implementing your Marketo forms.

**Skill check:** Using forms.

## VII- Landing Page Basics

15 Mins

**Demo:** Creating a landing page in Marketo.

**Tutorial:** Getting to grips with Landing Page basics.

Understanding Free-form vs. Guided Landing Pages.

Creating a landing page.

Editing landing page elements.

Editing page meta tags.

Locating landing page URL.

Editing your landing page URL.

**Skill check:** Landing page basics.

## VIII- Period Costs

06 Mins

**Theory:** Period Costs.

**Demo:** How to add, update and delete period costs.

**Theory:** Understanding period costs.

How period costs are calculated.

When to use period costs.

**Skill check:** period costs.

## IX- Analytics and Reporting

20 Mins

**Demo:** Walkthrough of Marketo reporting options.

**Tutorial:** Understanding Marketo's reporting capabilities.

Basic reporting in Marketo.

Creating a subscription.

Customising list views.

## X- Analytics and Reporting

40 Mins

**Demo:** Creating an event in Marketo (Part 1).

**Demo:** Creating an event in Marketo (Part 2).

**Tutorial:** Setting up your best practice event or webinar program in Marketo.

Understanding Smart Campaigns.

Switching to always on trigger Campaigns.

**Skill check:** smart campaigns.

Selecting your flow steps.

What are program statuses?

Build trigger campaigns for program statuses.

**Skill check:** flow steps.

## XI- Piecing it all together

2:00 hr

**Assignment: Build and event program**

