

MARKETO FOR EXPERTS

SELF-PACED ELEARNING COURSE WITH CERTIFIED EXPERT MENTORING

INCLUDES 4 MENTORING SESSIONS UP TO 30 MINS EACH.

TOTAL COURSE TIME REQUIRED 15-20 HOURS

TO FIND OUT MORE VISIT jtfmarketing.co/training

I- Admin

Theory: Understanding Marketo's unique identifier.

Tutorial: Managing Communication Limits.

Tutorial: Using Personalised URLs in Marketo Engage.

Tutorial: Configuring a redirect.

II- User Roles & Permissions

Standard roles within Marketo Engage.

Theory: Managing Users.

Configuring an API user.

III- Field Management

Custom fields and tabs.

Blocking values from list uploads.

Exporting a field list.

Selecting a field type.

IV- Munchkin Tracking

Munchkin

- it's Javascript.

- Known vs unknown.

- How they become known.

- Tracking across two domains.

V- Channels & Tags

What are they.

How are they used (categorised programs and program types).

What happens if you change at a later date (new default value).

What happens if you change at a later date (new default value).

Quick change progression status via Members tab.

What does success mean (desired action based on program).

Impact of "remove from flow".

VI- Email & Landing Page Templates

Building templates - MktEditable DIV with a unique ID.

- Guided vs. freeform.

GA Analytics on- add to LP code.

VII- CRM Integrations

SFDC.

MSD.

SAP.

Others - aromerge.

VIII- Launchpoint & APIs

Connecting a webinar platform.

Extensions - Oktopost.

Extensions - aromerge.

What APIs are available.

IX- Adbridge

What is it.

How to configure it.

X- Lead Nurturing using Engagement Programs

What is it? (regular touches normally by email).

How is engagement score calculated?

What happens when exhausted, and new content is added.

How to transition between streams.

Know what you can see on the engagement stream dhasboard.

Activating content.

Assignment.

XI- Lead Scoring Programs

Difference between behaviour an demographic.

How to use them (determine lead statuses).

How to reset a lead score.

Assignment.

XII- Marketo Sales Insight

Interesting moments.

- Who is the intended audience? (Sales).

- Alerts: Can't send to opp owner.

- Send alert vs. Send Email.

Request campaigns.

XIII- Mock MCE Exam

