

# MARKETO FOR PROFESSIONALS

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](http://jtfmarketing.co/training)

## I- Tokens deep dive

**Demo:** What are tokens?

**Theory:** What are tokens?

Understanding Token hierarchy.

System Tokens.

My Tokens.

Program Tokens.

Lead & Company Tokens.

**Skill check:** Tokens.

## II- A/B testing

**Demo:** Using an Email Send for an A/B Test.

**Demo:** A/B testing in other Program types.

**Demo:** A/B testing landing pages in Marketo.

**Assignment:** Build Email Send A/B Test.

## III- Dynamic Segmentation & Content

**Theory:** What is dynamic content?

**Tutorial:** Setting up dynamic segmentation.

**Assignment:** Create dynamic segment based on country.

## IV- Lead database

**Demo:** Overview of Lead Database.

**Theory:** Using lead database.

What is lead database?

Creating records in the lead database.

Handling duplicates in Marketo Engage.

Smart vs. Static Lists.

**Skill check:** Lead database.

## V- Advanced Smart Lists

**Theory:** How Marketo handles soft/hard bounces.

**Tutorial:** Building exclusion lists.

**Theory:** Categories and Filters.

**Theory:** Constraints.

**Tutorial:** Mastering Person Actions.

**Skill check:** Filters & Exclusion Lists & Soft vs. hard etc.

## VI- Lead detail

**Tutorial:** Lead detail.

**Tutorial:** Filtering Activity Log.

**Tutorial:** Images and Files.

**Skill check:** Lead Detail.

## VII-Design Studio

**Theory:** Local vs. Global Assets.

**Tutorial:** Images and Files.

**Theory:** Snippets.

## VIII- Advanced Forms

**Tutorial:** Mask input.

**Tutorial:** Progressive profiling.

**Tutorial:** Social buttons.

**Tutorial:** Select field type.

**Tutorial:** Advanced Thank you Pages.

**Skill check:** Advanced forms

**Assignment:** Create a global form for event.

## IX- Advanced Smart Campaigns

**Tutorial:** Add Choice.

**Tutorial:** Send frequencies & qualification rules.

**Tutorial:** Trigger campaigns.

**Tutorial:** Request a campaign.

**Tutorial:** Flow action steps.

**Demo:** Data Standardisation.

**Skill check:** Advanced Smart Campaigns.

**Assignment:** Set up a new program ref. form with a notification for sales when form is filled.

## X- Marketo and SFDC CRM Sync

**Theory:** How does the SFDC CRM sync work?

**Theory:** Understanding SFDC campaigns.

**Tutorial:** Sync your Campaign to CRM.

## XI- Reporting deep dive

**Demo:** Leveraging People Performance report.

**Demo:** Email Performance (you can be specific to a region by using a smart list).

**Theory:** Social influence (shows you how many people shared your page).

**Tutorial:** Program Analyser Report (what is it, and how to define x/y and size of bubble or colour).

**Tutorial:** How to include archived assets in reports.

**Demo:** Landing page performance (shows % conversion).

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**Tutorial:** How to customise columns.

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**Theory:** using period cost to show cost per success.

**Skill check:** Reporting.

## XII- Marketing Calendar

**Tutorial:** Marketing calendar.

## XIII- Piecing it all together

**Assignment:** Build and event program (or enrich your Beginner event).

**Assignment:** Trigger based drip campaign.

