



# THE BIG EASY GUIDEBOOK TO MARKETING AUTOMATION

- The essential guide to EASILY creating sophisticated, automated marketing programs that drive revenue

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# Forget the Hard Way: “Easy” Does It

Did you know that up to 95% of your marketing budget is wasted on:

- Irrelevant conversations with prospects during the buying process
- Leads sent to sales too early
- Repetitive, manual tasks to support basic marketing initiatives
- Marketing that lacks a “closed loop” to identify ROI

Marketing automation solutions *should* solve these challenges, but are often too difficult to use and inflexible for today’s agile marketers.

It’s time for **revolutionary usability**. To discover how to **spend less time** managing your marketing technology and **more time being creative and strategic**, read on.

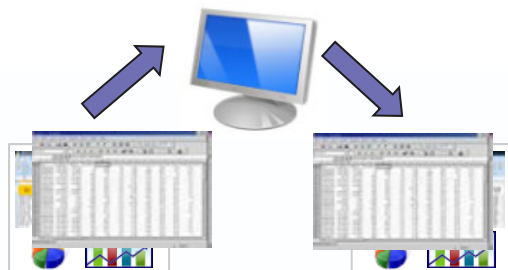
“I've had experiences using other marketing automation solutions, and none compare to Marketo – it is **by far the easiest to use solution that I have seen**. Marketo is so simple, you'd cry if you saw it. It's that much easier to use.”



# Segmentation is about people.

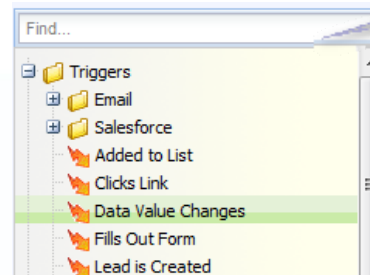
*Sometimes that's easy to forget when you spend all day in a spreadsheet.*

## The Hard Way



- Spend hours collecting information from your separate CRM, lead generation, Web analytics, and e-mail solutions.
- Download separate reports and try to put the pieces together.
- Rely on spreadsheets, pivot tables, and the endless importing and exporting of data to create meaningful marketing segments.

## The Easy Way



Drag one or more filters onto the canvas

- With an interface as easy to use as the Nintendo® Wii™, Marketo Smart Lists offer activity-, interest-, and profile-based segmentation based on drag-and-drop triggers and filters.
- From Web site visits to downloads to event registrations, Marketo gives you all the information on your target audience in a single platform.

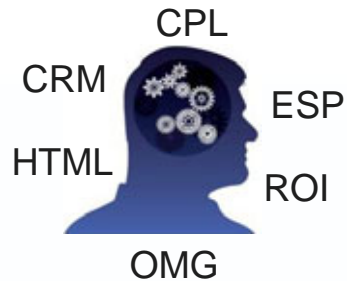
**“I especially love the Smart List capability, which segments my leads so I don’t have to sort through and update our lists manually. Marketo frees up my time for more strategic activities, like research, exploring new programs...”**

**ID**ODOLOGY<sup>INC.</sup>

# Campaign design for big thinkers.

*Stop feeling boxed in by your marketing technologies.*

## The Hard Way



- Use a variety of solutions (CRM, analytics, e-mail) in order to create and execute a single campaign.
- Use a demand generation tool that's still too "demanding" – one that still requires you to pull reports from other tools, ask for a designer's help to build an HTML e-mail, and hope that your Web team has time to create "just one more" lead generation form before the end of the day.

## The Easy Way



Single solution  
integrated with  
Salesforce

- Marketo is a single solution that covers every aspect of campaign design, from e-mail and landing pages to lead management and analytics.
- Use Marketo to build sophisticated segments and lists, develop and automate multi-step campaigns, create e-mails and landing pages, and measure your success – all in one place
- Seamlessly integrated with Salesforce

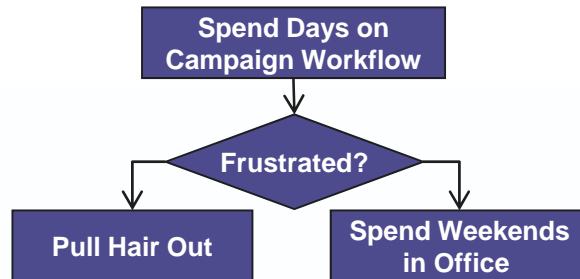
“If we didn’t have Marketo, it would be like being in a coal mine. We might have sent out just one blanket email – if anything – but **Marketo already has the logic for segmentation mapped out.**”

**Actēva**  
Online Registration & Payments

# Campaign automation made easy.

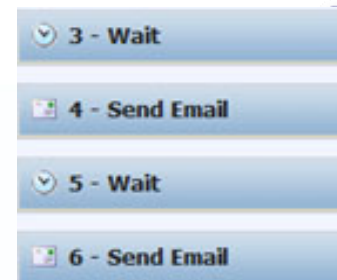
*Get ready for the ultimate in do-it-yourself automated programs.*

## The Hard Way



- Plan your automated programs in advance using complicated workflow tools.
- Forget about revising programs to react to opportunities in real time—it could take days before your new multi-step program is up and running.
- Hire a full-time person dedicated to building your workflows using your “extra” budget.

## The Easy Way



- Use a drag-and-drop interface to create simple flow steps based on triggers and filters that correspond to specific prospect or customer behaviors.
- More advanced? Create branches to basic flows based on business rules.
- Marketing is dynamic! Change your workflows in a snap to respond quickly to your campaigns.

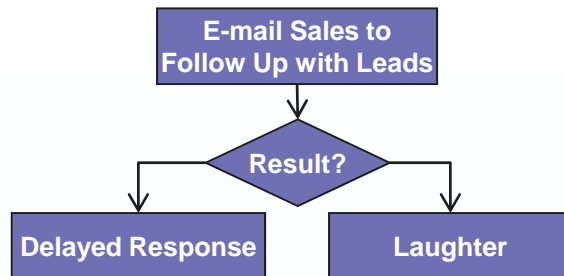
**“Marketo has identified and automated exactly what marketers need--across the board. The platform has everything you need and nothing that you don’t.”**



# Process automation to make you smile.

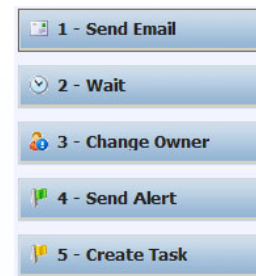
*Score major points with automated marketing and sales processes.*

## The Hard Way



- You wish you had an automatic way to score leads or send certain individuals to Sales based on Website activity, campaign response, or demographic.
- You have a demand generation tool but it takes hours or days to build a process that incorporates sophisticated lead scoring and automated Sales alerts. You don't have the time!

## The Easy Way



- Use Marketo Flows to automate lead scoring based on demographics, BANT characteristics, and behavioral engagement.
- Pass leads onto Sales only when they're ready and build in automated Sales alerts for timely follow ups.
- Automatically reassign or recycle leads if Sales doesn't follow up.

Alert Sales based on lead behavior and demographics

**“It’s flexible, so we can just map our strategy on top of Marketo, and then it’s easy to execute and we can get a campaign out the door in an hour.”**

**Actēva**  
Online Registration & Payments

# Lead Scoring to make Sales cheer.

*Say you'll align marketing and sales – and mean it.*

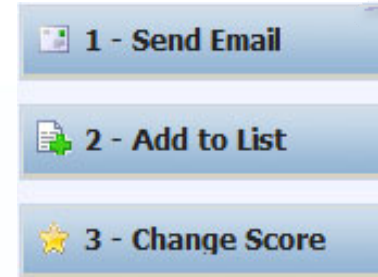
## The Hard Way



258	5,8	160	4,5
276	5,6	165	6,7
278	5,2	174	5,7
280	7,4	198	6,6
282	6,8	212	6,3
310	4,8	247	5,9
334	6,5	255	6,6
345	6,3	267	5,0
354	6,7	401	6,9
406	7,0	411	7,0

- No way to score? Pass all prospects onto Sales regardless of interest level.
- Use other demand generation tools that require you to build complex lead scoring rules based on a variety of demographic and behavioral factors—and hope you don't have to make revisions.

## The Easy Way



Automate lead scoring

- Automate lead qualification processes so you can act on “hot” leads faster.
- Score leads using demographics, BANT attributes, and behavioral data.
- Track online activity to measure buying interest and sales-readiness.
- Decrease scores over time based on inactivity.

“Finally we have a tool that **allows sales and marketing to seamlessly work together** to revive old leads and move new leads through the funnel faster.”



# E-mail marketing designed for B2B.

*Your strategy can be complex—your e-mail solution shouldn't be.*

## The Hard Way



- Contact your design agency and let the Creative Director work his magic—for a price.
- Ask your Web team to create something “simple” and spend the rest of the day recoding the HTML to fit your marketing needs.
- Ask the services team from your demand generation solution provider for a template—and wait, and wait...

## The Easy Way



- Design professional emails using templates, a WYSIWYG editor, or HTML.
- Create triggered and multi-step email campaigns that automatically deepen prospect relationships over time.
- Send personalized emails on behalf of sales reps and track activity.
- Learn what works with email reporting and A/B testing.

Create triggered and drip email campaigns

**“Marketo was chosen for its ease of use and ability to bridge the gap between sales and marketing when it comes to effective lead scoring, nurturing, and behavior reporting.”**

 Picateers®

# E-mail deliverability that gets you heard.

*Click “send” with confidence every single time.*

## The Hard Way



- Just Google “words to avoid in e-mails” and read through the lists to make sure you aren’t missing anything.
- Use a separate e-mail service provider to create and check e-mails but forget about getting metrics beyond open and click-through rates.
- Ask the services team from your demand generation solution provider to explain how to interpret their deliverability issues.

## The Easy Way



- E-mail proofing powered by ReturnPath not only checks your content for deliverability but also shows you what your e-mails will look like across all major e-mail clients.
- A delivery monitor tracks deliverability to all major ISPs, provides alerts when messages or blocked and filtered, and even reports back on if your campaign ended up in an inbox or bulk folder.

"With Marketo I am able to put Trimble out there in a way that is professional and yet on the back-end is **easy for me to do, by myself, within a couple hours...**"



# Landing page design as easy as pie.

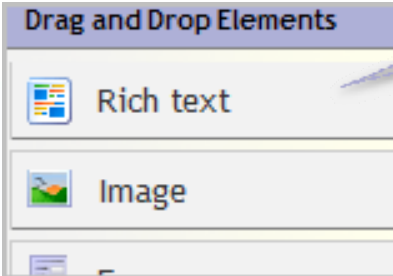
*And the leads you get – even sweeter.*

## The Hard Way



- The creative director is back. Now try asking him for a landing page in the next hour and see what he says.
- Send your Web team the CRM code for your forms. Ask them to build the form. Now ask them to push it live. (You just used up your 3 Web wishes for the month.)
- Use form building tools in other demand generation tools but spend a day figuring out how the “simple” tool works.

## The Easy Way



Drag landing page elements onto the canvas

- Have you ever used PowerPoint? We thought so. Marketo’s PowerPoint-like, WYSIWYG interface lets you build and optimize landing pages and forms in minutes. Seriously.
- Forms are a piece of cake in Marketo. Just drag and drop the fields you’d like to capture and you’re done! “Smart” forms also recognize repeat visitors and pre-populate information.

“Marketo has been key in our development of a lead nurturing program. The product was **very easy to implement and integrated instantly with Salesforce.com.**”

**GOLDENGATE®**

# Landing page testing ends guessing.

*As always, the proof is in the numbers.*

## The Hard Way



- If you have a hard enough time asking your designer or Web team to create a single landing page, imagine their response when you ask for multiple landing pages in order to test effectively?
- Most demand generation tools lack built-in capabilities for A/B testing of landing pages, causing marketers to create multiple pages and evaluate each separately by creating complex reports.

## The Easy Way



Built-in A/B testing

- Unlike other marketing automation platforms, Marketo offers built-in A/B testing to maximize landing page conversions every time.
- Because landing page creation is a snap, Marketo gives you the ability to continuously optimize your landing page campaigns across every channel – and in no time at all.

"As a marketer, **I don't want to have to choose between integration and best of breed.**  
And right now, Marketo allows me to get both of those..."

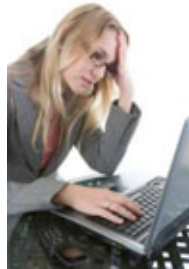


THOMSON REUTERS

# Events are serious lead generators.

*But how do you seamlessly manage off-line and online marketing activities?*

## The Hard Way



- Use your CRM to track each event as a separate campaign and upload prospects post-event in order to re-market to them.
- Use other demand generation tools to create complex follow-up and event reminder programs whose workflows require extensive pre-planning before entering them into the tool.

## The Easy Way



- Use Marketo's simplified interface to create sophisticated, multi-step reminder campaigns before the event.
- Developing automated programs is so easy that you can create your event reminder and follow-up campaigns in the same sitting to ensure that your company is top-of-mind to prospects and customers immediately following the event.

“I had used other marketing automation solutions, in positions I held prior to Right90. **I knew firsthand that ease of use is absolutely critical.** We also know that Marketo’s leadership, with their experience at Epiphany, has a great roadmap in place to deliver on my wish-list as a marketer.”

right 

# “Easy” matters!

With Marketo, you can quickly develop engaging campaigns and react to new opportunities that will **drive more revenue** for your business:

- **Raise open and click rates** - Segment based on profile, interests, and actions
- **Shorten sales cycles** – Focus sales on high-quality, already educated leads
- **Build a great relationship with sales** - Deliver a steady flow of high quality leads
- **Get seamless integration with Salesforce** - Bi-directional synchronization keeps leads and contacts updated
- **Automate repetitive tasks and analytics** – Gain more time for strategy
- **Create new landing pages in minutes** - No IT or Web department help required
- **Use A/B testing** - Learn what works and raise your conversions by 48% or more
- **Access sophisticated reporting and analytics** – No need to be a statistical or financial analyst or spend hours tweaking spreadsheets
- **Win more deals and generate higher revenue per deal** - Focus resources on the best opportunities

“We've been using Marketo for a few months now, and strongly recommend this product for anyone looking for an easy to set up, yet powerful suite of marketing automation tools. No SI delay. **No consulting fees. No integration charges. Everything worked on day one.**”



# Finding out more is just as easy.

**Contact Marketo:**

[sales@marketo.com](mailto:sales@marketo.com)

+1.877.260.MKTO (6586)

<http://www.marketo.com>



901 Mariners Island Blvd., Ste 200, San Mateo, CA 94404

Phone: +1.877.260.MKTO (6586)

[www.marketo.com](http://www.marketo.com)