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# Good Influence Marketo Integration Guide

## Introduction

Did you know that 65% of a company's new business comes from referrals? And that did you know that referred customers have the lowest acquisition cost of any channel, they tend to stay longer, and be a better fit for your business since your best customers are referring people like themselves?

**Referral marketing works, and Good Influence makes it work better than ever.**

Good Influence uses the social media influence of your existing customers to drive new customers at scale. By easily integrating Good Influence easy with Marketo, you can:

- Run full, closed-loop reporting within Marketo from social share to referral, and all the way through to conversion. You will also have the ability to see all the iterations of your creative that are shared across social channels.
- A/B test multiples campaigns, creatives and incentives to see the how each performs within Marketo.
- Instantly add new leads generated by your Good Influence campaigns to Marketo.

*Marketo users who have integrated Good Influence see a three to five percent lift in their revenue!*

## How do I integrate Good Influence with Marketo?

If you have configured Marketo to track standard Google analytics parameters, then follow these steps:



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1. Login to Good Influence and click on the "Campaigns" tab.

goodinfluence Dashboard Reports Campaigns Contests Admin Welcome admin | Log Out

## Campaigns Add Campaign

Quick Find  Account

Campaign List Show:  Active  Inactive

	Account	Brand	Campaign	Created Date	Status	Edit
<input checked="" type="checkbox"/>	The Food Club	Diet Food	Dan's Test Campaign	1/12/2015	Active	<a href="#">Edit</a>
<input checked="" type="checkbox"/>	The Food Club	Diet Food	New Year's Promotion	2/20/2014	Active	<a href="#">Edit</a>
<input checked="" type="checkbox"/>	The Food Club	Diet Food	myBistroMD	2/6/2014	Active	<a href="#">Edit</a>

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2. Select the campaign you'd like to track in Marketo, and click "edit."



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## Creative

### Edit Campaign

ON  OFF Status: True

Account: The Food Club

Brand: Diet Food

Campaign Name: New Year's Promotion

Campaign Description: Referral marketing campaign to test different incentives during the key year-end selling season - using Share With A Friend and Flock To Unlock

Target CPA: 150.00

Get Code

Add Creative

Campaign Distribution  Even  Weighted

Show All

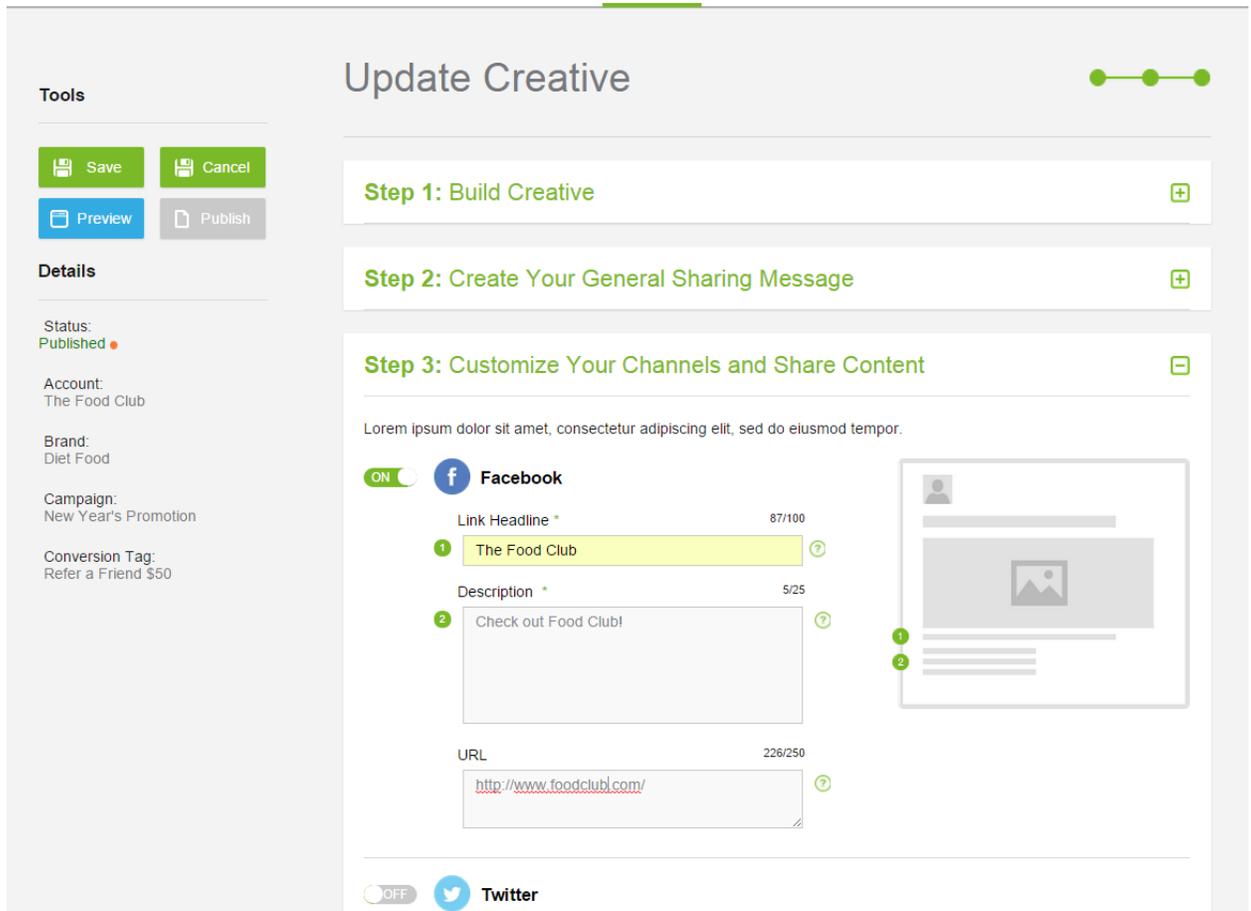
ID	Creative Name	Dist. Type	Dist. Value	Dist. %	Modified Date	Status	Creative
<input checked="" type="radio"/> 353	A- Baseline	+ Even	N/A	20.00	1/12/2015	Active	<a href="#">Edit</a>   <a href="#">Preview</a>   <a href="#">Copy</a>
<input checked="" type="radio"/> 355	B- \$50 Refer a Friend	+ Even	N/A	20.00	1/12/2015	Active	<a href="#">Edit</a>   <a href="#">Preview</a>   <a href="#">Copy</a>
<input checked="" type="radio"/> 356	C- 15% Sharer	+ Even	N/A	20.00	1/12/2015	Active	<a href="#">Edit</a>   <a href="#">Preview</a>   <a href="#">Copy</a>
<input checked="" type="radio"/> 357	D- 15% Referral	+ Even	N/A	20.00	1/12/2015	Active	<a href="#">Edit</a>   <a href="#">Preview</a>   <a href="#">Copy</a>
<input checked="" type="radio"/> 358	E- 15% Both	+ Even	N/A	20.00	1/12/2015	Active	<a href="#">Edit</a>   <a href="#">Preview</a>   <a href="#">Copy</a>

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Save

Cancel

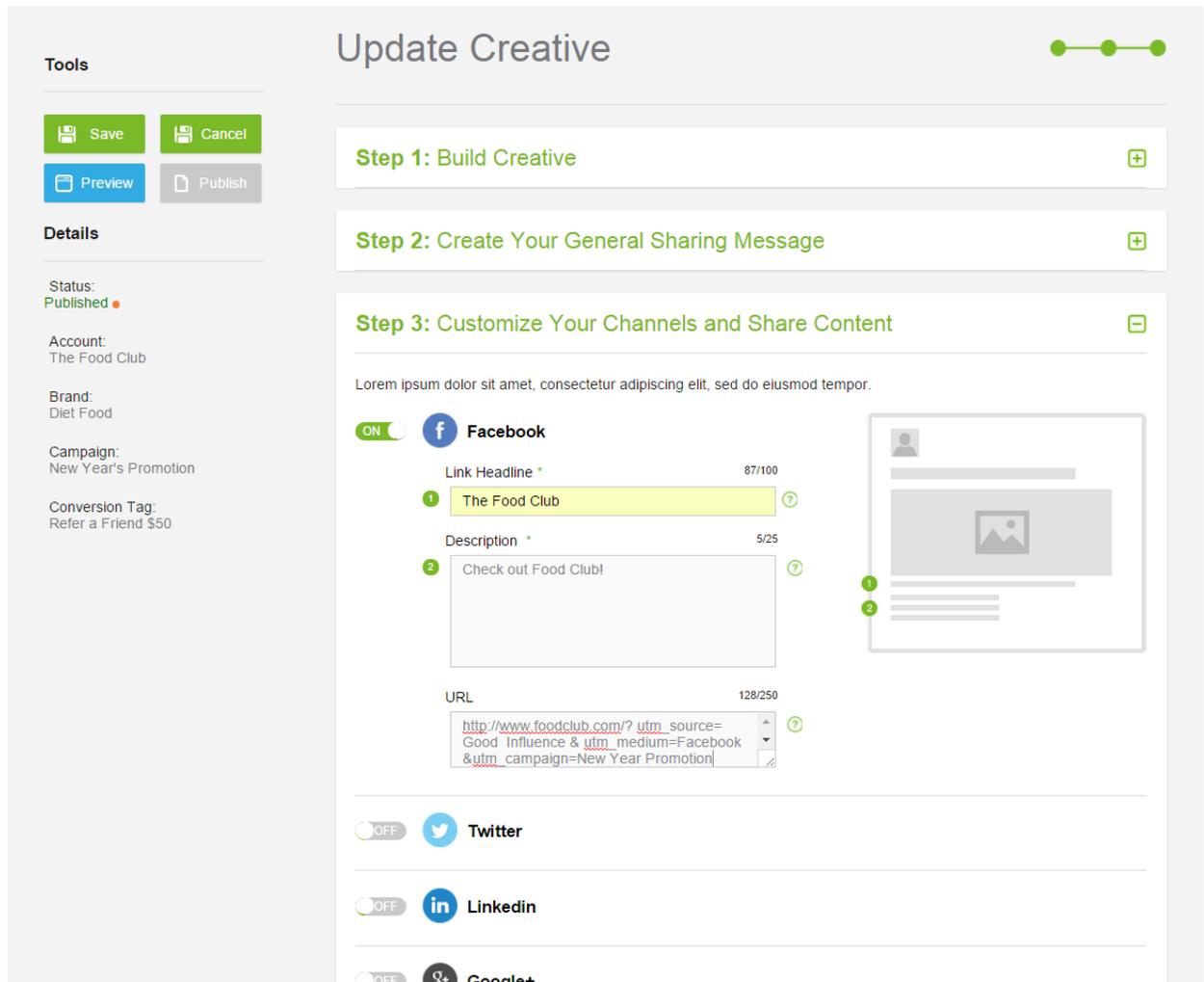
- Go to "Update Creative."
  - Click "Edit Creative,"
  - Expand "Step 3: Customize Your Channels and Share Content" by clicking the plus sign on the right.



4. Paste the following parameters to the ends URLs of all the active social media channels:
  - a. Add a question mark at the end of the URL, like this: <http://www.foodclub.com/>?
  - b. Then add: utm\_source=Good Influence (so, [http://www.foodclub.com/?utm\\_source=Good Influence](http://www.foodclub.com/?utm_source=Good%20Influence))
  - c. Then: &utm\_medium=Channel name (i.e. Facebook, twitter etc.)
  - d. Then: &utm\_campaign= Campaign name
  - e. And finally: &utm\_content=Creative name

So, ultimately, the URL with parameters will look like this:

[http://www.foodclub.com/?utm\\_source=Good Influence&utm\\_medium=facebook&utm\\_campaign=june\\_campaign&utm\\_content=test](http://www.foodclub.com/?utm_source=Good%20Influence&utm_medium=facebook&utm_campaign=june_campaign&utm_content=test)



5. Repeat this process for all your campaigns and creatives.

Now you can see your Good Influence referral data in your Marketo reports!

If you have **not** configured Marketo to use standard Google analytics parameters, and you're using your own custom parameters, use the above steps but instead of using Google Analytics "utm" parameter names in URLs, use your own custom parameter names.

That's it! Please contact us at [info@zaptitude.com](mailto:info@zaptitude.com) if you have any questions.