



How to create a Marketo program for your digest

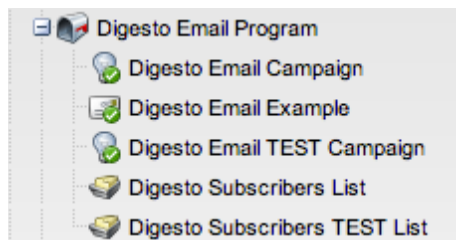
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This article describes the procedure to create the Marketo Program & Assets required by Digesto to convert your RSS Feed into a Marketo email. You should plan approximately 10 to 30 minutes to complete this, depending on your experience with Marketo.

Step 1 - Create a new Marketo program

The Marketo program is the place to centralize all the assets that are required to create a Digest.

- Create a new program (we recommend using an *Email Program* Type)
- Chose a distinctive name for your program. We recommend using: *Digesto Email Program*
- Note down the name of your program as you will need it when setting up your first Digest



Step 2 - Create 3 tokens in your new program

Digest uses Tokens to inject the content from your RSS Feed. In your newly created program, access *My Tokens* and create the tokens as described below

Token 1- Email Subject

- Add a Text Token
- Name it *DigestoEmailSubject* (case sensitive)
- Enter *Default* as a value

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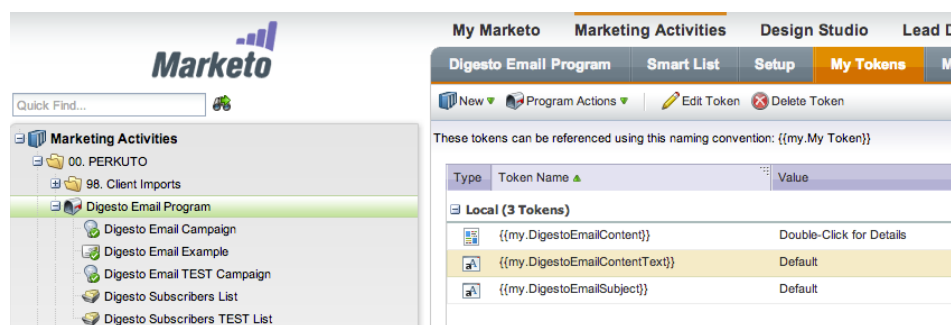
Token 2- Email Content/Body

- Add a Rich Text Token
- Name it *DigestoEmailContent* (case sensitive)
- Enter *Default* as a value

Token 3- Email Content/Body for Text-Only Email

- Add a Rich Text Token
- Name it *DigestoEmailContentText* (case sensitive)
- Enter *Default* as a value

Tips: Make sure you have these exact names in place for your tokens - otherwise your digest will fail to execute.



Step 3 - Create an email

Create a new email using the template of your choice. We suggest you name it *Digesto Email*. Then add the following elements:

HTML Body/Content Section

- If you don't already have one, add an *HTML Element* in the "content/body" section of your email
- Edit the HTML element by adding the token *DigestoEmailContent*. It should look something like this: `{{my.DigestoEmailContent:default=}}`

Text Body/Content Section

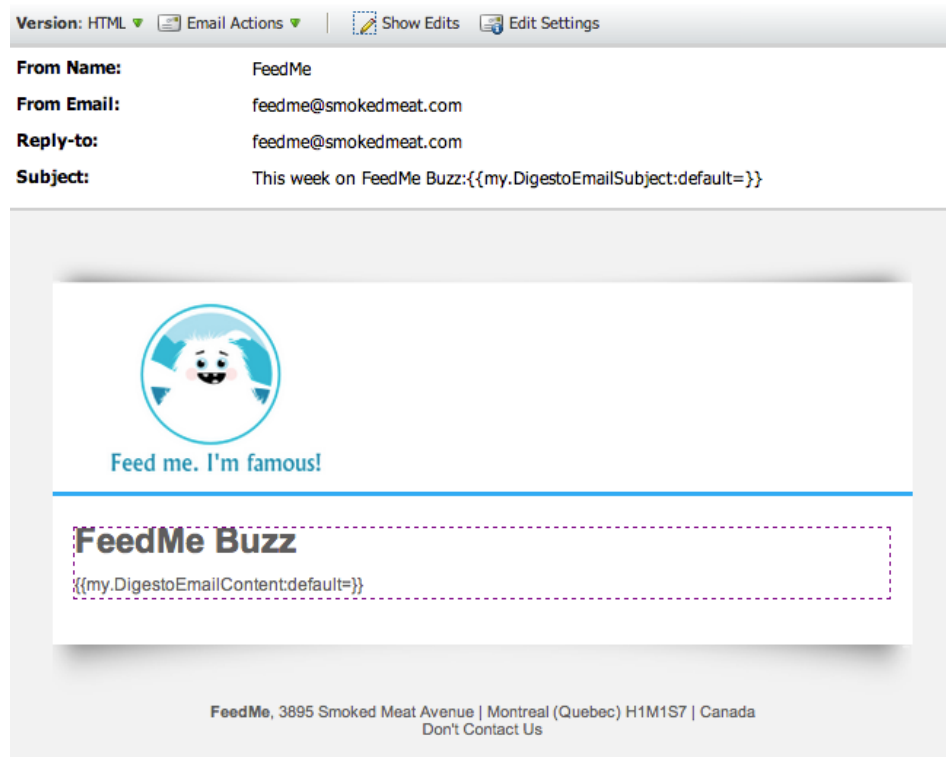
- Edit the Text element by adding the token *DigestoEmailContentText*. It should look something like this: `{{my.DigestoEmailContentText:default=}}`

Subject/Title Section

- Optionally you can tokenize your Email Subject/Title by inserting the token *DigestoEmailSubject* in your email subject and/or title. This token will be populated with the *Title* of the latest post and *+ more* if

there is multiple new posts. Ex: This week on Feed Me Buzz:
 {{my.DigestoEmailSubject:default=}}

Tips: make sure to approve your email when done with your edits.



Step 4 - Create a list of subscribers and a test List

You can use the any List or Smartlist of your choice as your list of subscribers to receive your digest.

If you are not sure how to deal with this, please refer to the following articles from the [Marketo University Deep Dives article on Lists](#) (a Marketo account may be required to access this content)

You will need to prepare 2 lists:

- *Digesto Subscribers TEST List*: this list should include only fake leads (ex: yourself) to receive your TEST digest. This test will triggered from Digesto and sent out for you to visualize what your email will look like before turning on your digest.
- *Digesto Subscribers List*: this is the real thing.

Step 5 - Create a campaign and a test

campaign

Digesto uses the Marketo API to automatically schedule smart campaigns to run. You will need to create two smart campaigns. One that will be dedicated to test your digest (connected to your Test List). The other will be used for the real campaign. Here is how to set this up.

Create a new smart campaign named *Digesto Email TEST Campaign*, where:

- Smartlist = Members of List: *Digesto Subscribers TEST List*
- Flow = Send Email : *Digesto Email*
- Schedule = Set campaign to run Every Time

Create a new smart campaign named *Digesto Email Campaign*, where:

- Smartlist = Members of List: *Digesto Subscribers List*
- Flow = Send Email : *Digesto Email*
- Schedule = Set campaign to run Every Time

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