



[For updated step-by-step tutorials, please go here.](#)

# How to Add Contacts to a Call Loop Group

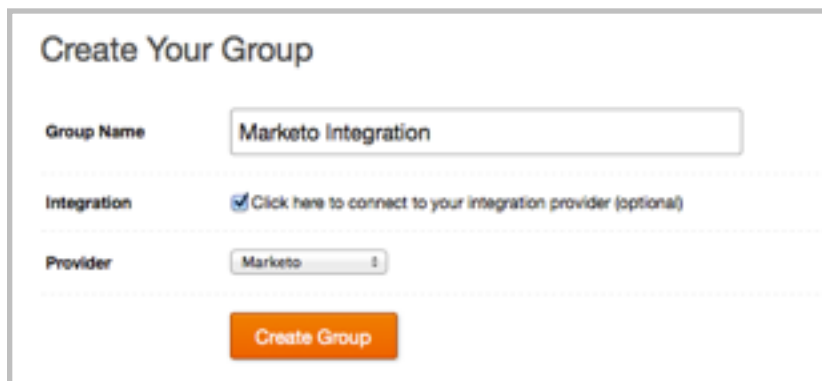
In this tutorial, you'll learn how to add contacts from Marketo to a Call Loop group using Marketo Webhooks.

To learn how to Send a Voice Broadcast or SMS Text Message from Marketo using Call Loop's Triggers, click [here](#).

One option you have with Call Loop is to add your contacts to one or many of your groups.

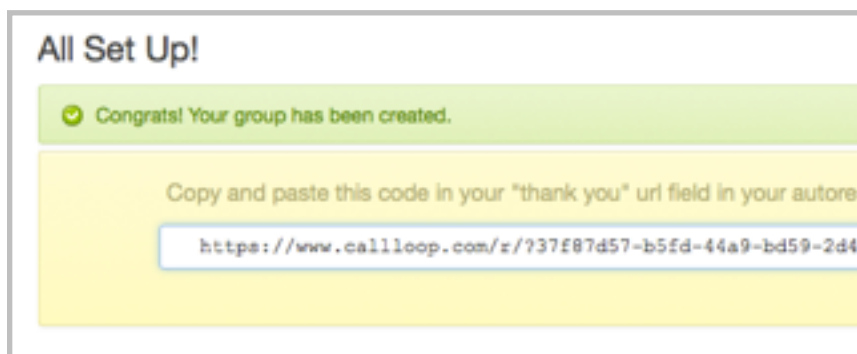
For example, after someone joins a webinar or buys a product we can put them into a specific Call Loop Group to later send them a targeted text.

## Step 1: Create a Call Loop Group



The screenshot shows a form titled "Create Your Group". It has three main sections: "Group Name" with a text input field containing "Marketo Integration"; "Integration" with a checked checkbox and a link "Click here to connect to your integration provider (optional)"; and "Provider" with a dropdown menu showing "Marketo". At the bottom is an orange "Create Group" button.

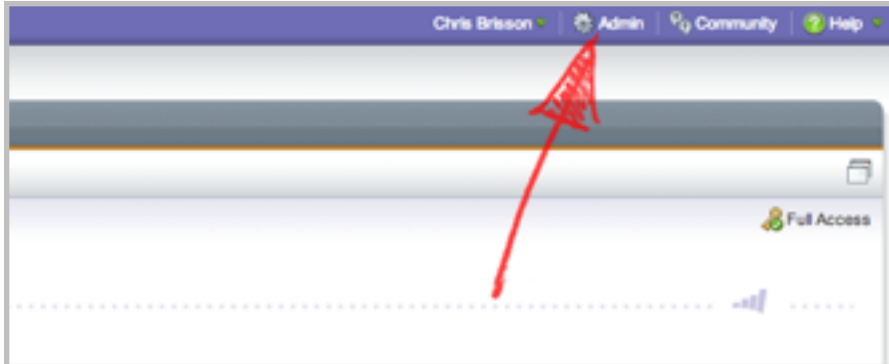
## Step 2: Copy Your URL



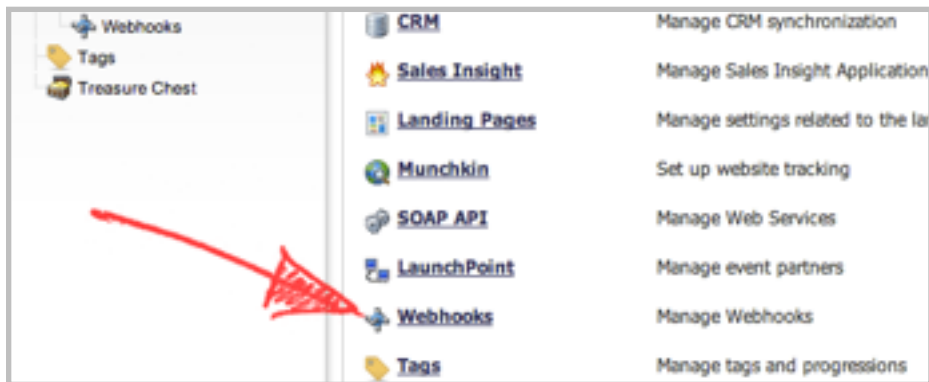
The screenshot shows a confirmation screen titled "All Set Up!". It features a green success message: "Congrats! Your group has been created." Below this is a yellow box containing the instruction "Copy and paste this code in your 'thank you' url field in your autoresponder" and a text input field with the URL: "https://www.callloop.com/z/?37f87d57-b5fd-44a9-bd59-2d4f".

### Step 3: Create Your Marketo Webhook

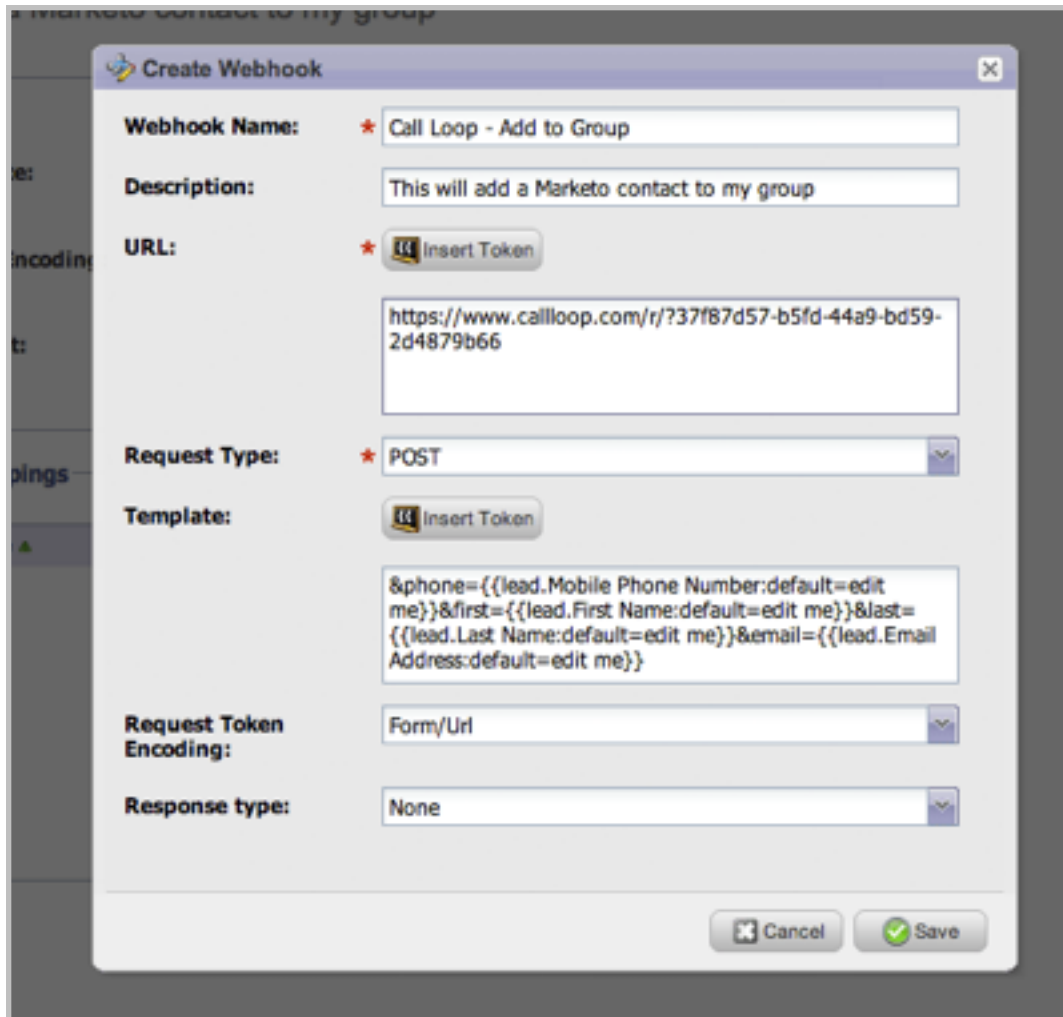
On the top right, click on "Admin"



Then click on "Webhooks"



Then create your webhook and using the same options as shown here:



**Webhook Name:** This is the name of the webhook. You want to label this specific to the action it will be doing.

**Description:** Give this a description of what this trigger will do.

**URL:** Paste in your Call Loop URL here.

**Request Type:** Set this to POST (NOTE: If you set to GET then this will cause the webhook to not work with Call Loop)

**Template:** This is the information that Marketo will send over to Call Loop. You can use our template as a guide for you.

```
&phone={{lead.Mobile Phone Number:default=edit me}}&first={{lead.First Name:default=edit me}}&last={{lead.Last Name:default=edit me}}&email={{lead.Email Address:default=edit me}}
```

You can pass over to Call Loop the following fields.

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

**IMPORTANT: They must be in this format or else they will not be added to your Call Loop. They must be EXACTLY as shown, in all lowercase words.**

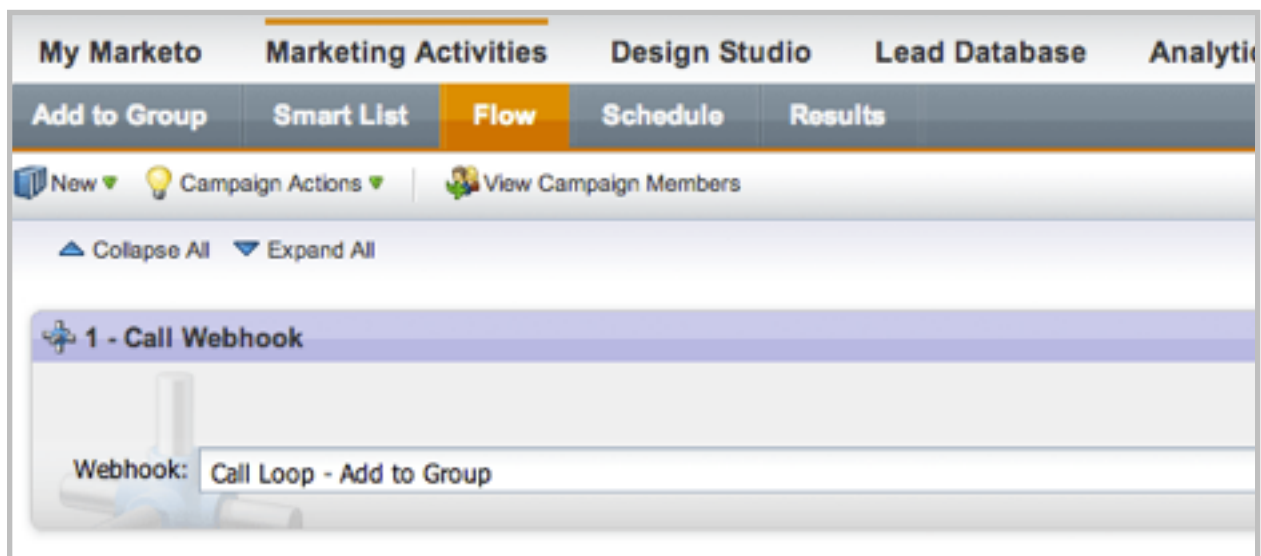
- phone (\*required)
- first
- last
- email

**Request Token Encoding:** Set this to Form/Url

**Response Type:** None

#### Step 4: Add Your Webhook to the Flow in Your Campaign

Now from your Smart Campaign, click on the "Flow" tab and drag over the "Call Integration" Webhook. Then select the New Webhook you just created.



# How to Send Voice & SMS Text Messages From Marketo Campaigns

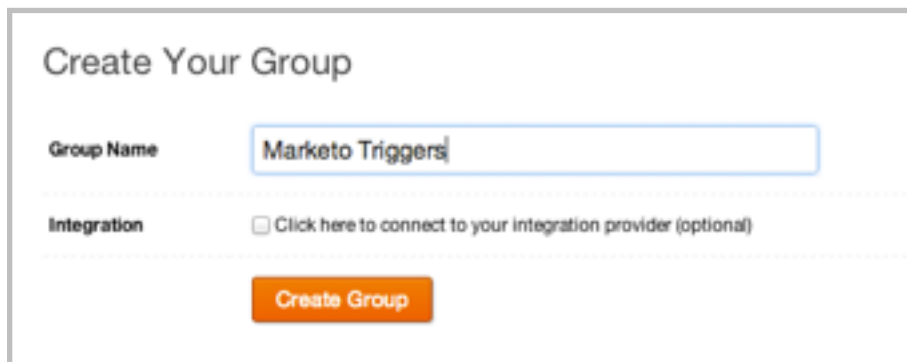
In this tutorial, you'll learn how to send voice and/or SMS text messages from your Marketo Smart Campaigns using Call Loop's Triggers and Marketo's Webhooks.

This will allow you to trigger messages based on an action from your campaigns. For example, you could send a text message 1 day before a contacts appointment date or demo as a reminder.

Or leading up to your webinar, to drive more attendance, automatically sending a voice and text message 1 hour before the webinar date.

## Step 1: Create a Call Loop Group

If you wish to add them to your Marketo group, you can select to integrate, but in many cases if you just wish to send them a text and NOT add them to a group, the do not check the integration box.



Create Your Group

Group Name

Integration  Click here to connect to your integration provider (optional)

Create Group

## Step 2: Create a Trigger Message

After you create your group, go to "Messages > Triggers" and create your first voice or SMS trigger.

Think of Triggers as your voice and text message library. This is where you'll create your message to then create a webhook in Marketo.

The screenshot shows the 'Create Your Trigger' interface for an SMS Text message. The 'Trigger Name' field contains 'SMS Text'. The 'Message Type' section has 'SMS Text Message' selected with a radio button. The 'Message' text area contains '[FNAME], this is great! I can send personalized SMS text messages to anyone from Marketo.' To the right of the text area is a 'Get Personal' dropdown menu with options for 'First Name', 'Last Name', 'Email', and 'Phone'. Below the text area is a small 'GO' icon. At the bottom is an orange 'Create Trigger' button.

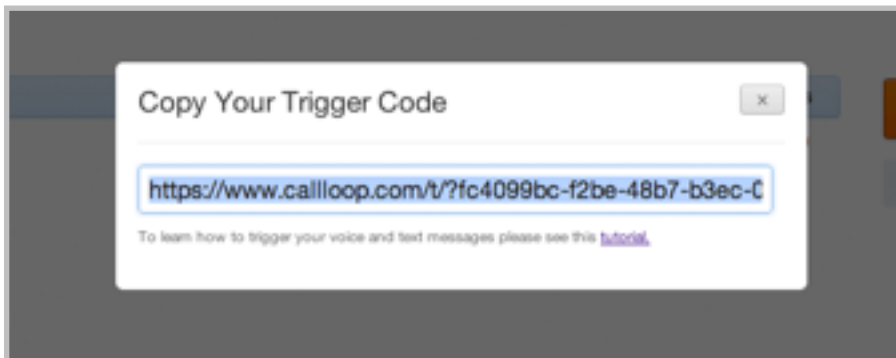
For a Voice Broadcast, create your message like this...

The screenshot shows the 'Create Your Trigger' interface for a Voice Broadcast. The 'Trigger Name' field contains 'Voice Broadcast'. The 'Message Type' section has 'Voice Broadcast' selected with a radio button. The 'Caller ID' field contains '561-800-4044'. The 'Unsubscribe' field contains '0' with a note: 'When the user presses this digit they will be unsubscribed'. Below this is a section for 'Advanced Options' with a right-pointing arrow. Under 'Advanced Options', there is a 'Select Your Audios' section. It includes 'Live Answer Audio' with a 'Select Audio Recording' dropdown, 'Main Message' with a 'Recorded sound file at 2/6/2014 12:38 P EST' dropdown, 'Voicemail Audio' with a 'Select Audio Recording' dropdown, and 'Voicemail Message' with a 'Recorded sound file at 4/28/2014 2:05 P EST' dropdown. At the bottom is an orange 'Create Trigger' button.

### Step 3: Copy Your Trigger URL

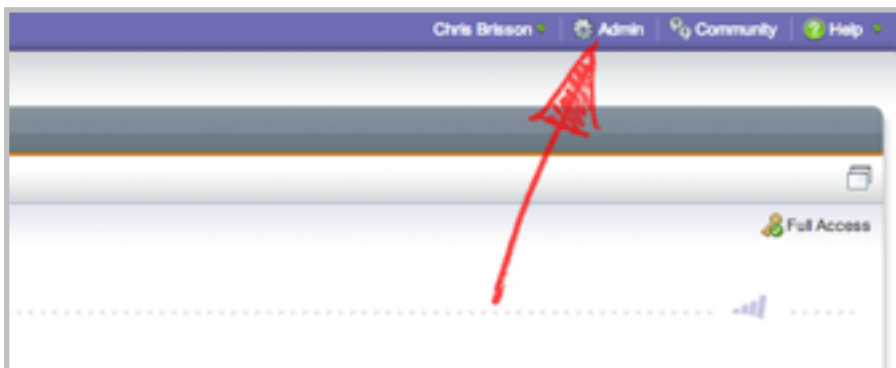
[www.CallLoop.com](http://www.CallLoop.com)

To get your Trigger URL, click on the "Code" button and simply copy this URL.



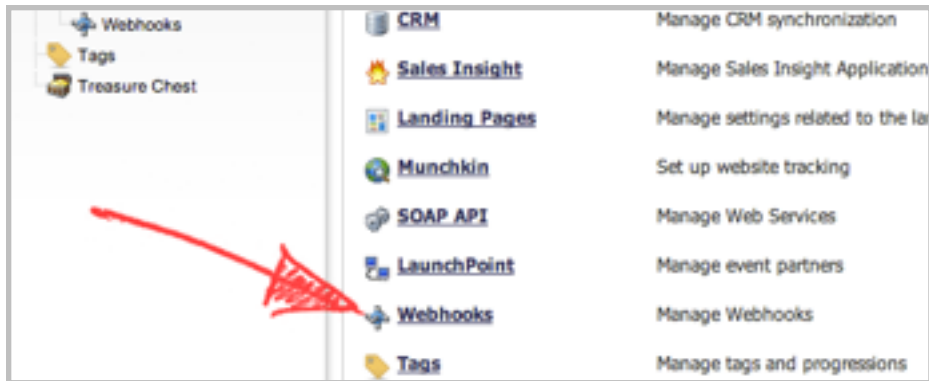
## Step 34: Create Your Marketo Webhook

On the top right, click on "Admin"



Then click on "Webhooks"





Then create your webhook and using the same options as shown here:

A screenshot of the 'New Webhook' dialog box. The fields are as follows:

- Webhook Name:** Call Loop - Trigger SMS
- Description:** This will send my sms text message to a contact.
- URL:**   
https://www.callloop.com/t/?fc4099bc-f2be-48b7-b3ec-0a2cd2e30d
- Request Type:** POST
- Template:**   
&phone={{lead.Mobile Phone Number:default=edit me}}&first={{lead.First Name:default=edit me}}
- Request Token Encoding:** Form/Url
- Response type:** None

Buttons: Cancel, Create

**Webhook Name:** This is the name of the webhook. You want to label this specific to the action is will be doing.

**Description:** Give this a description of what this trigger will do.

**URL:** Paste in your Call Loop URL here.

**Request Type:** Set this to POST (NOTE: If you set to GET then this will cause the webhook to not work with Call Loop)

**Template:** This is the information that Marketo will send over to Call Loop. You can use our template as a guide for you.

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```

You can pass over to Call Loop the following fields.

**IMPORTANT: They must be in this format or else they will not be added to your Call Loop. They must be EXACTLY as shown, in all lowercase words.**

- phone (\*required)
- first
- last
- email

**Request Token Encoding:** Set this to Form/Url

**Response Type:** None

## Step 4: Add Your Webhook to the Flow in Your Campaign

Now from your Smart Campaign, click on the "Flow" tab and drag over the "Call Integration" Webhook. Then select the New Webhook you just created.

