

Learn Lead Nurturing in 7 Days ✕

Educates Your Leads Fast and Quick

Starting lead nurturing is scary, there's so much to do, and where should you start?!

Read our 7 step guide and go from an apprentice to artisan in a week.

Worried about spam? We promise not to email you outside of the course.

First Name:

Last Name:

Email Address:

Powered by Beachhead.io

Powered by Beachhead.io

Email Address:

Install NurtureBox in Marketo



BEACHHEAD

3 easy steps

Here's what will be covered in this tutorial:

1. Prepare NurtureBox	Page	3
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2. Add Marketo Form in NurtureBox		5
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To kick it off, make sure you have an established internet connection.

Note: Please ensure you have a Form 2.0 ready with Marketo!

If you have no experience with Form 2.0, [create a new one with Marketo's tutorial](#), or contact us for more assistance.

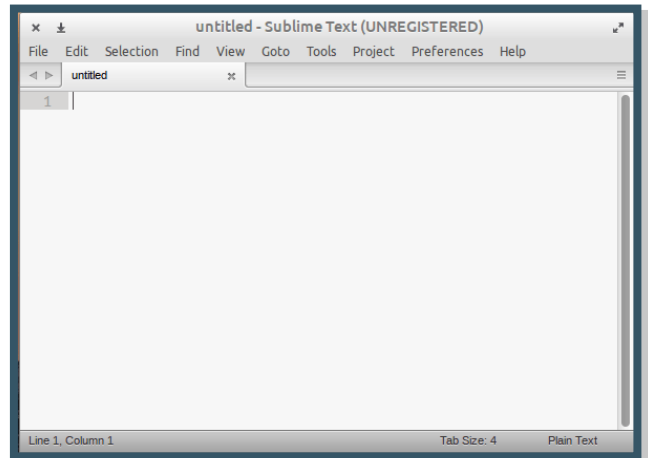
Step 1

Prepare NurtureBox

Get HTML markup

Create a new HTML page, with your favorite text-editor (Notepad, Sublime, Atom...). If you don't know what to, use Wordpad for Windows, and TextEdit for OS X.

Our example uses [Sublime Text](#).



Click on the following CTA, copy our HTML markup...



... then paste the HTML markup into the text editor. Save the file. (figure 1.1)

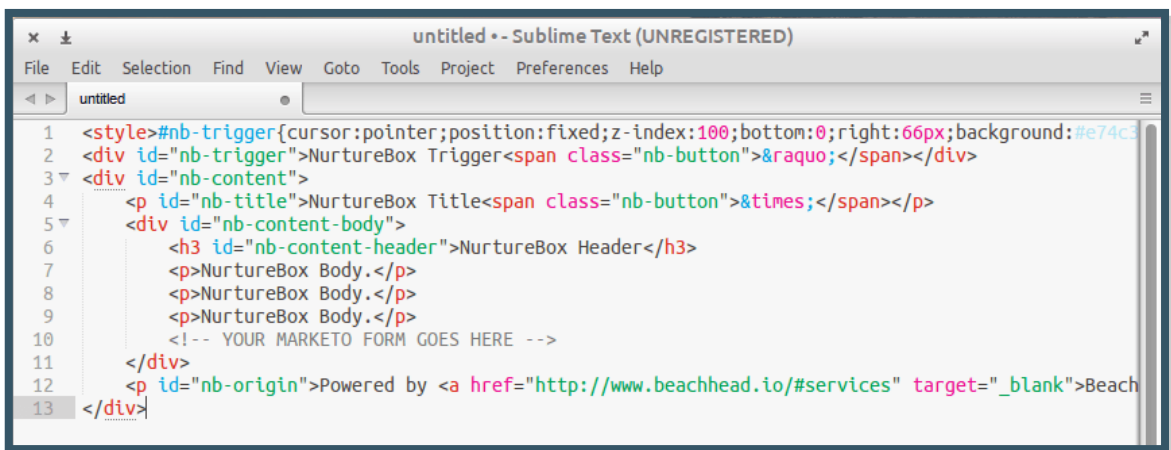


Figure 1.1: Copy NurtureBox code into a text editor.

Step 1

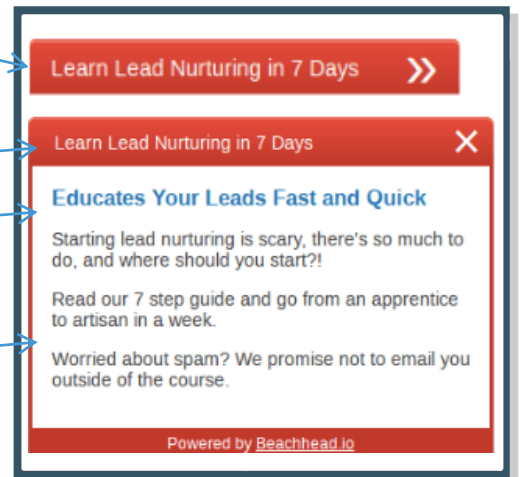
Prepare NurtureBox

Modify NurtureBox message

NurtureBox has these following components:

- ✓ **NurtureBox Trigger:** the CTA that floats on your webpage, where visitors click on to see the content of NurtureBox.
- ✓ **NurtureBox Title:** the top part of NurtureBox
- ✓ **NurtureBox Header:** the header of NurtureBox content
- ✓ **NurtureBox Body:** the message within NurtureBox content

On the right is an example of our content



And here's the result (figure 1.2).

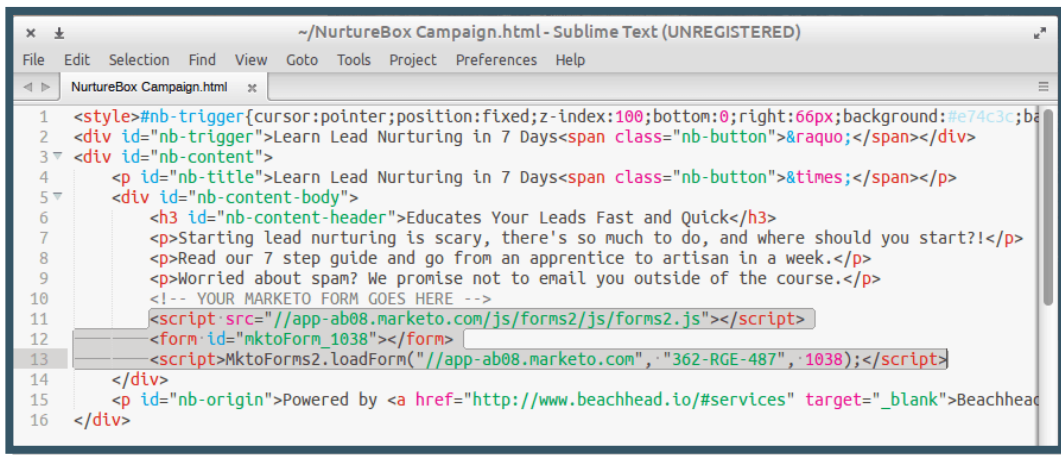
```
~ /Documents/BeachHead/Nurture/nurturebox-market-plugin.html - Sublime Text (UNREGISTERED)
File Edit Selection Find View Goto Tools Project Preferences Help
nurturebox-market-plugin.html
1 <style>#nb-trigger{cursor:pointer;position:fixed;z-index:100;bottom:0;right:66px;background:#f
2 <div id="nb-trigger">Learn Lead Nurturing in 7 Days<span class="nb-button">></span></div>
3 <div id="nb-content">
4   <p id="nb-title">Learn Lead Nurturing in 7 Days<span class="nb-button">></span></p>
5   <div id="nb-content-body">
6     <h3 id="nb-content-header">Educates Your Leads Fast and Quick</h3>
7     <p>Starting lead nurturing is scary, there's so much to do, and where should you start
8     <p>Read our 7 step guide and go from an apprentice to artisan in a week.</p>
9     <p>Worried about spam? We promise not to email you outside of the course.</p>
10    <!-- YOUR MARKETO FORM GOES HERE -->
11    <p style="display: none">Thanks for submitting into our form.</p>
12  </div>
13  <p id="nb-origin">Powered by <a href="http://www.beachhead.io/#services" target="_blank">B
14 </div>
15
```

Figure 1.2: Replace the placeholders with your content

Step 2

Add Marketo's Form in NurtureBox

Paste Marketo Form's embedded code underneath the line "Your Marketo form goes here". (figure 2.4)



```
1 <style>#nb-trigger{cursor:pointer;position:fixed;z-index:100;bottom:0;right:66px;background:#e74c3c;ba
2 <div id="nb-trigger">Learn Lead Nurturing in 7 Days<span class="nb-button">&raquo;</span></div>
3 <div id="nb-content">
4   <p id="nb-title">Learn Lead Nurturing in 7 Days<span class="nb-button">&times;</span></p>
5   <div id="nb-content-body">
6     <h3 id="nb-content-header">Educates Your Leads Fast and Quick</h3>
7     <p>Starting lead nurturing is scary, there's so much to do, and where should you start?!</p>
8     <p>Read our 7 step guide and go from an apprentice to artisan in a week.</p>
9     <p>Worried about spam? We promise not to email you outside of the course.</p>
10    <!-- YOUR MARKETO FORM GOES HERE -->
11    <script src="//app-ab08.marketo.com/js/forms2/js/forms2.js"></script>
12    <form id="mktoForm_1038"></form>
13    <script>MktoForms2.loadForm("//app-ab08.marketo.com", "362-RGE-487", 1038);</script>
14  </div>
15  <p id="nb-origin">Powered by <a href="http://www.beachhead.io/#services" target="_blank">Beachhead
16 </div>
```

Figure 2.1: Locate Marketo Form's embeded code within NurtureBox

You can now save the file and test NurtureBox, by opening the text file with your browser.

Click on the CTA and test if it opens.

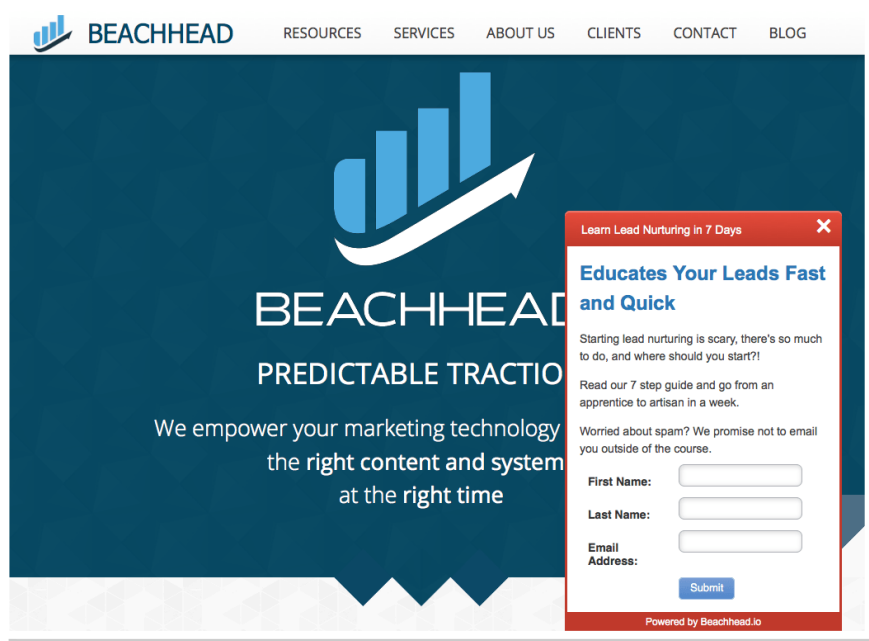
Noted: Don't worry if no forms show up. Marketo Form 2.0 won't appear unless you run the page in localhost environment, or the actual website on your server.

Step 3

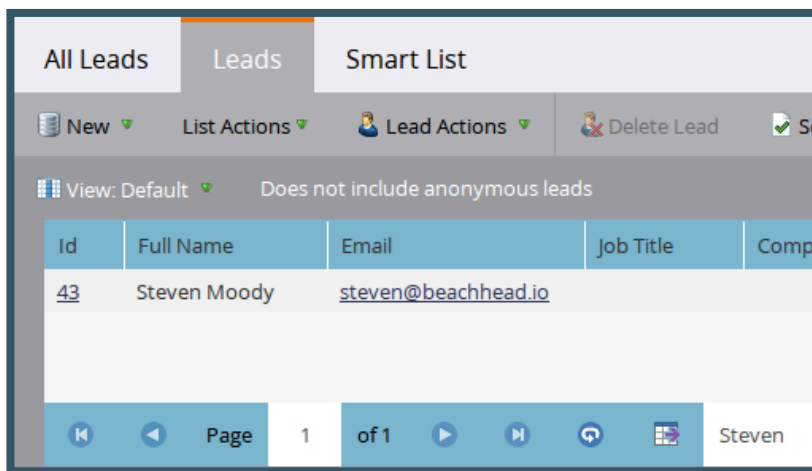
Deploy NurtureBox on your webpage

Copy the entire code, then paste it onto your webpage. (preferably on the bottom, where NurtureBox is not interfering with your CSS).

At this point, NurtureBox should be up and running like below.



Test if what you have submitted appears in Lead database of Marketo (figure 3.1)



All Leads				
Leads				
Smart List				
New List Actions Lead Actions Delete Lead				
View: Default Does not include anonymous leads				
Id	Full Name	Email	Job Title	Comp
43	Steven Moody	steven@beachhead.io		

Page 1 of 1 Steven

Figure 3.1: After submission, details of lead should be in Marketo database.

Nurture your leads

Now, you're ready to educate your leads
with NurtureBox by Beachhead!

Some HTML manipulation will be needed in order to change the design,
but we believe your website manager can work that out easily.

If you need further assistance, or if you encounter any trouble in making
NurtureBox work, just contact us and we'll be happy to help.

support@beachhead.io

About

Beachhead.io

[Beachhead.io](https://beachhead.io) is a B2B demand generation specialist providing services and point software solutions to increase leads and more importantly, revenue. Our typical client is a VP of Marketing for a funded B2B startup looking to augment their branding and positioning with the specific programs that will rapidly grow sales.

For more information, contact support@beachhead.io



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