

MARKETO INSTALLATION GUIDE

Purpose

This document presents describes the process of sending SMS through Marketo via the SMSGlobal gateway.

Requisites

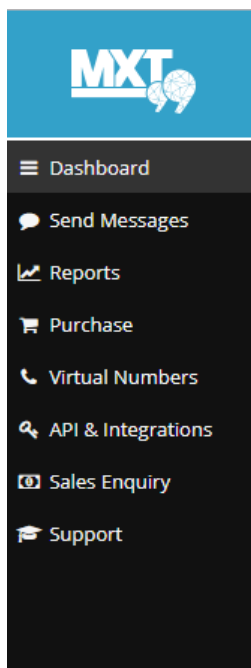
- 1) An SMSGlobal account. If you do not already have one, then create it by visiting <https://www.smsglobal.com/>
- 2) Add balance to your account by visiting Store page when you signup (Direct Link: <https://mxt.smsglobal.com/buy/top-up>). This balance will be used when sending SMS.
- 3) API Authentication Details. [How to get the details?](#)

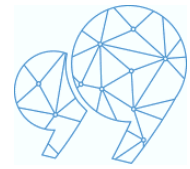
API Authentication Details

Follow the steps outlined below to get your authentication details.

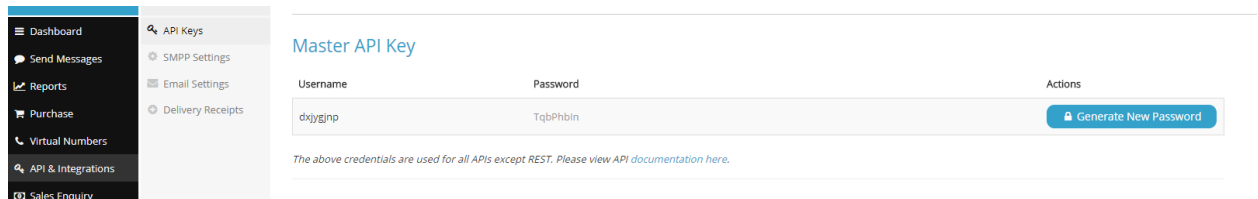
Step 1: Login to MXT by visiting <https://mxt.smsglobal.com/login>

Step 2: Go to the API & Integrations menu from the left navigation





Step 3: Note your Username and Password as visible on the screen



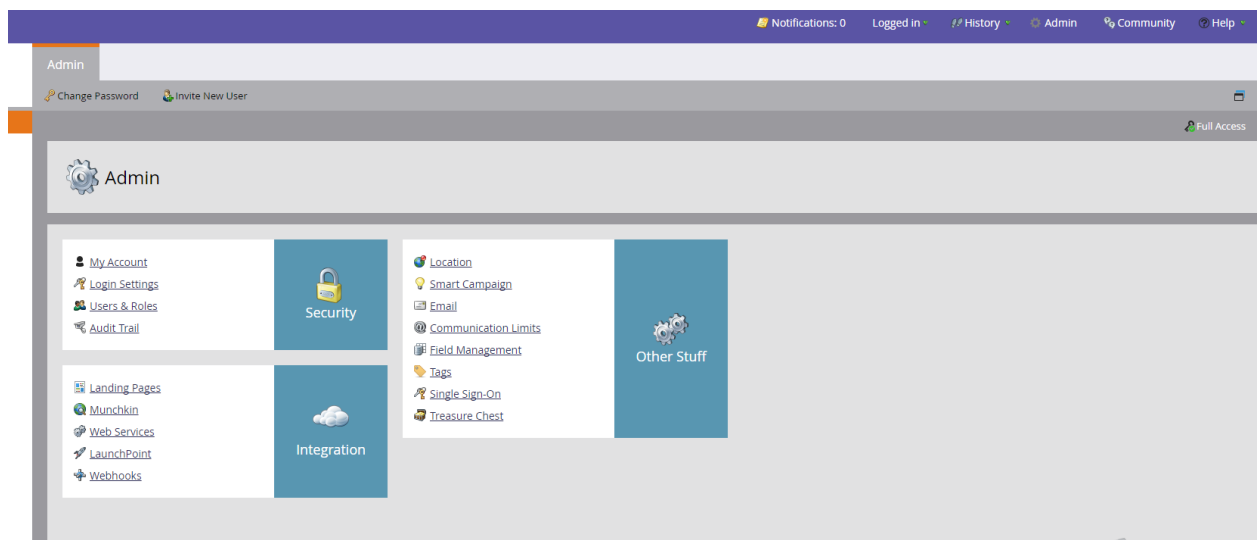
Send an SMS through Marketo

Marketo provides a powerful functionality of Webhooks that can be triggered based on conditions and criteria you mention in your Marketo workflows. These Webhooks can be configured to send an SMS via SMSGlobal's gateway to your Contacts or Leads through Triggered campaigns.

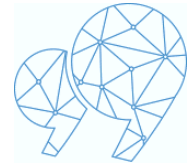
Setting up a webhook

Step 1: Open your Admin settings

Step 2: Click on Webhooks



Step 3: Click on New Webhook to open a small dialog box.



Enter the webhook details as detailed below and click Save:

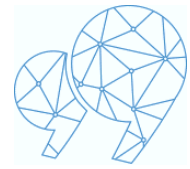
- 1) Webhook Name: Send SMS From SMSGlobal or any other name you wish to enter.
- 2) Description: SMS Trigger or any other description that you wish to enter.
- 3) URL: <https://www.smsglobal.com/http-api.php>

- 4) Request Type: POST
- 5) Template: the text below goes into the template area with the modifications as described below.

```
action=sendsms&user=USERNAME&password=PASSWORD&from=SENDER ID OR MOBILE  
NUMBER&to={{lead.Mobile Phone Number:default=edit me}}&text=Sending SMS from  
Marketo
```

Description of the each parameter mentioned above:

- a) action=sendsms : Please use as is.
 - b) user=USERNAME: Replace USERNAME with your API username. [More details](#)
 - c) password=PASSWORD: Replace PASSWORD with your API password. [More details](#)
 - d) from=SENDER ID or MOBILE NUMBER: It is possible for you to configure who the SMS is coming from so it appears legitimate your contact. For more details on the options and what should you use, please visit our [KnowledgeBase article](#). (You will need a SMSGlobal MXT account to access the article)
 - e) to={{lead.Mobile Phone Number:default=edit me}} : You can use Marketo's Token functions to include the mobile number value from a field in your Lead or Contact.
 - f) text=Sending SMS from Marketo. : Here is where you key in your text message. You may also use Contact tokens like First Name etc. to personalize your SMS.
-
- 6) Request Token Encoding: None
 - 7) Response Type: None



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Edit Webhook

Webhook Name: *

Description:

URL: * INSERT TOKEN

Request Type: *

Template: INSERT TOKEN

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Request Token Encoding:

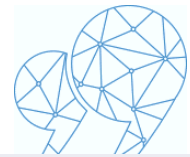
Response type:

CANCEL
SAVE

This webhook is now ready to be used in your Marketo Campaigns.

Using the Webhook in a Marketing Campaign

After you have created your Trigger Campaign and chosen the Smart List, design your Flow to include sending an SMS. To do that, configure your Flow to call the webhook as shown below.



If you would like to send two or more SMS with differing content in the same Flow, you can create another Webhook and configure the Template with the appropriate text message in that Webhook. And then call this new Webhook later in the Flow.

Other information related to your SMS campaigns

All information related to the SMS campaigns that you send can be viewed on your MXT account.

The Reports section on our web platform shows the status of each SMS that you have sent.