

# Walkthrough: Connecting to Marketo

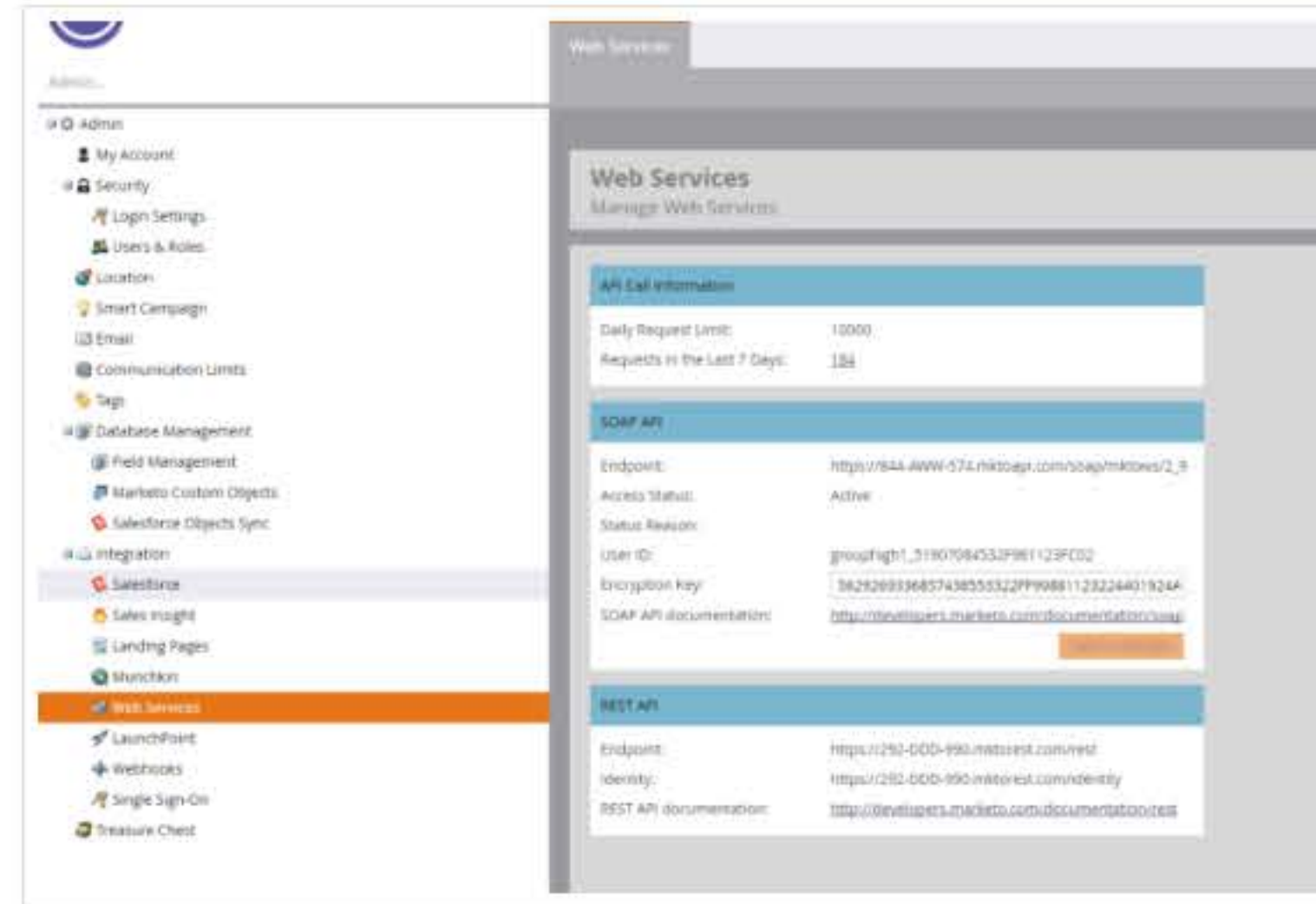
Connecting FeedOtter to your Marketo account is easy if you follow the steps below. By doing so FeedOtter will create content-rich emails in your Marketo account ready-for-sending.

**IMPORTANT NOTE:** In order to auto-create emails in Marketo you must have API access in your Marketo account. To determine if your version of Marketo will connect to FeedOtter please read further.

Connecting FeedOtter to your Marketo account is easy if you follow the steps below. By doing so FeedOtter will create content-rich emails in your Marketo account ready-for-sending.

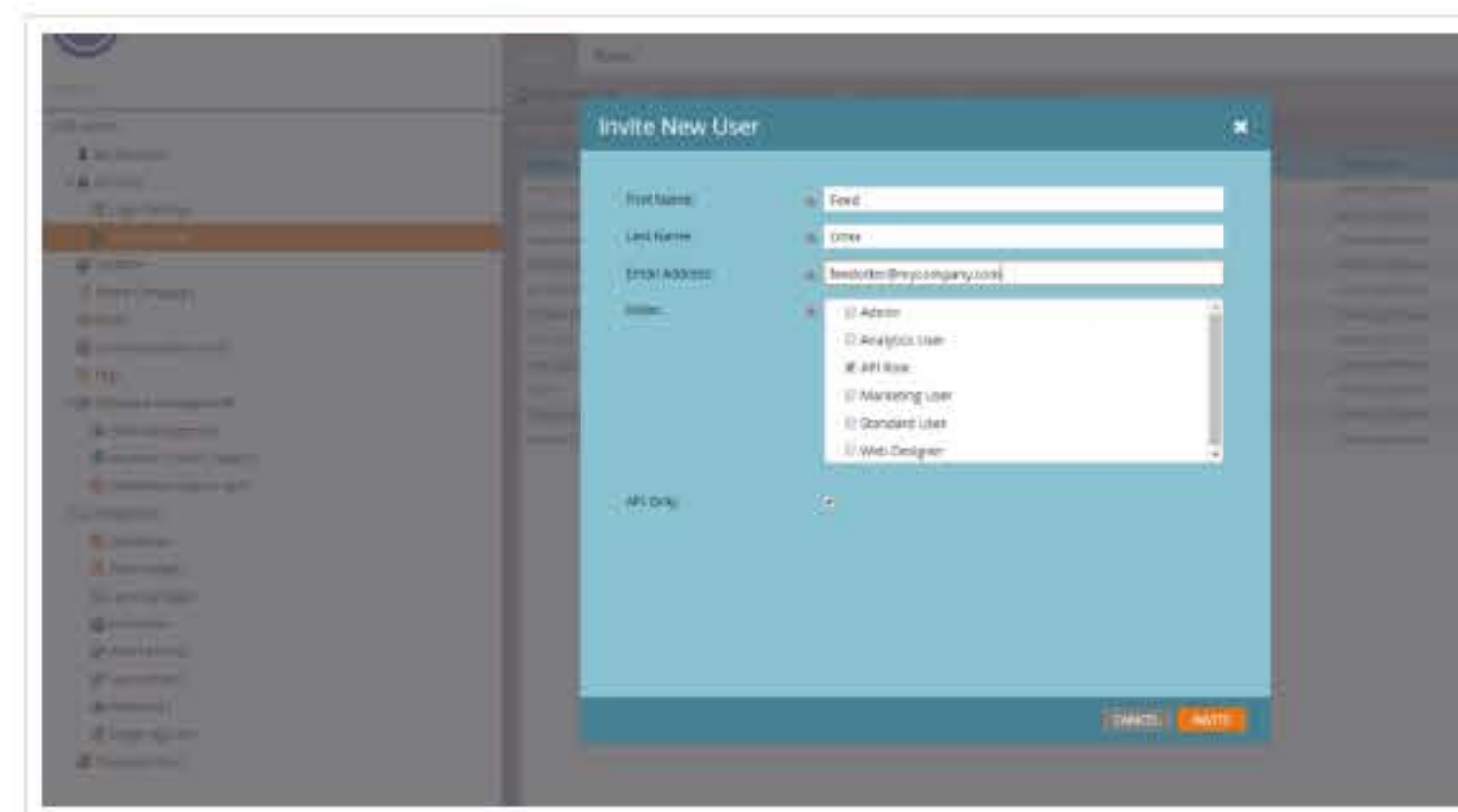
## Find Your Webservice REST Endpoint

1. Login to **Marketo**
2. Click **Admin** in the upper-right
3. In the left-side tree select **Integration -> Web Services**
4. Under the section titled REST API copy the URL labeled **"Endpoint"**



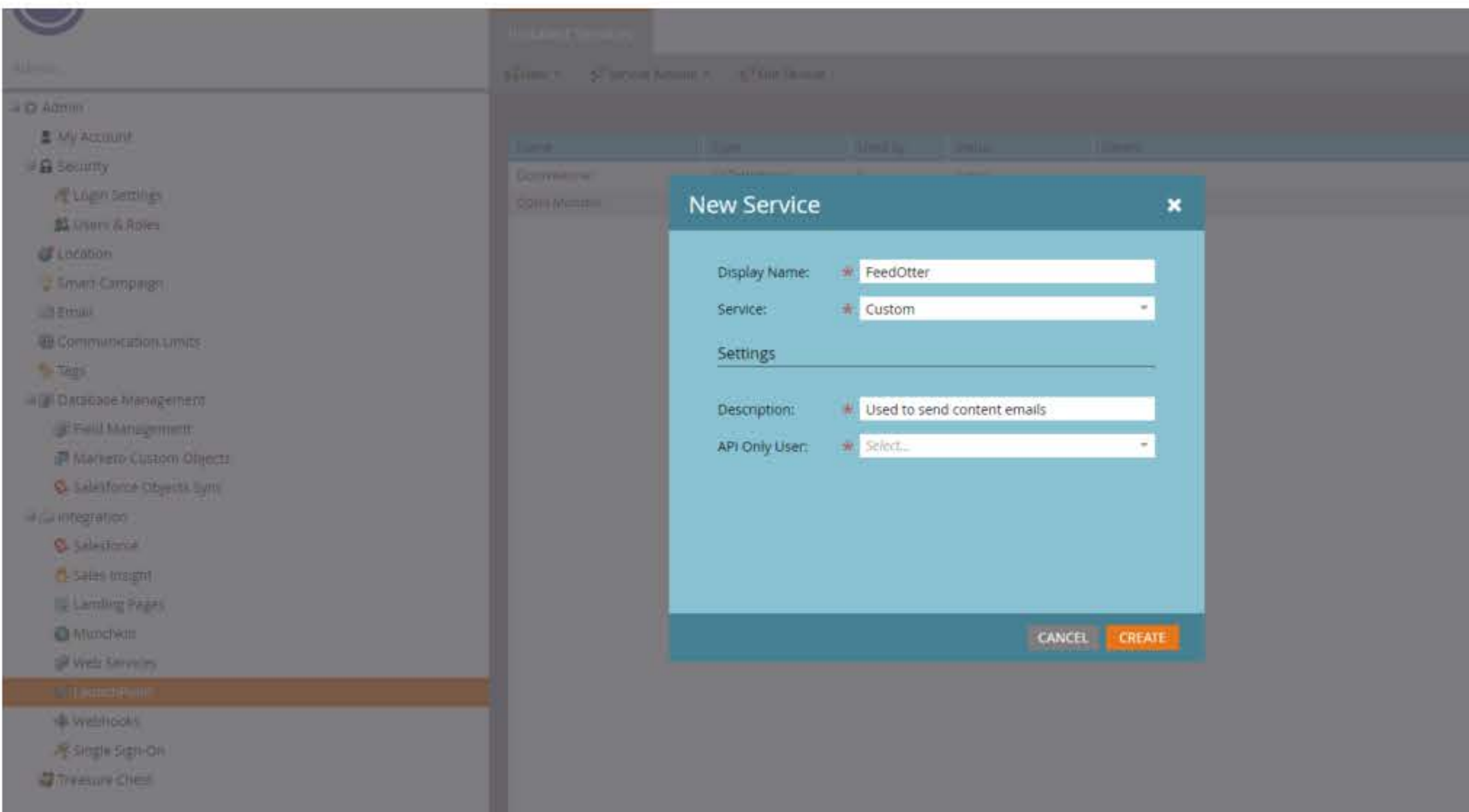
## Create a New API User

1. From the Marketo Admin
2. In the left-side tree select **Security -> Users & Roles**
3. Click the **Invite New User** button
4. Fill out the fields as shown in the screenshot below making sure to check "API Role" in the Roles section and "API Only" checkbox.
5. Click the **Invite** button to save your new user.



## Create a New Launchpoint Service

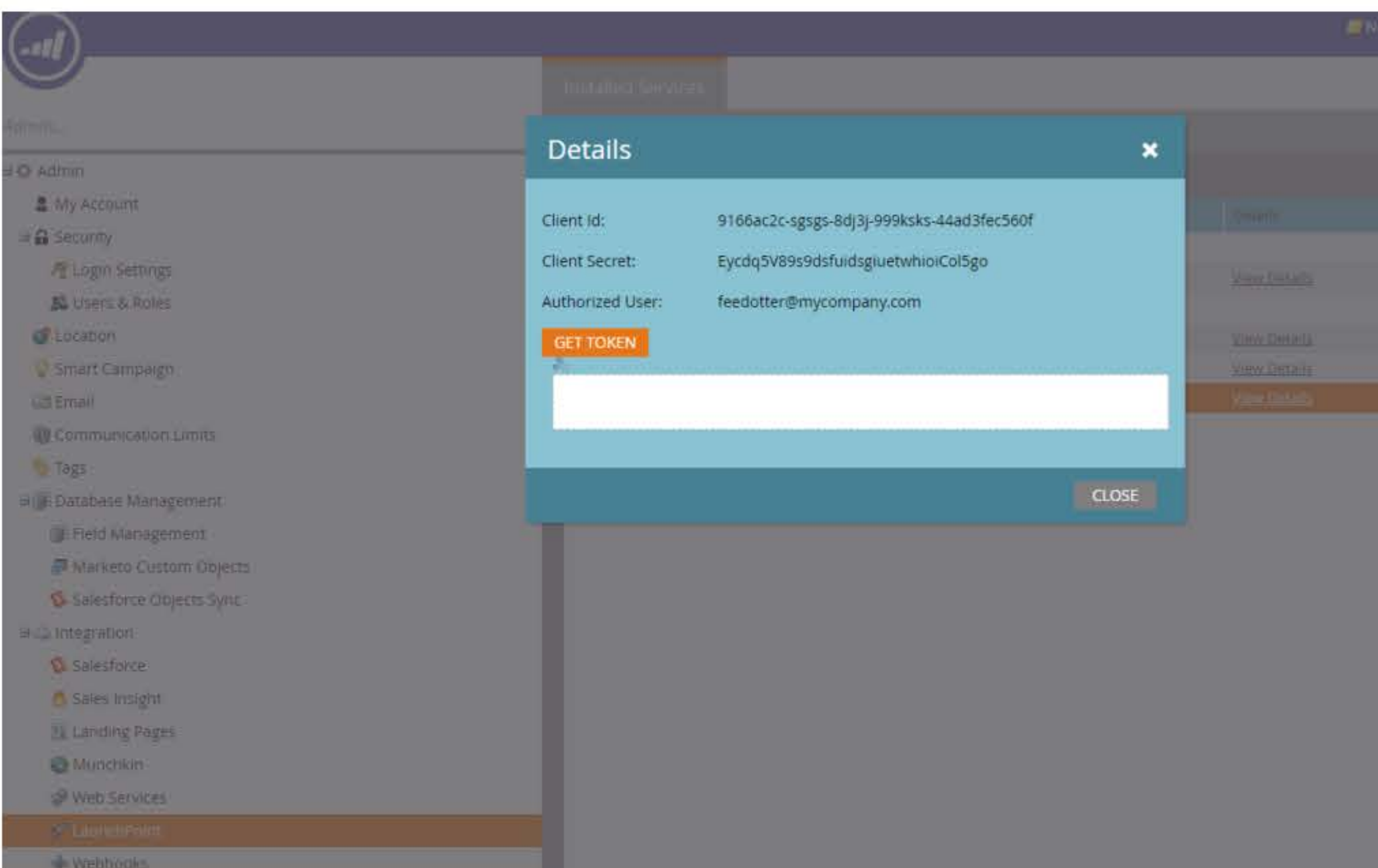
1. From the Marketo Admin
2. In the left-side tree select **Integration -> LaunchPoint**
3. Click the **New -> New Service** button to create a new service
4. Fill out requested fields as shown in the screenshot below:



Use the following as a guide for what to put in the New Service form fields.

- **Display Name:** *FeedOtter*
- **Service:** Choose *Custom* from the dropdown
- **Description:** It is always good to fill this in we recommend something like *Used to send blog/content emails*
- **API Only User:** When you get to the API User drop down, select the email address of the API-Only user you created in the previous step. If you followed these instructions this should be *feedotter@mycompany.com*

If everything worked you will have a new FeedOtter service listed. Click on the **View Details** link associated with the FeedOtter service you just created.



From the Details box that appears copy down your **Client Id** and **Client Secret** you will need to enter these into FeedOtter.

## Summary

At this point you should be all set to create your first Campaign in FeedOtter. Make sure you have copied down the following items:

- Marketo REST Endpoint
- Client Id
- Client Secret

