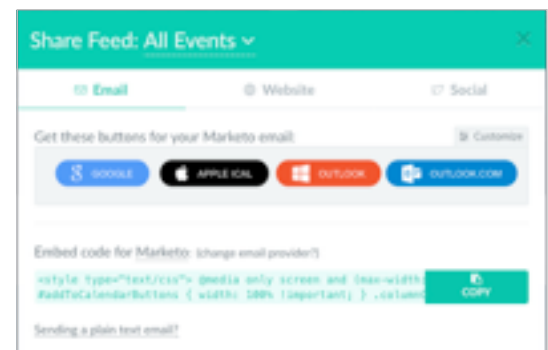




Integrate Marketo with Eventable Quickstart Guide

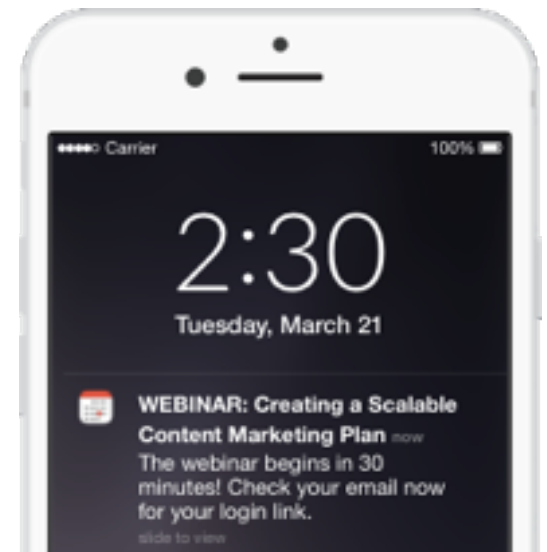
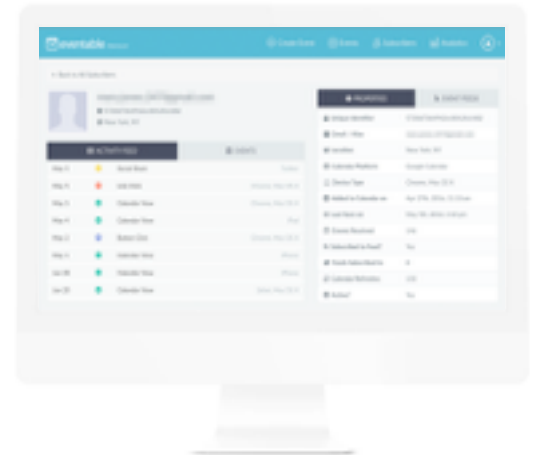
Embed your Eventable buttons inside a Marketo email

1. Go to the **Events** page in your Eventable Dashboard
2. Click the **Share** button for either Event Feeds or your specific event
3. Navigate to the **Email** tab and select **HTML Emails**
4. Select **Marketo** as your email provider
5. Customize the style and color of the buttons
6. Click **Copy** to copy the code for your buttons
7. In Marketo, go to your Email Editor and click **Edit Code**
8. Paste the code from the Eventable Dashboard into the appropriate place in your email



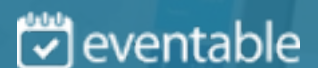
Contact your Account Manager for access to these Add-Ons

- **Enrich leads in Marketo:** Keep all of your contacts in one place easily. When event subscribers are created in Eventable, they will be added as leads to Marketo.
- **Add Eventable subscribers to Smart Campaigns:** Need to add subscribers to an Engagement Program or update lead scores? Automatically enroll new calendar subscribers in Smart Campaigns to be more hands-off and effective.
- **Custom Integrations:** Have a unique workflow in mind? Leverage our Zapier integration and developer-friendly API to create custom integrations tailored to your business.



About Eventable

Eventable enables today's most innovative brands and marketers to communicate with their customers through native calendar platforms. As the leading provider of calendar-based marketing solutions, Eventable has helped over 10,000 businesses drive engagement and customer retention.



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