



Welcome to Salesmsg two-way text messaging in Marketo. This document will provide you step by step details on how to easily integrate Salesmsg into your Marketo application.

Salesmsg allows you to send and receive text messages to your contacts to create engaging conversations for your team members.



# INTEGRATING MARKETO WITH SALESMSG

Through Marketo, you can integrate two-way text messaging from your Smart Campaigns using webhooks.

## Automate Your Text Messages

Our Marketo integration gives you the ability to both

- Add Marketo Leads to Salesmg
- Send text messages to Marketo Leads using Salesmg Workflows

In this guide, you'll learn how to integrate with Marketo.

## Required Information

To fully integrate your Marketo account you will need the following information:

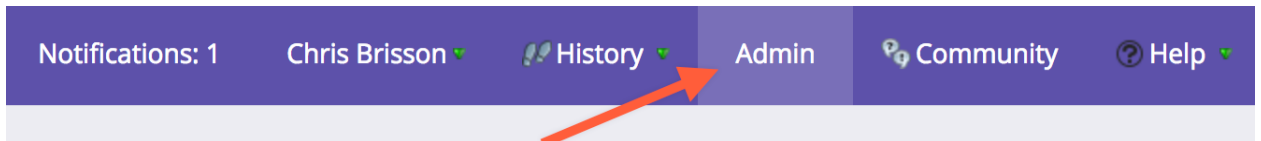
- Identity URL
- Client ID
- Client Secret



## LOCATING YOUR IDENTITY URL

To find your Marketo Identity URL follow these steps.

1. Head over to your Marketo **Admin** page



2. Next, click on **Web Services**
3. Scroll down and find the REST API section and find your Identity URL.



4. Now paste this in your Salesmsg integration settings.

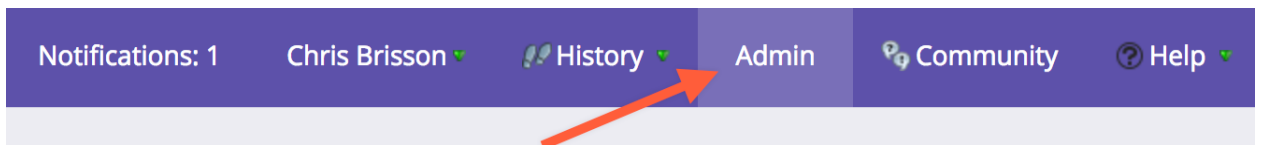
Now, we need to get the rest of the information.



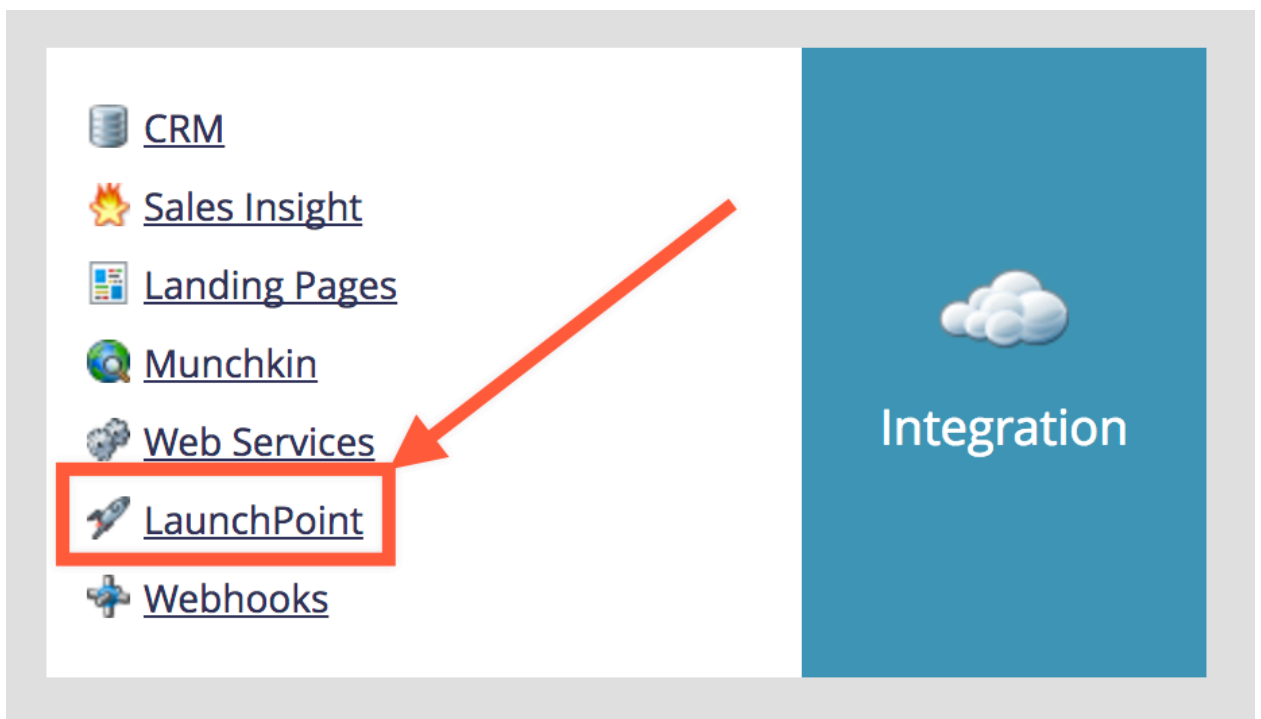
## CREATING A NEW MARKETO CUSTOM SERVICE

To create your Client ID and Client Secret, please follow these steps.

1. On the top right, click on Admin

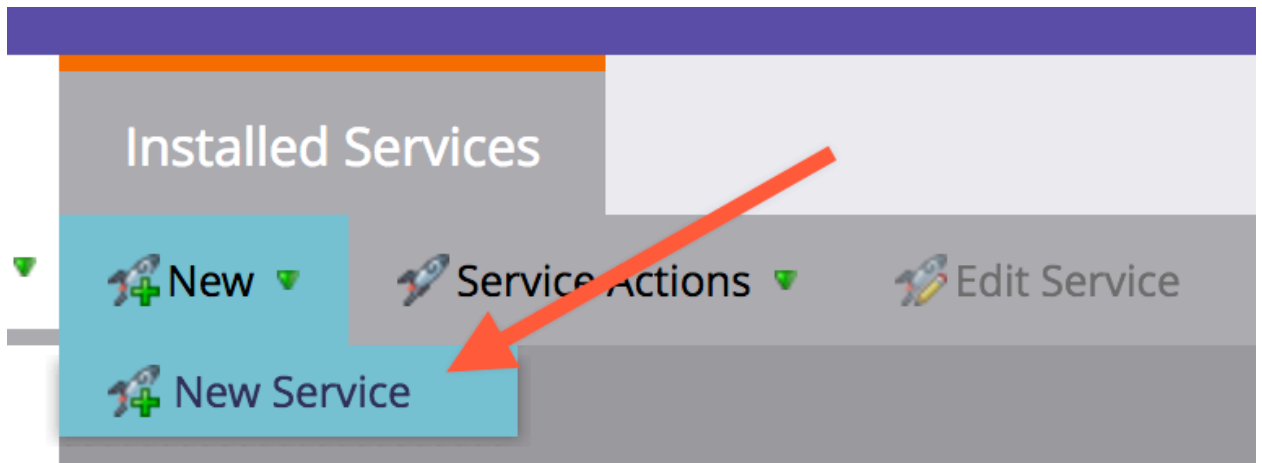


2. Next, click on LaunchPoint



3. Then click on New > New Service





4. Finally, create your new Salesmsg service like this

A screenshot of a "New Service" form. The form has a teal header with the title "New Service" and a close button. Below the header, there are four main sections:


- Display Name:** A text input field containing "Salesmsg".
- Service:** A dropdown menu with "Custom" selected.
- Settings:** A section header with a horizontal line below it.
- Description:** A text input field containing "Salesmsg text messaging".
- API Only User:** A dropdown menu with a color selection bar (four squares: light gray, medium gray, black, dark gray) and a dropdown arrow.

After you have created your new Salesmsg Custom Service, we need to grab your Client ID and Client Secret

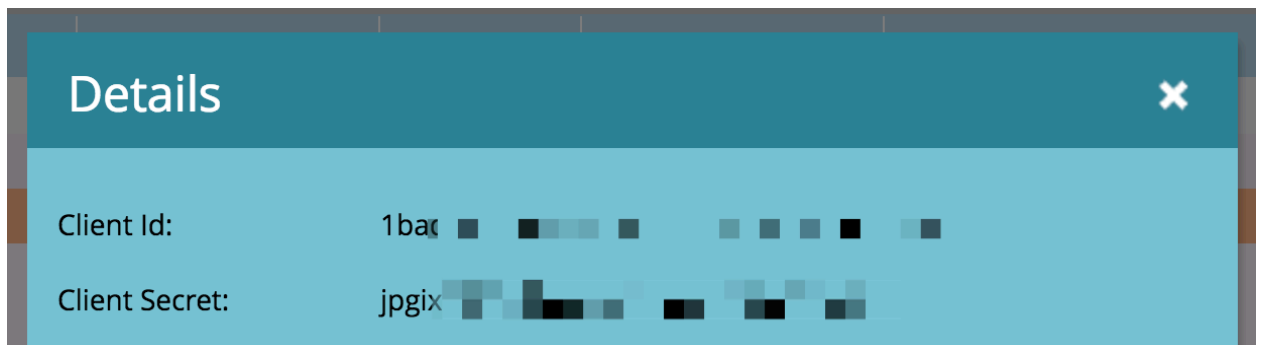


5. Next, click on View Details to get your details.

Name	Type	Used by	Status	Details
GotoWebinar	GoToWebinar	1	Active	
SM	Custom	0	Active	<a href="#">View Details</a>
Salesmsg	Custom	0	Active	<a href="#">View Details</a>




6. Grab your Client ID and Client Secret and paste it into your Salesmsg Marketo integration settings.



7. Finally, paste this in your Salesmsg Marketo settings.

It should look something like this...





## Connect your Marketo

In order to connect to your Marketo organization, we will need a few things from you. These settings can be found, under **Admin** in your Marketo account.

For instructions to find these, [please visit here](#).

**Identity URL**  
https://011...est.com/identity

**Client ID**  
1bad1e87-205c-4...

**Client Secret**  
jpgixR6jFxRh...

**Connect**

8. Click Connect and you're done!

