

Marketo Solution Services



With hundreds of clients both large and small, DemandGen® understands the needs of marketing teams across the globe—and our technical and strategic expertise in Marketo drives our clients' success every day. As a Marketo Services Partner, we educate your team, define your processes, and leverage all the power that your Marketo solution has to offer.

MARKETO BUSINESS PROCESS REVIEW

Improve demand generation and lead management performance

In this detailed consultative engagement, we evaluate your marketing operations processes around Marketo, compare our findings with industry best practice, and develop actionable recommendations for greater effectiveness in demand generation and lead management: such as process improvements, technology enhancements, and specific metrics to track.

LEAD SCORING

Improve sales and marketing effectiveness through scoring aligned with Marketo Revenue Cycle Analytics/Marketo Sales Insight

This proven, streamlined process for building the right lead scoring system for your business includes a custom simulator and proprietary tools for weighting criteria, generating scoring formulas, and testing assumptions. DemandGen's masterful lead scoring specialists, CRM engineers, and an expert implementation team deliver tremendous sales efficiencies for both B2B and B2C organizations.

LEAD NURTURE FRAMEWORK

Create a scalable program for effective development of inbound leads

To build the framework for nurturing your prospects through the buying cycle, we first identify the unique lead lifecycles of your business, then develop the strategic parameters for your lead nurturing program: messaging strategies, reporting needs, buying cycle content mapping/gap analysis, strategy and plan development for landing pages and form creation, and best-practice training.

DEMAND FUNNEL MANAGEMENT

Optimize a new Marketo solution; support Revenue Cycle Analytics and enhance Marketo ROI

DemandGen's award-winning, innovative approach to understanding, integrating, and optimizing the demand funnel—

“DemandGen was constantly on top of it...It's second nature to them to look at all the options and give us the best practices.”

— Divya Jumani, Marketing Operations Manager, Five9



Learn more: Discover how DemandGen can help you improve Marketing ROI

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now in use by some of the top sales and marketing organizations around the world– incorporates funnel analytics, business intelligence, sales and marketing alignment, and closed-loop reporting to improve conversion rates and help you refine your overall demand strategy.

MARKETO ENABLEMENT

Improve Marketo utilization, performance, and results

Drive greater adoption, best-practice utilization, and better Marketo ROI with a self-service program that makes your Marketo solution very easy for your staff to use. Our campaign process optimization experts compile libraries of program/asset templates and core lists, create easy-to-use tools and job aids, develop an efficient training regimen for your team, and build a centralized portal to house it all.

MARKETO SALES INSIGHT OPTIMIZATION

Improve Marketing and Sales alignment

Not yet fully leveraging Marketo Sales Insight? DemandGen’s Marketo-certified experts will help you refine, reconfigure, and optimize your implementation to gain more insight for Sales into marketing activities, improve follow-up and targeting through optimal use of Interesting Moments/Lead Feed, and expand Sales’ access to trackable messages and smart campaigns.

MARKETO CAMPAIGN EXECUTION

Turn to DemandGen’s skilled resources and expertise to create and manage all your Marketo campaigns

Some of the top businesses in the world depend on DemandGen’s certified professionals to handle day-to-day campaign management and execution. Our top-flight Campaign Execution team will produce and deploy your emails, web pages, forms, and multitouch programs; manage lists, quality assurance testing, and reporting; and guide each project for optimal efficiency and effectiveness.

MARKETO REPORTING & MEASUREMENT

Get true insight with DemandGen’s revenue-based approach

We’ll integrate with or refine your Marketo Sales Insight implementation, or build custom dashboards. Then we’ll help establish accurate tracking for the metrics that matter to you, such as CMO dashboards, Marketing contribution to revenue, effectiveness of emails/ campaigns/channels, demand funnel and web analytics, and third-party integrated solutions.



*Depend on
DemandGen for:*

- Best-practice expertise in utilizing and optimizing Marketo to enhance ROI
- Deep knowledge and experience in demand generation/nurturing programs, lead scoring, Sales and Marketing alignment
- Expert guidance in measurement and reporting that supports Marketo Revenue Cycle Analytics
- Hands-on integration, systems optimization, enablement, and execution

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