

ReadyTalk for Marketo

Do you use Marketo to nurture leads and manage your sales pipeline? Do webinars help you gain key insight into your prospects needs? Take advantage of the integration between ReadyTalk's full-featured webinar solution and Marketo's easy-to-use marketing automation platform to promote your upcoming event and speed sales follow-up.



PROMOTE AND MANAGE YOUR WEBINARS WITH MARKETO

Use Marketo Design Builder to create promotional content, such as invitations and registration forms, for your webinar. As a prospect completes their registration through Marketo, ReadyTalk automatically captures their data for the upcoming event.

INCREASE WEBINAR ATTENDANCE

Drive better attendance by making it easy for registrants to add your event to their calendar. With ReadyTalk, you can include an ICS file that contains your registrant's unique 'Join Meeting' link in confirmation and reminder emails sent from Marketo.

CAPTURE ACCURATE DATA

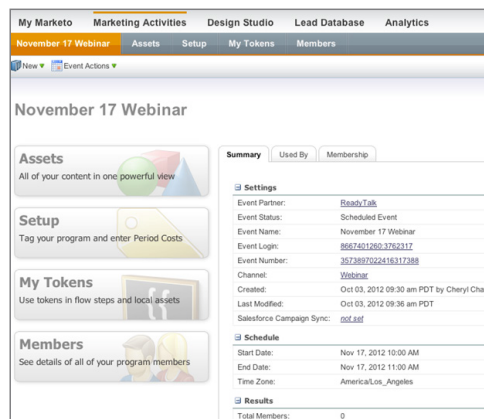
ReadyTalk creates a unique 'Join Meeting' link for each webinar registrant that is automatically included in your Marketo confirmation and reminder emails, enabling you to more accurately capture attendance status and drive downstream lead nurturing processes.

SPEED SALES FOLLOW-UP

At the event conclusion, Marketo immediately syncs with ReadyTalk to record attendance duration, chat questions, poll and survey responses, avoiding the manual task of moving webinar data between platforms. Marketo queries ReadyTalk immediately after the event so the data can be used to drive post-event activities such as lead scoring, nurturing, and follow-up.

LEARN MORE

Visit www.readytalk.com to learn how ReadyTalk can save you time and money with a full-featured webinar solution that's seamlessly integrated with Marketo.



ABOUT US

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit www.readytalk.com to learn more about our full range of technology and services including:

- Audio and Web Conferencing
- Webinars and Professional Services
- Recording and Syndication

WHY READYTALK FOR WEBINARS?



- Share content with up to 3,000 people
- Engage with polling and chat
- Enjoy crisp, high-quality audio
- Leverage recordings to drive leads
- No downloads for participants
- Personalized support and service

ReadyTalk 
Audio & Web Conferencing

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