



Marketo Enablement



The Revenue Marketing Agency™

Marketo Enablement Attributes Revenue to Marketing and Drives Sales Alignment

Enabling Marketo's marketing automation platform is more than a technology configuration. The Pedowitz Group uses Revenue Marketing™ best practices to optimize people, processes, and technology to fully maximize your investment.

Our Marketo Enablement helps to align sales and marketing by providing the right data to the sales team to have more effective discussions, and it gives you the ability to attribute revenue directly to marketing activities. By consolidating disparate processes, we simplify lead generation and lead nurturing through marketing automation. Additionally, we ensure that you have best practice templates in place to kick start your campaigns and create effective lead management, lead scoring, and analytics.

Technology optimization is crucial for a Revenue Marketer™ to increase revenue performance. TPG received Marketo's Partner Excellence Revvie award in 2013 for the second consecutive year, making us the world's most qualified partner to implement Marketo specialized services.

Our Approach

Our consultants, who hold 40 (and counting) Marketo certifications, will assist your team in configuring your Marketo instance and its integration with CRM, if applicable. We train your team on both the technical elements and best practices of Marketo, marketing automation, and Revenue Marketing™.

Key Benefits & Deliverables

- Faster time to return on investment (ROI).
- Optimized technology platform
- Increased revenue performance visibility
- Expert best practices from Marketo's most decorated partner

40+
MARKETO
CERTIFICATIONS



At the conclusion of this engagement, you will have customized email and landing page templates, a working lead scoring program, and one program developed.

Enablement Components Include

- **Standard Configuration** – Provision your database, set up security protocols, website tracking, tracking scripts, and set up your customized instance
- **Standard Reporting and Analytics** – Set up reports and dashboards, alerts, and notifications
- **Unsubscribe and Form Field Setup** – Set up standard unsubscribe forms and develop a reusable form with your prospects in mind
- **Email Configuration and Landing Page Domains** – Set up and test the branded links for your emails and landing pages
- **Program Management and Design** – Create a best practice program for your business
- **Lead Scoring** – High level lead scoring review, lead score development and testing of scoring program
- **Onsite and Virtual Workshops** – Discovery workshop and live Marketo training that teach your team both how to use the tool, and how to become more effective Revenue Marketers
- **Guaranteed Results**



Add-On Options

- **MSI Configuration:** Install and configure Marketo Sales Insight for better alignment of marketing and sales.
- **Revenue Cycle Analytics (RCA):** Configure in-depth lead and opportunity reports, to showcase all of marketing's influence.
- **Partition and/or Workspaces:** Setup and training on separating leads and business units within one instance of Marketo.
- **Preference Center:** Develop customer fields and forms, enabling prospects to choose topics most relevant to their needs.

