

Marketo Enablement & Training



Enabling Marketo's marketing automation platform is more than a technology configuration. We focus on strategy and results, using Revenue Marketing™ best practices to optimize people, processes, and technology to fully maximize your investment. We enable you to attribute revenue directly to marketing activities. Your team is trained on both the technical elements of Marketo and best practices for creating effective lead-generating and revenue-generating campaigns.

Deliverables: Customized email and landing page templates, a working lead scoring program, one program developed, and customized training

Designed For: Marketo clients looking to optimize Revenue Marketing results

TPG Resources: Engagement Manager or Sr. Revenue Marketing Strategist/Coach, Revenue Engineer

Healthcheck



The Marketo Healthcheck assesses your Marketo instance across the application and provides you with both summary and detailed reports. These give you action plans and prioritized next steps to ensure you're moving forward using all the latest best practices. Performed by our team of Marketo Certified Consultants, the Marketo Healthcheck ensures you're getting the most out of your investment.

Deliverables: Interviews, system reviews, documentation, present action plan

Designed For: Marketo clients for >6 months

TPG Resources: Engagement Manager, Revenue Engineer

Training



Marketo Custom training will help you achieve the perfect learning experience for your marketing team or organization. We deliver Marketo training privately for your team or develop a custom learning program for all skill levels and knowledge of the tool, form a standard overview, admin deep dives, advanced developer training, how to design and implement responsive landing pages and emails, or how to educate sales on Marketo and MSI.

Deliverables: Custom designed training plan and execution for your Marketo team

Designed For: Marketo clients using Marketo at any skill level

TPG Resources: Engagement Manager, Revenue Engineer



Lead Score Refresh



It's best practice to review your lead scoring regularly, but few of us have the time to do it. With a Lead Scoring Refresh, you'll get not only an analysis of your existing scoring and its effectiveness, but a concrete plan for updates. Once the new scoring is implemented, you'll receive a 4-week reassessment, as well as a plan that enables you to review your effectiveness on a regular basis.

Deliverables: Detailed program analysis, sales and marketing workshop, build new scoring program w/ 4-week review

Designed For: Marketo/SFDC clients for >6 months

TPG Resources: Engagement Manager, Revenue Engineer, SFDC Administrator

Analytics Kick Start



Reporting and analytics lie at the heart of recognizing revenue from marketing efforts, but often our metrics aren't as easy to get as we'd like. With this kick start, you'll learn both the processes and elements that are the foundation for great analytics. Once you've got that ready, the real analytics can begin: reports, dashboards and metrics that you can use to make actionable decisions about your marketing programs and budget. Now that's ROI!

Deliverables: Detailed analysis, action plan, data remediation, building reports/analytics

Designed For: Marketo clients for >6 months

TPG Resources: Engagement Manager, Revenue Engineer, SFDC Administrator

Outsourced Campaign Services



We can provide fully outsourced campaign strategy, development, creation, and launch by delivering a team of experienced professionals who are focused on your marketing automation and revenue marketing success. A "Game Plan" and weekly, monthly, and quarterly reviews provide you with a measure of your campaign effectiveness.

Deliverables: Fully managed marketing services, reporting, weekly reviews

Designed For: Marketo clients looking for the highest level of engagement

TPG Resources: Engagement Manager, Revenue Engineers, SFDC Administrators, Additional services as needed



Content Marketing Operations featuring **kapost***

* plus Kapost license



Combining The Pedowitz Group's methodology, content rating and valuation with Kapost's infrastructure, we'll deliver a framework for you to develop your own "publishing machine." In a two-day workshop, we'll outline the best practices and tailor a specific implementation plan for your organization. Then, utilizing the Kapost platform, we'll enable you to efficiently plan and manage your content.

Deliverables: On-site workshop, action plan, Kapost enablement

Designed For: Marketo clients looking to enhance Content Marketing

TPG Resources: Engagement Manager, Revenue Engineer, Content Strategist

Data Audit featuring **REACHFORCE**



The data audit includes a virtual analysis of your data and interviews, followed by a two-day onsite where we'll examine your data structure, and provide recommendations for data remediation and augmentation. Ensure your data is clean and you can reach your audience by providing a high quality database of actionable leads.

Deliverables: Data analysis, onsite workshop w/ interviews, remediation plan

Designed For: Marketo/SFDC clients for >6 months

TPG Resources: Engagement Manager, Revenue Engineer, SFDC Administrator

RMT Education and Roadmap



Ready for the big picture? This one-day workshop helps you develop a plan for your road to Revenue Marketing: How are you going to get there and what are the steps along the way? Chart your journey and put Marketo into the right context to be successful—long term.

Deliverables: One-day intensive workshop, action plan

Designed For: Marketo clients looking for marketing education

TPG Resources: Engagement Manager or Sr. Revenue Marketing Strategist/Coach

Revenue Marketing Journey Optimization



The key for Marketing is to show revenue results – are you? This package delivers an assessment of where you are on the road to Revenue Marketing and provides you with recommendations to keep you on the right path. After an onsite review of the audit, you'll have a strategy for one campaign that will be delivered and launched, as well as reports to see how you're performing. Check out the RM6 at <http://pedowitzgroup.com/RM6>.

Deliverables: Virtual and onsite workshops, campaign strategy development and reporting

Designed For: Enterprise Marketo client looking to transform the marketing process

TPG Resources: Engagement Manager, Revenue Engineer

