



Kurogo Publisher Marketo Integration

Before You Begin

- In order to enable Marketo lead tracking in Kurogo Publisher, you will need your Marketo Munchkin ID. The Munchkin ID can be found by logging into your Marketo account, clicking Admin in the upper right, and then clicking Integration > Munchkin in the left side navigation. The key you will need will be labeled "Munchkin Account ID" and will have the form 123-ABC-456.
- You will need the Content Administrator role on the Kurogo Publisher module.

Enabling Marketo Lead Tracking and Forms

After completing these steps, the Marketo lead tracking footer will be added to all pages in your Kurogo Publisher module and editors will be able to embed Marketo Forms in Kurogo Publisher Form Pages:

1. Log in to your Kurogo Publisher module.
2. Click Module Settings from the navigation bar.
3. Click on the checkbox labeled "Enable Marketo Forms."
4. A field called "Marketo Munchkin Account ID" will appear. Enter your Marketo Munchkin ID in this field.
5. Click Save.

Edit Publishing Module

Publishing Module

Title (internal use only) (Required)

Publishing Module

Home Page

Default Home Page

Enable Marketo Forms Enable Salesforce Forms

Marketo Munchkin Account ID

123-ABC-456

Save

Embedding a Marketo Form

In order to embed a Marketo form, you must first have completed the section above titled, "Enabling Marketo Lead and Tracking Forms":

1. Navigate to an existing Form Page (Pages > Manage Pages) or create a new Form Page (Pages > New Page).
2. On the page, next to the label "Form" click Settings. The Form Settings form will appear.
3. Change Form Type to Marketo (This will only appear if you have enabled Marketo Forms above).
4. Enter the URL for your desired Marketo Form. If you do not know the Form URL:
 - a. Log into Marketo.
 - b. Navigate to Design Studio.
 - c. Click the link for your desired form.
 - d. The following page will have a URL field. Copy the entire URL into the "Marketo Form URL" field in Kurogo Publisher.
5. For Confirmation Message, enter a message to appear to the user if the form is properly submitted.
6. For Error Message, enter a message that will appear to the user if the form submission fails.
7. Click save.

You should now see your Marketo form embedded in your Kurogo Publisher Form Page. Submitting this form will behave and appear the same in Marketo as if the user submitted the form on the generated Marketo form page.