



Easy 2-way SMS Marketo integration

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Installing Easy 2-way SMS for Marketo

What's supported?

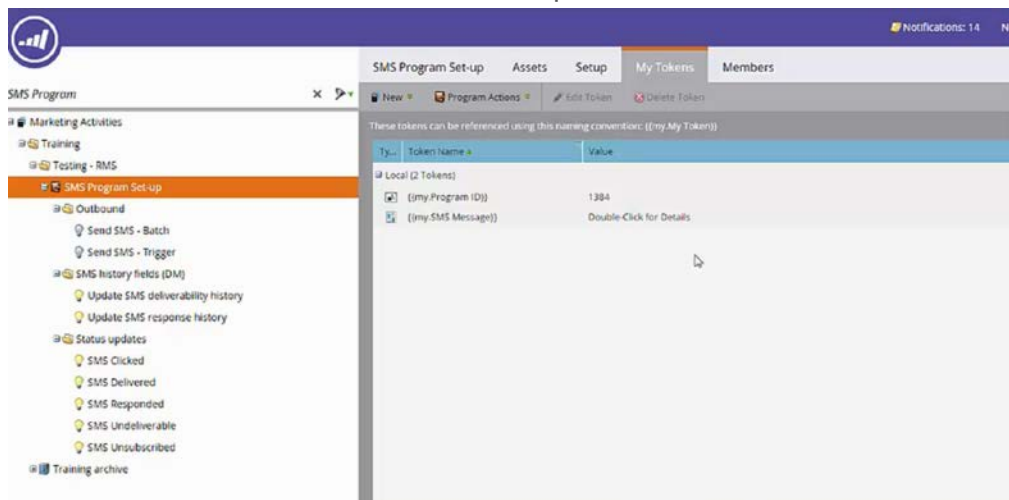
Easy SMS integrates with Marketo via the API - so Marketo Standard and above is supported [so no Spark, sorry!].

You'll need the following:

1. Admin access to Marketo
2. Admin access to your MessageNet account – if you don't have one of these, [email us](#) and we'll oblige.

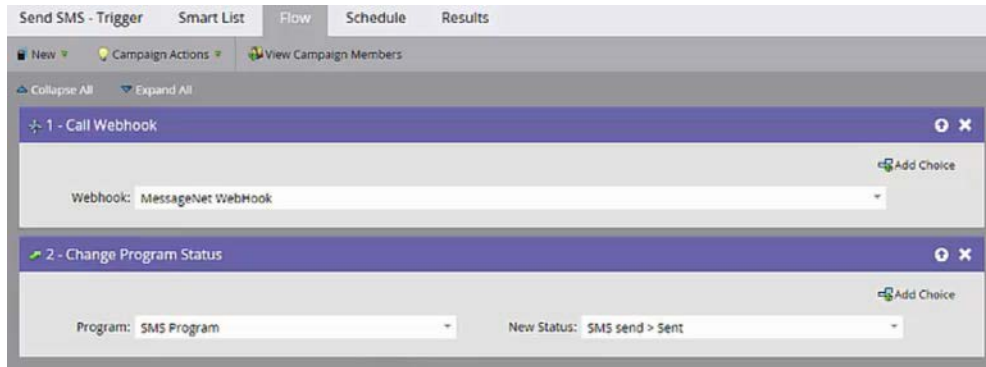
To integrate Easy 2-way SMS into your Marketo please follow the steps below:

- First you'll need to build the Webhook that connects your Marketo with MessageNet. The Webhook details come with your MessageNet Account details.
- Then create the additional Marketo fields to enable bi-directional SMS and Deliverability status updates. The exact names for the response and deliverability field come with your MessageNet Account details.
- Build your SMS channel with the statuses Undeliverable, Delivered, Clicked, Responded, Unsubscribed.
- Build an SMS program template for cloning. This program includes:
 - Two My Tokens: SMS Message, Program ID
 - An outbound folder with a Batch and Tigger smart campaign
 - A member status folder with the status updates mentioned in the channel



And that's it! You can use it in your campaigns

- Call the Easy 2-way SMS in your flowstep in the usual manner.
- In the example below we then change the program member status for the lead to "Sent". And so begins the SMS's journey to the handset of your lead.



Or let us do all that for you.

All of the above can be installed/effected for you by our experts when you get our FREE Trial!