



RSS-TO-EMAIL APPLICATION FOR MARKETO

A background image showing three people (two women and one man) looking at a laptop screen. The image is overlaid with a semi-transparent blue filter. The woman on the left is holding a smartphone. The woman in the middle is wearing a teal top. The man on the right is wearing a checkered shirt.

GETTING STARTED WITH
DIGESTO

STEP 1

Connect your Marketo account to Digesto via REST API

Go to Setup in the top right menu and and enter your Marketo REST information.

PREREQUISITES

Create a API Role, a dedicated API User and Launchpoint service, see related [Marketo Documentation](#).

Recommended REST API Settings:

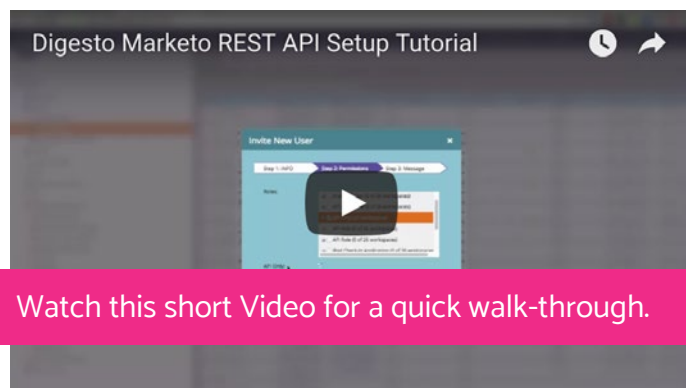
Access API (All rights)

Minimal REST API Settings (this may change over time as we add new features):

Access API, Execute Campaign, Read-Only Campaign, Read-Write Assets and Approve Assets.

Where do I find my Marketo REST API information?

In Marketo Admin section look for Web Services section to access REST Endpoint. Access the Launchpoint Service section, and collect your Client ID and Client Secret.



Watch this short Video for a quick walk-through.

Ok that was as technical as it can get. Now let's go to the fun part.

STEP 2

Create your first Digest - Email

From your Dashboard, click "Add Digest" and fill out the required fields. Note that your changes are automatically saved as you move forward so you can get back to it at anytime.

EMAIL

1. Name your Digest.
2. Provide your RSS feed URL. This is the link to your RSS or Atom feed. [Read more here.](#)
3. Set Maximum Number of Posts Enter the maximum number of posts you want to add in the email. Ex: If you select 4, only the most recent 4 posts will appear in the email.
4. Browse our templates and select one that fits your layout. You can later customize it with your own images, logos, fonts and colors.

These templates include both the Marketo Email Template and the Digest Posts Layout. All templates are mobile optimized, fully compatible with Marketo emails (1.0 or 2.0) and covers for a multitude of usage: digest or full post, centered or left aligned, with or without post image, etc. As you select a template you will be asked to specify a workspace where the Marketo Template will be "pushed". You will use this template in step 4 as you create your Marketo Program.

...or Bring Your Own Marketo Template.

The easiest way to setup your email is to pick one of our integrated templates, but If you still prefer to use your own Marketo Template, browse the template gallery and pic a template with the "BYO Marketo" Tag.

1

Digest 57



Email

The Email settings

Specify your feed and select a template to preview your email design.

2

Feed URL* ?

https://perkuto.com/feed

3

Max Posts* ?

5

4

Select your email template* ?



Select



Select



Select



Template Gallery

SCHEDULE

IMPORTANT! DO NOT RUN OR SCHEDULE YOUR CAMPAIGN FROM MARKETO

Specify your blog distribution schedule. When your Digest is active Digesto will follow that schedule to look for new content on your feed and remotely initiate the distribution of your blog email. If no new content has been published, it will just do nothing until the next scheduled time.

The Schedule settings



Schedule

Repeats	Weekly
Every*	1 Week(s)
On*	Sun Mon Tue Wed Thu Fri Sat
Time	8 00 AM
Timezone	(GMT -05:00) America/New_York
Notification ⓘ	<input checked="" type="checkbox"/> digesto@perkuto.com person2@mail.com, person3@mail.com

MARKETO SETTINGS

It's time to create your Marketo Program! Go to step 3. Once you're done, get back to the Marketo Settings and fill in the program and campaign names in this section.

The Marketo settings



Marketeto Settings

Digesto needs to know which Marketo program and campaigns this Digest will be connected to.

If you haven't built one yet, follow [our guide](#).

Program name* ?

Campaign name* ?

Test Campaign name* ?

STEP 3

Create a dedicated Marketo program

Digesto requires a dedicated Marketo program to send out your RSS Feed digest. The program must have all the following components:


- > 1 Rich format Token named: "DigestoEmailContent" (case sensitive)
- > 1 Text format Token named: "DigestoEmailContentText" (case sensitive)
- > 1 Text format Token named: "DigestoEmailSubject" (case sensitive)
- > 1 Email to send to your subscribers
- > 1 Campaign to send the email
- > 1 Test Campaign to send a test email


STEP 1 – Create a program


- > Create a new folder to host your Digesto program. Ex: "Digesto Blog Updates"
- > Create a new Standard program.
- > Additional Tip: Put some relevant information on the description of your program such as:
"This program automates blog distribution via Digesto.io. DO NOT SCHEDULE OR ACTIVATE FROM MARKETO. Go to <https://digesto.io/login> to manage RSS Email."

00. Digesto Blog Updates

EB-Digesto Blog Updates

 Digesto Email

 Send Email

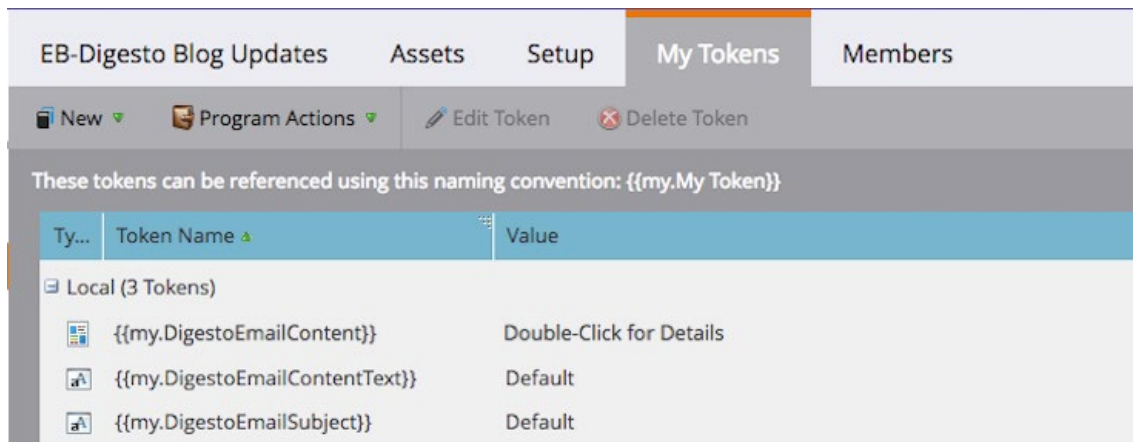
 Send Email TEST

STEP 2 – Create 3 tokens in your new program

In your newly created program, access My Tokens and create the token exactly as described below. Use "Default" As a temporary value for all tokens.

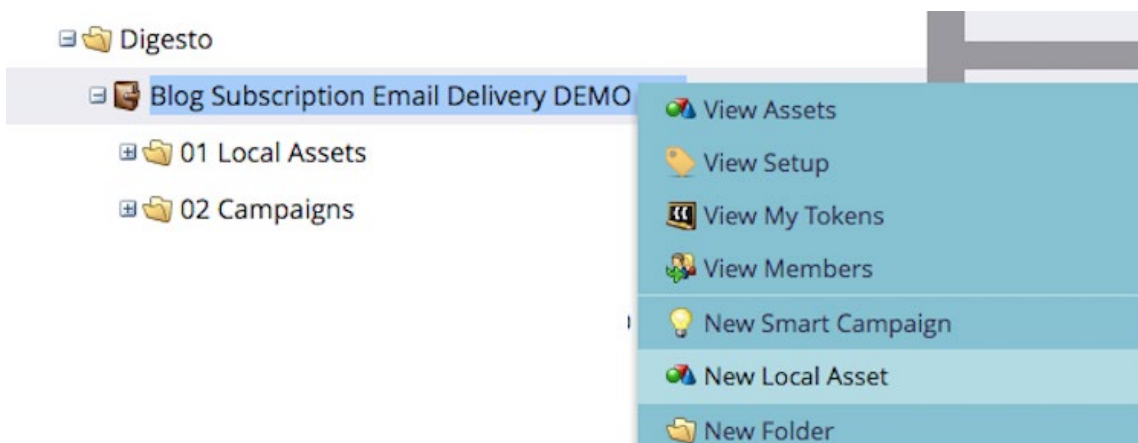
Type	Name	Description
Text Token	DigestoEmailSubject	Email Content/Body
Text Token	DigestoEmailContentText	Email Content/Body for Text-Only Email

It should look like this when you're done:

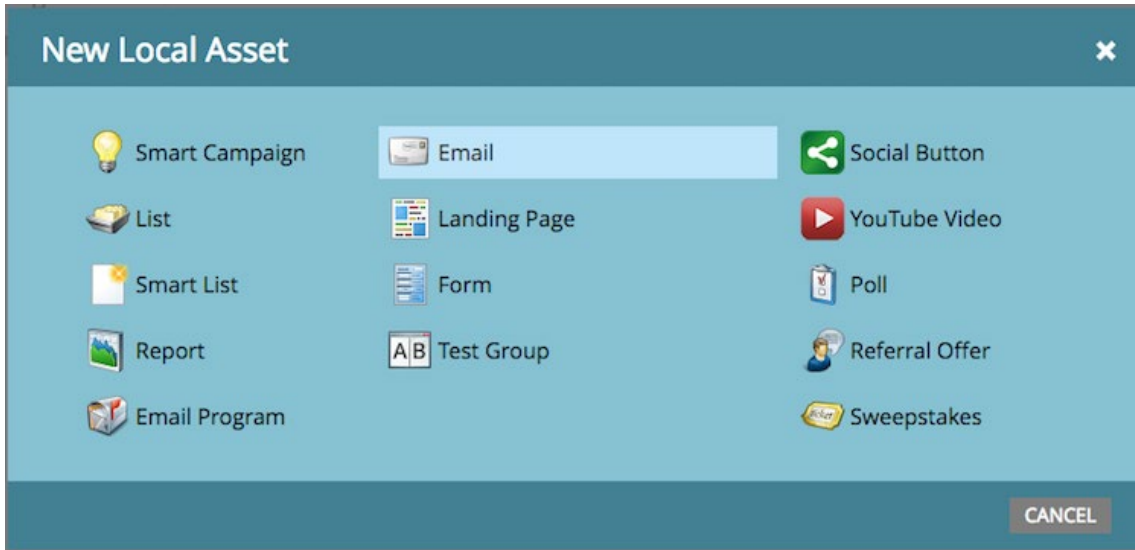


STEP 3 – CREATE A BLOG EMAIL

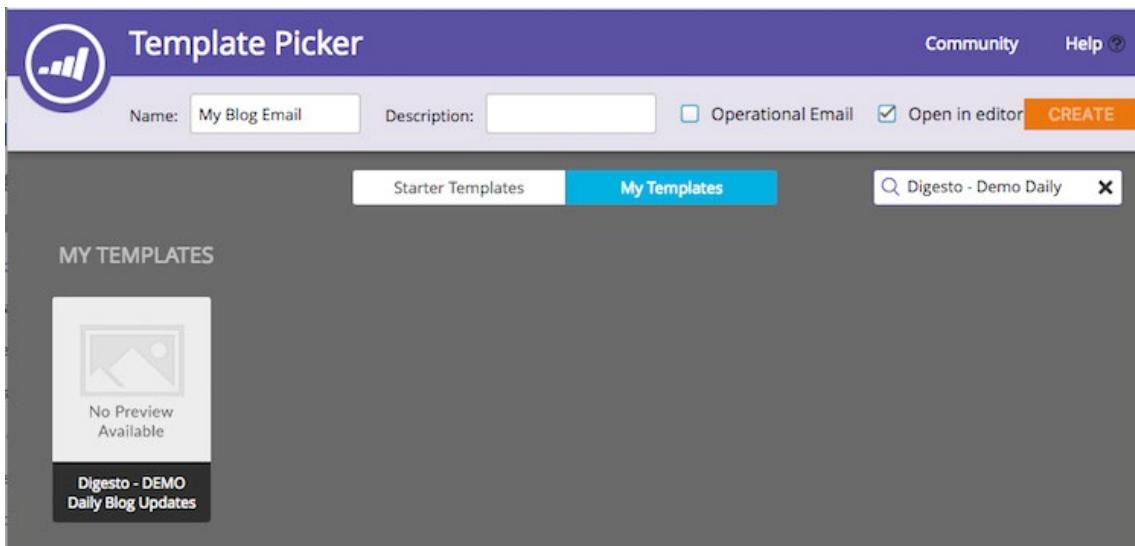
Create a new local asset.



Select "Email."



Browse your Desing Studio/My Templates for your new template named "Digesto" - "Your Digest Name" and select it.



Customize your email using the Marketo editor. Optionally you can insert `{{my.DigestoEmailSubject:default=}}` to bring the title of the latest post. Adjust your corporate logo, colors, etc. Make sure to approve your email when done with your edits. If you want to make changes to the blog content, go back to Digesto and edit the Digest template.

The screenshot displays the Marketo email editor interface. On the left, the email header fields are visible: From: Digesto, From Address: digesto@perkuto.com, Reply-to: digesto@perkuto.com, and Subject: Your Blog Digest is Here!. The main preview area shows a desktop background with a laptop, a smartphone, and a cup of coffee. The right pane shows the 'Header Module' configuration with various settings like Logo, Header Title, Header Text, and Local Variables.

From: Digesto

From Address: digesto@perkuto.com

Reply-to: digesto@perkuto.com

Subject: Your Blog Digest is Here!

YOUR LOGO

UT SAPIEN ODIO, PORTA EGET MOLESTIE FEUGIAT, NON LIGULA.

Nulla vel auctor arcu. Nam egestas leo ut ante pulvinar porta. Nunc venenatis elit sit amet tortor tristique pharetra. Aliquam ullamcorper erat eu dolor euismod.

Content Modules

Back

Header Module

Your Logo `$(LogoImgUrl)`

Header Title
Ut sapien odio, porta eget m...

Header Text
Nulla vel auctor arcu. Nam e...

Local Variables

Logo Align: left

Logo Top Spacer: 40

Logo Bottom Spacer: 55

Logo Img URL: `http://static.perk...`

Logo Link To: #

Logo Width: 252

Logo height: 36

Content Zone Width: 435

Background Img URL: `http://static.perk...`

Background Img Hei...: 532

Background Color if: #849693

HTML Text

B.Y.O (Bring Your Own) Marketo Template

The easiest way to setup your email is to pick one of our integrated templates, but If you still prefer to use your own Marketo Template make sure the token `{{my.DigestoEmailContent:default=}}` is in place to receive the blog content.

STEP 4 – Create a production campaign and a test campaign

Digesto will schedule smart campaigns via the API. One campaign is dedicated to test your Digest (Test), while other will be used for the distribution to your subscribers (Production).

Name	Smartlist	Flow	Schedule
Send TEST Email	Specify your Test leads/internal seed list (Ex: using email address filter)	Send Email : <i>Your Digesto Email</i>	Important: Set campaign to run Every Time, but do not schedule it from Marketo.
Send PROD Email	Target your subscribers - this is unique to you, based on the method you use to identify subscribers	Send Email : <i>Your Digesto Email</i>	Important: Set campaign to run Every Time, but do not schedule it from Marketo.

IMPORTANT! Both campaigns should remain as batch campaigns without any schedule - Digesto will schedule the campaign runs, based on the Digesto Schedule.

CONGRATS! YOU ARE DONE!

Now back to Digesto, transcript the Program Name, Campaign Name and Test Campaign Name in the dedicated section.



Marketeto Settings

Digesto needs to know which Marketo program and campaigns this Digest will be connected to.

If you haven't built one yet, follow [our guide](#).

Program name*

Campaign name*

Test Campaign name*

STEP 4

Test and Launch!

MAP YOUR MARKETO PROGRAM

From you Digest Dashboard, head for the Marketo Settings section and enter the name of your new Marketo Program and Smart campaigns.



Marketo Settings

Digesto needs to know which Marketo program and campaigns this Digest will be connected to.

If you haven't built one yet, follow our guide.

Program name*

Campaign name*

Test Campaign name*

TEST

From Digest list, click the TEST button and Confirm the test.



Test and Activate

When your Digesto is ready to launch, run a test and activate it. It will run automatically on set schedule.

Test your Digest



Your Digest Is:

OFF

The TEST will grab all posts (as opposed to the scheduled Digest that will only grab newly published content since last run), up to the Max N. of posts that you have setup, will inject that content in the email using the token you have defined and will schedule the TEST Campaign in your Marketo Program for immediate run.

To visualize the flow in Marketo, select your TEST campaign within the Digesto Program (refresh it if it's already opened) and go to the Schedule tab. You will see the exact time of the next run. Note that there is a 5 minutes delay

The screenshot shows the 'Schedule' tab of a Marketo campaign configuration. The campaign name is 'Digesto Email TEST Campaign'. The 'Schedule' tab is active, showing a 'Batch Campaign Schedule'. Key details include: Campaign Status: Last run: 16-Jul-15 2:55 PM EDT; Smart List Mode: Batch; Smart List Status: Set to affect around 2 existing leads (may change over time); Around 0 leads are blocked from mailings; Scheduled Runs: 16-Jul-15 3:03 PM EDT (highlighted with a red box); Smart Campaign Settings: If lead has been in this Smart Campaign before, each lead can run through the flow every time; If lead has reached the communication limits, ignore limit; Recurrence: No repeating schedule has been set.

When the TEST campaign runs, members of the TEST list will receive the email.

ACTIVATE YOUR DIGEST

To activate your Digest, simply toggle the button from OFF to ON.



IMPORTANT! Do not attempt to schedule manually the campaign in Marketo as this will result with the send of an empty email to your subscribers. Digest will schedule the Marketo campaign and add new posts at the specified time.

And voilà! You are done! You have successfully scheduled your first Digest.