



Content Marketing Automation for ROI-driven marketing teams

How to integrate Scoop.it Content Director with Marketo

Scoop.it Content Director integrates with Marketo to provide the following benefits:

1. Measure the impact of content on lead generation
2. Generate email newsletters with both original or curated content faster

Measure the impact of content on lead generation

Integration description:

Scoop.it integration with Marketo allows you to precisely understand how many leads each and every one of your content assets contributed to generate.

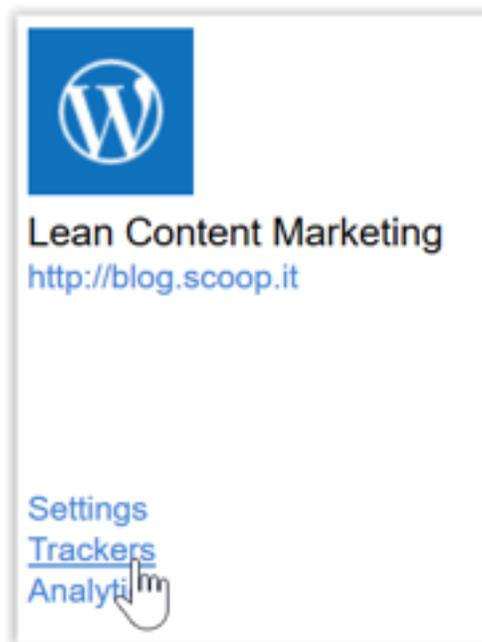
As your leads fill up Marketo forms or visit specific conversion events such as Marketo landing pages, Scoop.it Content Director will automatically attribute these conversions to the various content assets that influenced your lead.

While Marketo is great at giving you a lead-centric view, Scoop.it Content Director will complete it with detailed and granular analytics showing for each content asset: views, leads converted, conversion rate. Empowered with this data, content marketers can improve content that doesn't convert well and double down on top converting content by promoting it further to their target audience. Scoop.it Content Director will even automatically audit your content library based on this data to provide AI-powered recommendations to generate more results without creating more content.

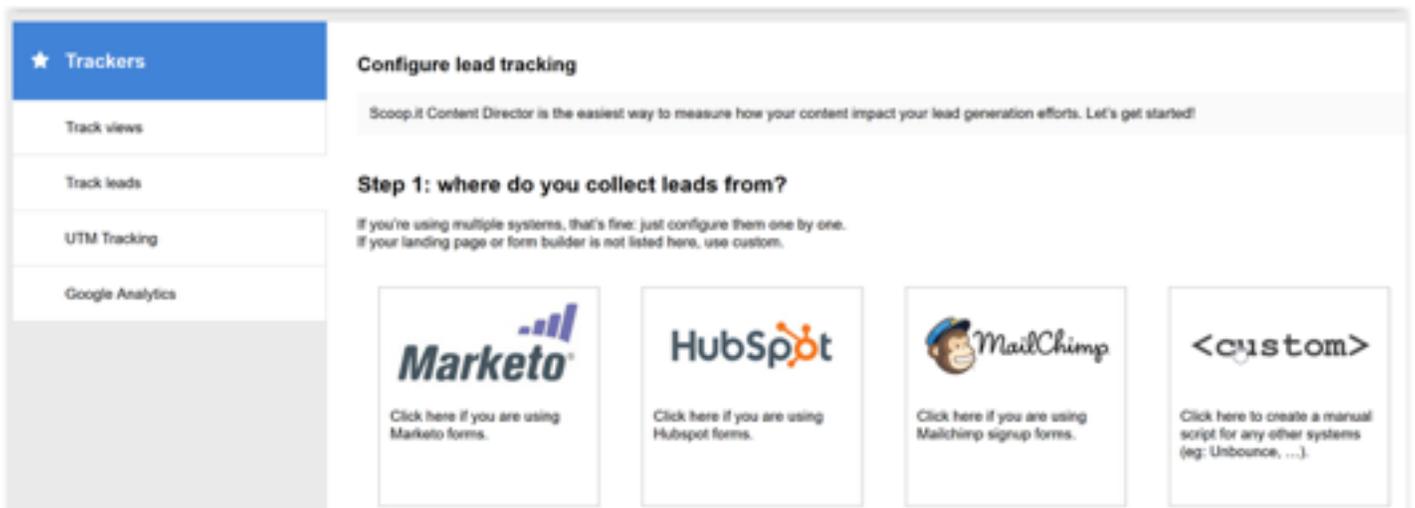
Enabling this integration requires just a few minutes - either by adding Marketo forms to Scoop.it Content Director or by adding a Scoop.it tracker to Marketo landing pages. For details, contact us directly at business@scoop.it.

Setup:

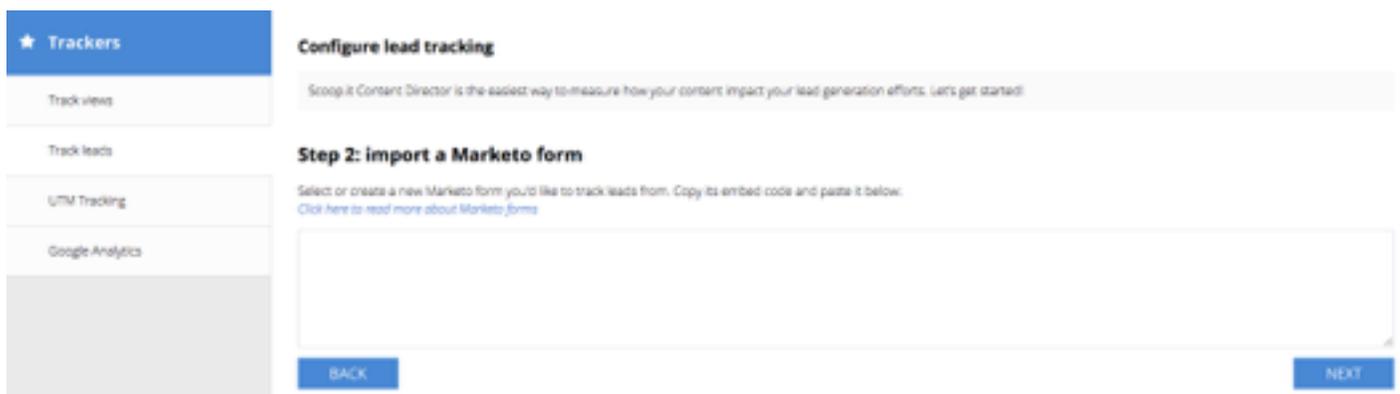
From your Smart Calendar in Scoop.it Content Director, click on "Trackers" below the website you'd like to track content from.



From the following menu, click on “Track leads” in the left column and then on the Marketo option:



Copy and paste the Marketo form of the conversion event you'd like to track in the following box:



Click on Next and copy and paste the resulting code in the landing pages that use that form.

Alternatively, you can also use the <custom> option in the previous menu to retrieve a lead tracking code to install in the footer of the pages that are displayed right after a conversion has been successfully generated (eg: a thank you page). If you're using a large number of landing pages, you can add this code to the template of the page instead of each single page individually.

Generate email newsletters faster

Integration description:

Scoop.it integration with Marketo helps marketers curate relevant third-party content to supplement their own in order to generate richer, more engaging and more frequent email newsletters.

By using Scoop.it automated content discovery engine, you can source content based on keywords or trusted sources in minutes. And through Scoop.it drag-and-drop email editor, you can build an email newsletter in just a few clicks before sending it through Marketo to any of your segments or through any of your automated workflows.

Leveraging this integration is very easy and our team is ready to onboard you and handle the set-up for you. For details, contact us at business@scoop.it.

Setup:

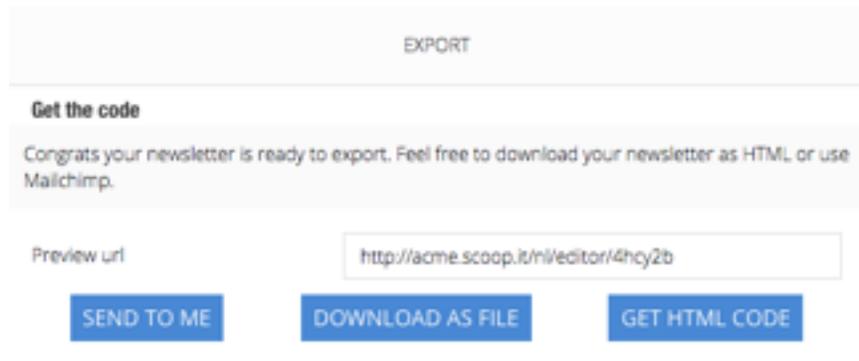
Start by creating your email newsletter through Scoop.it Content Director Newsletter editor (go to Manage > Newsletter).

Once your newsletter is created click on "Freeze to Export" from the Export menu:

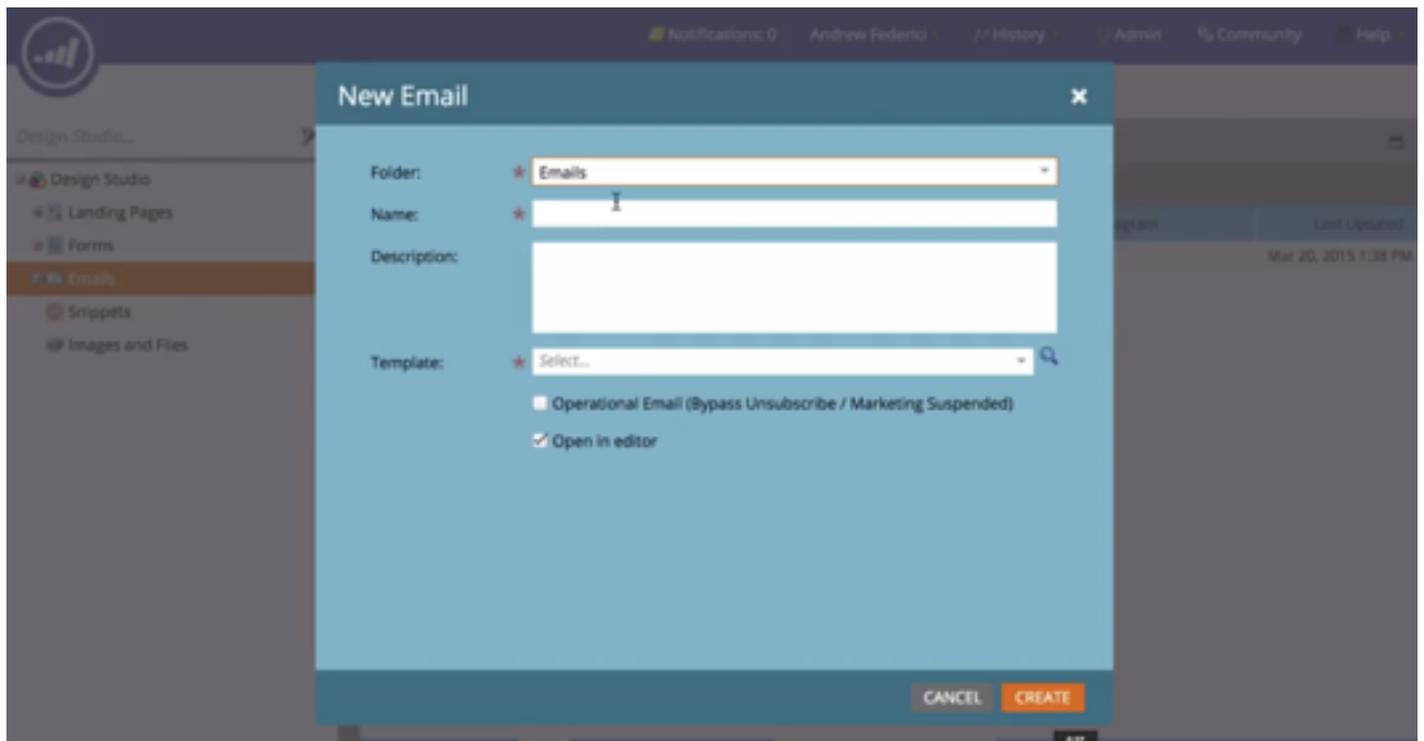


The screenshot displays the Scoop.it Content Director interface. The top navigation bar includes 'Scoop.it Content Director', 'Opportunities', 'Manage', 'Content', and 'Analytics', along with a search bar and a user profile icon. The main content area is titled 'Manage my newsletters > Edit my newsletter'. On the left, a sidebar menu contains 'POSTS', 'WIDGETS', 'STYLE', 'PARAMETERS', and 'EXPORT'. The 'EXPORT' section is active, showing a message: 'In order to export your newsletter, its content cannot be changed. So you need to freeze it first in order to be able to export it.' Below this is a prominent blue 'FREEZE TO EXPORT' button. Further down, the 'Get the code' section provides a congratulatory message and options to 'SEND TO ME', 'DOWNLOAD AS FILE', and 'GET HTML CODE'. The 'Publish to Matching' section includes a 'Schedule date' field set to '2017-08-23 10:14 pm' and a 'YES, EXPORT' button. At the bottom of the sidebar, there are 'COPY' and 'DELETE' buttons. The main preview area on the right shows a newsletter layout for 'ACME Corp' titled 'The Big Data Newsletter'. It features a 'This week in Big Data' section with a paragraph of text and a graphic of a globe with data points. A 'Help' button is visible in the bottom right corner of the interface.

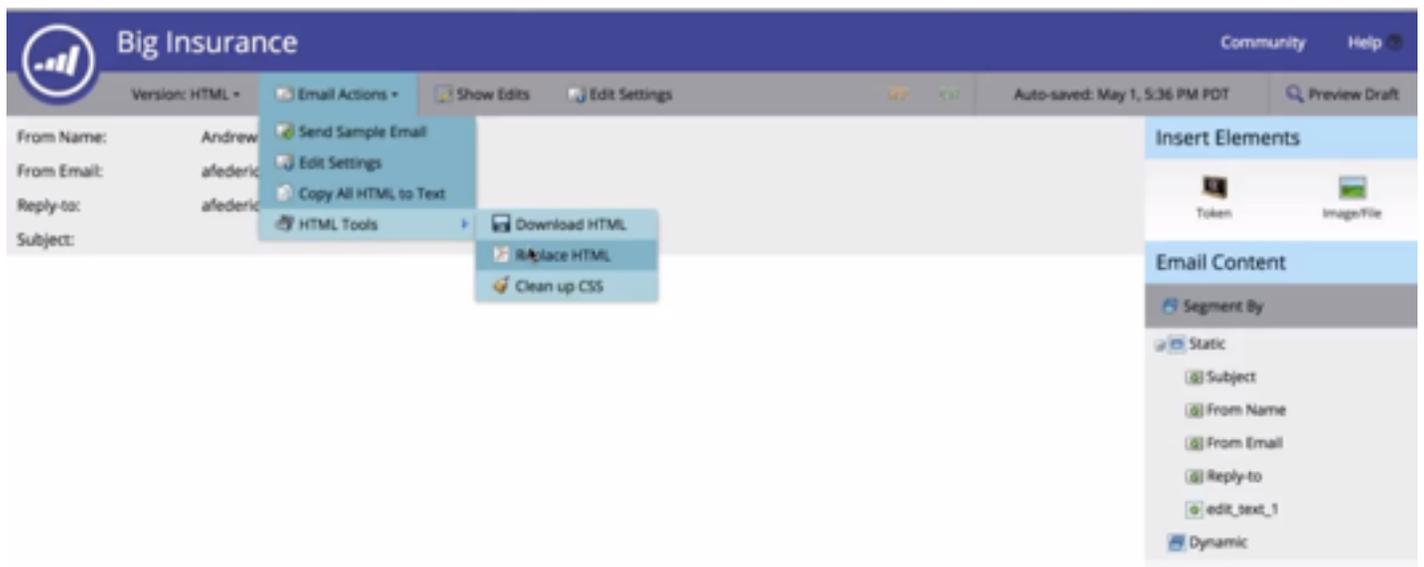
In the next screen, click on "GET HTML CODE":



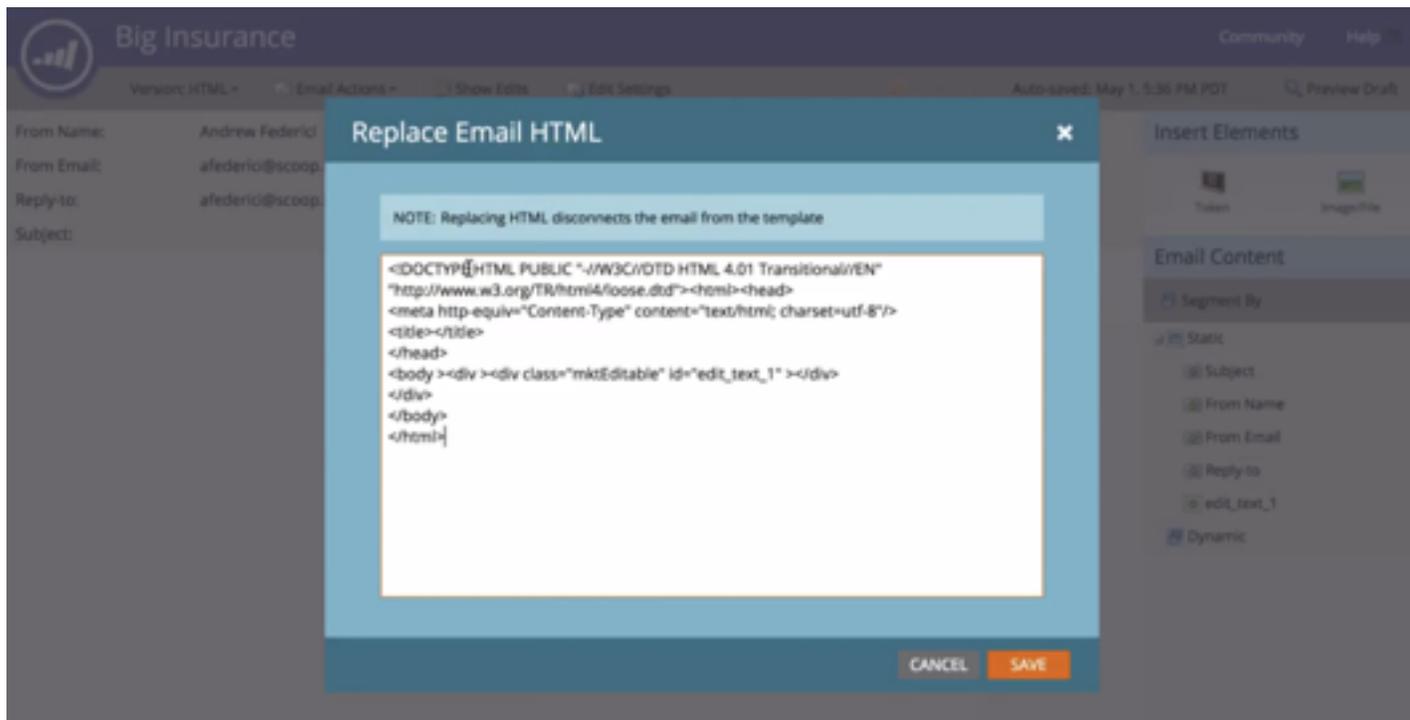
In Marketo, create a new email in Marketo design studio:



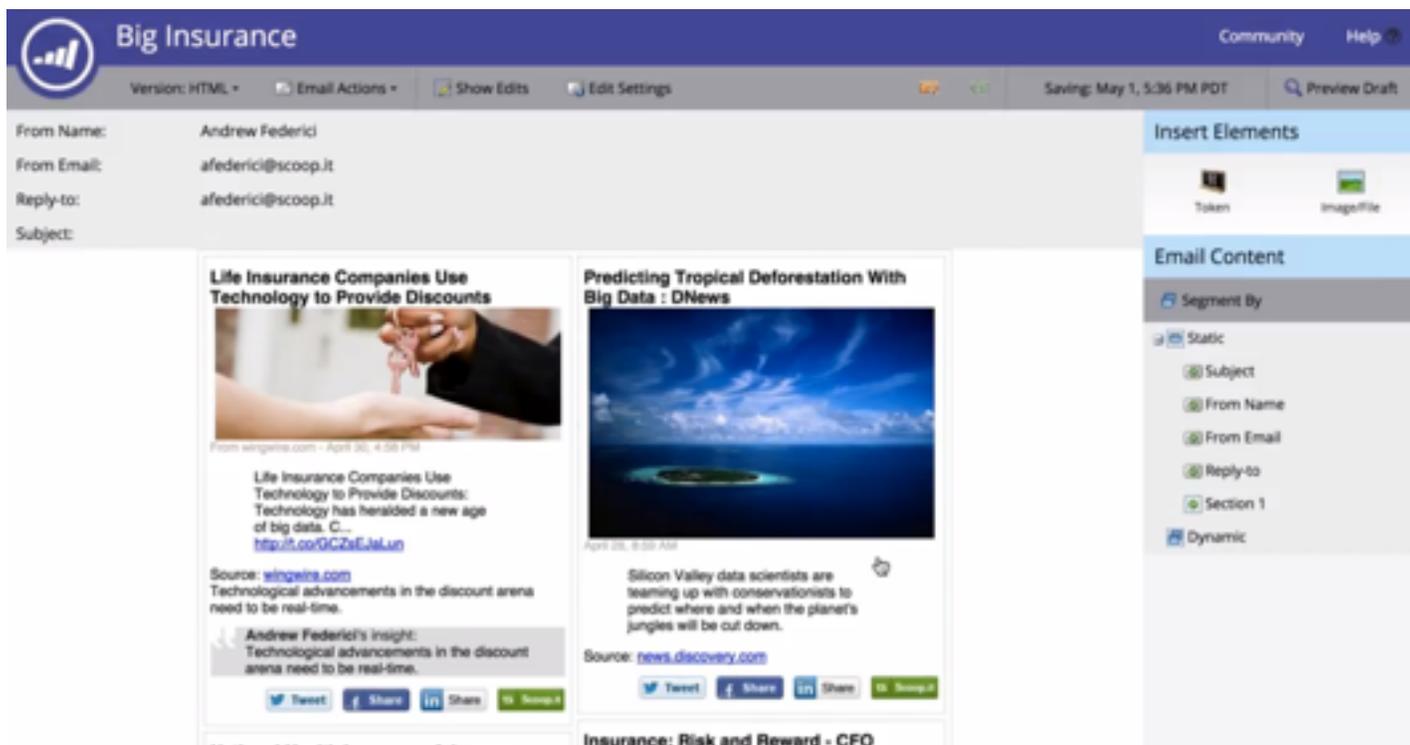
Use the Replace HTML menu within Marketo's Email Actions to paste the content of your email:



paste your HTML here:



Your email is now ready to be sent through Marketo:



Questions / support?

Email us at business@scoop.it