

Knak is an application built to make Marketo template creation simple, for marketers. So when it comes to integration with Marketo, all aspects of the Knak templates are integrated into Marketo.



With any Knak template you can be guaranteed that when you bring them into Marketo, they will be ready to customize and edit easily using Marketo's email and landing page editors.

The steps below outline how the integration works between Knak and Marketo.

Email Template Upload

- Download your template from Knak
- Right-click, view page source. Copy the code.
- Login to Marketo
- Go to the Design Studio
- Click on Emails > Templates
- Right-click on email & select 'New Email Template'
- Name your template
- Click on HTML source – delete current code
- Paste your code from Knak
- Approve & **you're done!**

Landing Page Template Upload

- Download landing page template from Knak
- Login to Marketo
- Navigate to Design Studio
- Expand the Landing Pages section
- Right click on 'Templates'
- Click 'Import Template'
- Browse and find your Knak landing page file
- Give it a name & select 'Guided' for Editing Mode
- Approve & **you're done!**

Does Knak replace Marketo's WYSIWYG editors?

No. Knak provides the template (and all the related HTML code) in order to get the most out of Marketo's editors and have the nicest and best converting emails and landing pages out there.

Do I make emails and landing pages in Knak or Marketo?

You pick your layout, set colors, branding and links to make your template in Knak, and then you make all your emails and landing pages in Marketo, just like to used to.

Do I need to create a new subdomain or anything to use the Knak templates?

No. With Knak, you use our tool to create your landing page, and then you bring them into Marketo. This means you use the subdomain you've already setup for Marketo and you don't have to bribe your IT guys to do anymore work for you again.

Do I need to create an API connection to pass leads from Knak into Marketo?

No. Because you bring all the templates you've made from Knak into Marketo, there is no complicated API connector to setup. You will use native Marketo forms, that have been beautifully styled by Knak. No APIs. No IT. No complicating your life.

Do I use Knak forms or Marketo forms on my landing pages?

You use Knak to style the forms on your template, but then you use native Marketo forms on your pages. When you drag your Marketo form onto a Knak landing page template, we have all of the CSS in our template to style the form for you. It's the best of both worlds.

What is the difference between Knak and the other landing page tools out there?

Knak is designed specifically for Marketo. You don't need to setup a new subdomain, or get IT involved. There are no complicated APIs to configure. You just get your templates and bring them into Marketo. You use native Marketo forms (styled beautifully by Knak). It's the best way to make customizable, responsive Marketo landing page templates... oh, and its about half the cost of the other guys.