



Enabling Marketo can be simple, but there are indicators that you (or someone before you) may have set it up incorrectly. Review the key indicators of not being enabled properly to see if you are set up to be best in class.

Program Fails



1

Not using program success steps

2

Using default program for nurtures

3

Using the default program for a single email send

4

Records do not have an acquisition program

5

No acquisition tracking at the program level

6

List not associated with a program

Form Fails



[one]

No Source or UTM tracking on forms

[two]

Not using Form Prefill or progressive profiling

[three]

Using many local forms and not global forms

[submit] 

Assets Fails



No email templates



No landing page templates



Pasting HTML in emails or landing pages



Not using local landing pages

The Pedowitz Group (TPG) is a Revenue Marketing™ consulting firm headquartered near Atlanta, GA. TPG believes that marketing is the driver of customer engagement that fuels the revenue engine. Many of today's successful CMOs are change agents who embrace data driven decision-making to power the revenue engine. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in MarTech, demand generation and marketing operations.

