

Marketo Next: Advanced Marketo User Training for Administrators

Whether you are a new administrator or an old hand and managing your Marketo instance, you know that sharpening the saw and staying current with all the new features and capabilities is important. The Pedowitz Group partnered with Marketo to design this advanced administrator training curriculum to help advanced users and administrators get more from their investment and execute flawless campaigns.

If your goal is to take your Marketo instance from being just an email platform to an engagement platform with trigger campaigns adapting to prospect behavior, or perhaps you want your team to learn best practices and increase their expertise and reduce campaign errors, then this training course is for you. This virtual course, which is spread over 4 days with 4 hour sessions, will train your team in the advanced functions of Marketo.

Your training will be hands-on, breaking down any reluctance to using advanced capabilities in the system and ensuring that users are comfortable with navigating the platform and fully administering the platform. Our seasoned instructors will engage with your team, encourage questions, and drill down on the solutions they'll need when they administer your Marketing Automation platform to achieve your revenue goals

Our Approach

We know it can be a strain on the team to be out of the office for several consecutive days while at training. Because of this we created the advanced training for Marketo so it was comprised of 4, half days that can be taken virtually from the comfort of your offices. So you get to learn, engage with other students, reflect, and keep the lights on at work while building your skills. Our certified instructors aren't just great teachers, they are also Marketo experts and users bringing practical experience into the training.

Key Benefits & Deliverables

- Get the most out of your Marketo investment and increase adoption
- Developing and uplevelling the skills on your team reduces errors in execution
- Only Advanced Course for Marketo, publicly endorsed by Marketo.
- Offered in a virtual environment, spread over multiple half-days, for easy enrollment and scheduling

Our Credentials

The Pedowitz Group (TPG) is the world-wide leader in providing Marketo Education services. As a three-time partner of the year and the only education delivery partner for Marketo, TPG has the knowledge and curriculum necessary to grow the skills of your team.



7	Certified Instructors
22	Certified Experts
14	Certified Consultants



“ The training from TPG really helped my team hone my skills. Since the course, I have increased our use of sophisticated Marketo functionality, reduced errors in our campaigns, and are getting more value out of the system.

– Meredith Rhodes, Demand Generation Manager, Adecco Group NA.

Components of the Advanced Marketo User Training for Administrators

Admin Console and Administrator settings

- Understand the Admin Console and how and when to use key features such as Workspaces, Partitions, Domain Alias, Treasure Chest and Campaign Inspector
- Explore the CRM Native Connector, and how to use the Marketo LaunchPoint Partners
- Recognize the value of the Marketo Audit Trail

Advanced Tokens and Dynamic Content and Design

- Acquire knowledge on advanced ways to use tokens for HTML, Email Scripting, as well as to increase efficiency
- Utilize Dynamic Content and how to Configuring Segments and Segmentations and how use Snippets
- Spruce up your forms with dynamic fields, custom CSS and fieldsets
- Discover best practices on Marketo Asset Design around emails and landing pages

Take your nurturing to the next level

- Ascertain how to incorporate Inbound into Marketo, including how to track PPC, SEO, and Banner Ads to complete the reporting loop from pixel to person
- Use Engagement Programs to make advanced nurturing possible by using nested programs, tracking multi-channel nurturing and implementing transition rules

Custom Objects & Activities, APIs and Webhooks

- Make the complex easy! Understand the difference and use cases for custom objects vs. custom activities
- Distinguish when to implement the usage of webhooks and APIs

Reporting

- Investigate which reports and KPIs you are missing and how to understand the data Marketo gives you
- Discover how can you get the most out of the standard reports

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.

