



Purchasing and deploying Marketo is much more than a technical or software deployment. You need to align your people, processes and technology to ensure you get the most from your investment

## Pre-Marketo Purchase

- Data assessment
- Data cleansing
- Data augmentation
- MAP use case development
- CRM health check
- MAP Readiness Roadmap



### Step 1

- Lead management
- Lead scoring design
- Marketo purchase
- Marketo enablement
- Template and form designs

### Step 2

- Marketo Admin Training
- Custom Preference Center
- Program/Campaign Planning
- Lead management sales training



### Step 3

- Marketo User Training
- Content audit, strategy and roadmap
- Report metrics and KPI definition
- Data washing machine programs deployed

### Step 4

- Launch evergreen nurturing campaigns
- Funnel report definition and build
- Integrate tools into Marketo (cvent, etc)



### Step 5

- Optimize Inbound marketing integration with Marketo
- Campaign reporting standards

### Step 6

- Lead Scoring refresh
- Funnel reporting refinement
- Data assessment
- Engagement reporting



The Pedowitz Group – Connecting Marketing to Revenue™  
The Pedowitz Group wrote the book, and is the undisputed thought leader on Revenue Marketing™. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in MarTech, demand generation and marketing operations. We believe that marketing is the driver of customer engagement that fuels the revenue engine. The Pedowitz Group customers have won over 50 national awards for their Revenue Marketing excellence.

