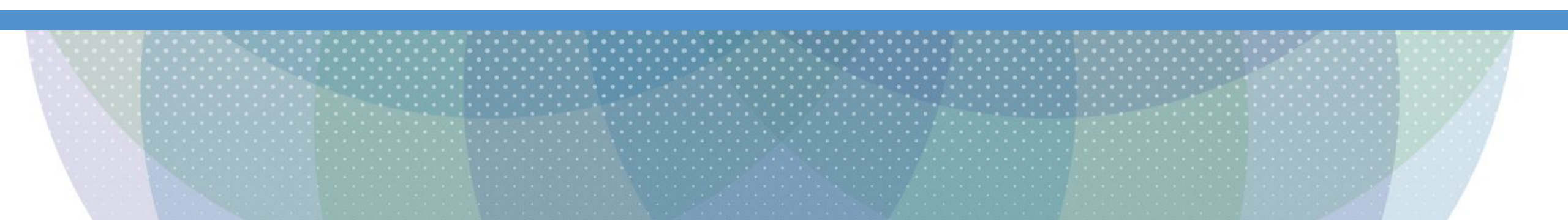


Sample Agenda and Philosophy for Marketo Strategic Training



Our Journey

11 hours of coursework →

| | Topic | Time |
|----|--|---------|
| 1 | Overview of today's lead lifecycle | 30 mins |
| 2 | Reporting and tracking success | 30 mins |
| 3 | Overview of Marketo-Salesforce integration | 30 mins |
| 4 | Broad overview of how Marketo works | 15 mins |
| 5 | The WHO - Managing people in Marketo | 45 mins |
| 6 | The WHAT - Design studio and assets | 30 mins |
| 7a | The WHAT/WHEN - Marketing activities | 90 mins |
| 7b | The WHAT/WHEN - Marketing activities continued | 90 mins |
| 8 | Nurturing and Lead Scoring | 60 mins |
| 9 | Nurturing campaigns/Engagement programs | 45 mins |
| 10 | Advanced maneuvers- A/B Testing | 45 mins |
| 10 | Advanced maneuvers - Dynamic content | 45 mins |
| 11 | Forensic marketing - Troubleshooting | 15 mins |
| 12 | Metrics/reporting deep dive | 60 mins |
| 13 | Best practices and Q&A + Follow on for any section that needs reviewed | 60 mins |

My Guiding Philosophy

There are usually 1-10 different ways to do things in Marketo. The key is to choose the way that is the most **scalable and efficient** for the way you do business.

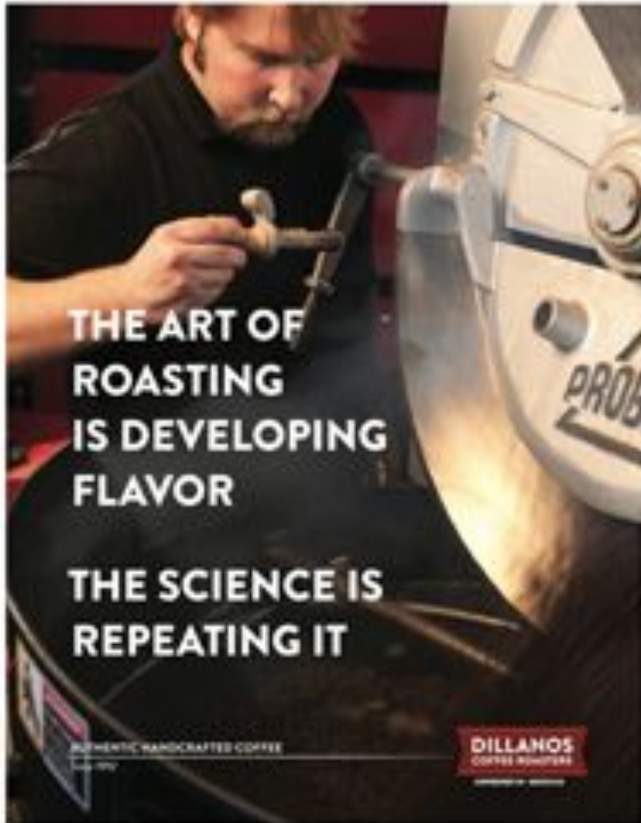
I am here to teach you the **WHY**, because that will help you learn the **HOW** (and help you search for an answer when you hit a stumbling block.)

Our destination

At the end of our training, my goal is for each of you to:

- Understand how to use Marketo to support your marketing objectives
- Be able to build campaigns in a scalable way and track their success
- Know where and how to search for answers when you have a question
- Be able to use your technology to show how your efforts are contributing to revenue

How training is going to work



- My goal is to teach you WHY we do things in Marketo so that you can investigate the best way HOW to do them
- Training will provide details about how to do things, but I also include links to Marketo documentation for deeper dives

Course will be customized to your
team and **your Marketo-CRM
instance**





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