

LAUNCH PACKS

Marketo's commitment to your success begins on day one. Our professional services and training teams have helped thousands of Marketers implement and learn to use Marketo. Marketo Launch Packs provide setup and configuration assistance, technology guidance, hands-on training, one-on-one consulting and creative services support so you can get started quickly and get the most from your Marketo investment.

GET STARTED WITH A MARKETO LAUNCH PACK

Launch Pack

Get up and running with virtual consulting for the basics to help you learn Marketo and roll out your first campaign.

Launch Pack Plus

Accelerate initial results with an onsite implementation and virtual consulting to help you fast track business process alignment and efficiently build your consumer marketing programs.

Launch Pack Pro

Boost marketing effectiveness with an onsite implementation and more time with your Marketo Consultant for virtual and onsite consulting to help you setup and execute programs that span multiple channels.

Launch Pack Platinum

Assure success across your larger organization with extended onsite and virtual consulting time to plan, execute, and optimize your Marketo solution to meet your unique business needs.

WE GUIDE YOU EVERY STEP OF THE WAY

Helping you to get started and be successful with Marketo is our top priority. We've designed our Launch Packs to help you:

- Configure Marketo to fit your unique business needs and processes
- Optimize your email deliverability rates
- Import lists of contacts from other systems into Marketo
- Launch your first campaigns quickly and easily
- Build and manage digital assets such as email templates, landing pages, forms, and more
- Create and execute ongoing programs to keep your contacts and customers engaged
- Create reports and charts that show the early results of your campaigns and programs
- Learn and apply best practices for activities like A/B testing, champion testing, and data segmentation

DIALOG EDITION LAUNCH PACK SAMPLE TIMELINE



*Launch Pack & Launch Pack Plus: 90 Days
Launch Pack Pro & Launch Pack Platinum: 180 Days

ONE-ON-ONE CONSULTING WITH MARKETO EXPERTS

Kickoff, Configuration, and List Import – Your Marketo consultant helps you define your goals, timeline and resources needed to implement Marketo. They walk you through the steps to customize and configure your Marketo account and help you load your contact database.

Email Deliverability Setup and Guidance – Your consultant helps you optimize your configuration to improve email deliverability. They also provide advice and best practices to optimize your deliverability rates.

Forms Integration – Your consultant can help you evaluate the various ways to acquire data from forms on your website. API guidance and integration is not included with the Launch Pack, but can be purchased for an additional fee.

Virtual Coaching Sessions – Proactive 1-on-1 sessions with your dedicated consultant enable you to build, launch and analyze results from your campaigns. They help apply best practices so you can save time and effort.

Onsite Coaching and Consulting – With Launch Pack Plus, Pro and Platinum, your consultant visits your office to provide up to 2, 4 or 8 days of onsite consulting. Common onsite topics include: Marketing Automation Roadmap, Business Process Alignment & Engagement Scoring, Customer Lifecycle Strategy & Management, Campaign Build-out, Review & Optimization, and Analytics & Reporting.

Consulting Topics – Your Marketo consultant will work with you to develop a roadmap by selecting from topics such as: Marketing Automation Concepts, Customer Lifecycle Strategy & Management, Business Process Alignment, Engagement Scoring, Sales Insight

Configuration, Data Segmentation & Lists, Content Design & Management, Marketing Campaign Build-out, Automated Nurture, and Analytics & Reporting. With the additional consulting hours included with Pro and Platinum packs, additional topics to select from include: Webinars, Events, Marketing Calendar, Search Engine Optimization, Dynamic Content, Pay-Per-Click, Revenue Modeler, and Review & Optimization Workshops.

Group Office Hours – Participate in group consulting sessions with a Marketo expert when you need best practice advice and expert assistance on any topic. Office Hours are available at specified times every business day.

EMAIL AND LANDING PAGE TEMPLATES

Standard Email and Landing Page Templates – Marketo’s Creative team builds four standard responsive email templates and one standard landing page template using your company’s look and feel. Custom templates, responsive landing page templates and additional designs can be built for an additional fee.

MARKETO UNIVERSITY

On-Demand Training Courses – Self-paced, on-demand courses cover topics for beginners through advanced users. Dozens of courses are offered to help you learn at your own pace.

Marketo Foundation Training - Learn from Marketo experts with seats in our public Foundation training courses. The training curriculum provides expert instruction, easy-to-follow activities, and hands-on exercises to help you learn the essentials to get started with Marketo.

Launch Pack (Up to 20 hours over 90 days)	Launch Pack Plus (Up to 30 hours over 90 days)	Launch Pack Pro (Up to 60 hours over 180 days)	Launch Pack Platinum (Up to 100 hours over 180 days)
Up to 20 hours Virtual 1:1 Consulting	2 days Onsite Consulting	Up to 4 days Onsite Consulting	Up to 8 days Onsite Consulting
	Up to 10 hours Virtual 1:1 Consulting	Up to 20 hours Virtual 1:1 Consulting	Up to 20 hours Virtual 1:1 Consulting
All Dialog Edition Launch Packs Include:			
Foundation Training (2 Seats Launch Pack & Plus; 4 Seats Pro & Platinum)		Standard Templates (4 Email / 1 Landing Page)	Access to Group Office Hours

All consulting, office hours, and training must be completed within 90 days of subscription start for Launch Pack and Plus or 180 days from subscription start for Launch Pack Pro and Platinum. Travel and living expenses billed separately for onsite engagements.