

## SPARK EDITION:

# 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. Utilizing proven methodologies and best practices, 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 impactful programs.

#### Launch Pack Pro

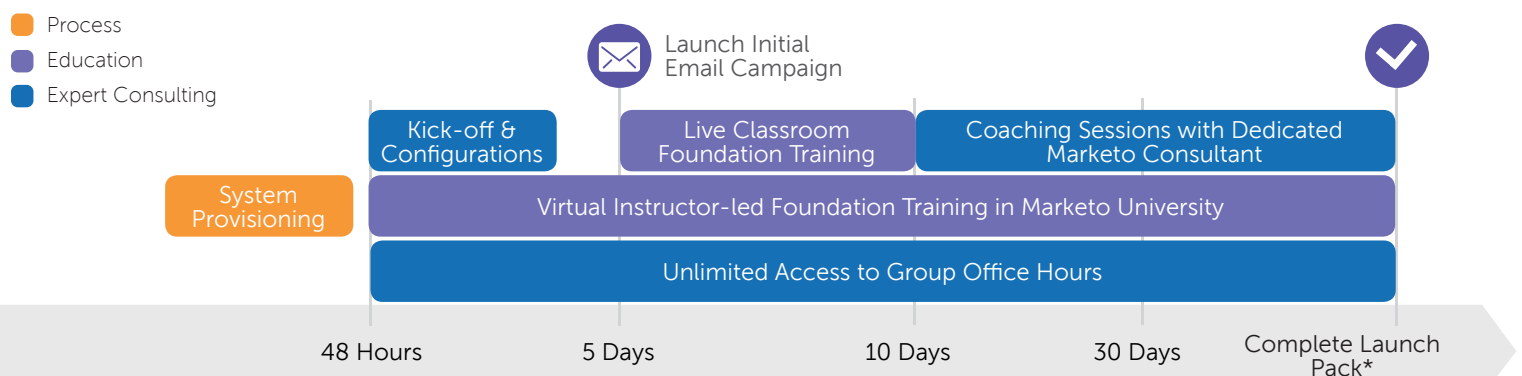
Boost marketing effectiveness with an onsite implementation and extended virtual and onsite time with your Marketo Consultant to help you setup, execute, and report on your multi-channel programs.

### 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 and integrate with your CRM (if applicable)
- Launch your initial campaigns quickly and easily
- Build and manage digital assets such as email templates, landing pages, forms, and more
- Develop a nurture flow to keep leads engaged and moving through your lead lifecycle

### SPARK EDITION LAUNCH PACK SAMPLE TIMELINE



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

## ONE-ON-ONE CONSULTING WITH MARKETO EXPERTS

**Kickoff, Configuration and Integration** – Your Marketo consultant helps you define your goals, timeline and resources needed to implement Marketo. They walk you through Marketo configuration, e-mail deliverability setup, and website integration, as well as integrating with your CRM (if applicable).

**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, and Pro, your consultant visits your office to provide up to 2 or 4 days of onsite consulting. They work with you to tailor an agenda to help you achieve your business objectives. Common onsite topics include: Marketing Automation Roadmap, Sales and Marketing Alignment, Lead Scoring, Lead 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, Lead Lifecycle Strategy & Management, Sales and Marketing Alignment, Lead Scoring, Sales Insight Configuration, Data Segmentation, Content Design & Management, Marketing Campaign Build-out, Automated Nurture, and Analytics & Reporting. With the additional consulting hours included with Launch Pack Pro, you may be able to go deeper into core topics and select from additional topics such as: Webinars, Events, Marketing Calendar, Search Engine Optimization, Dynamic Content, Pay-Per-Click, Revenue Modeler, and Program Review & Optimization.

**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.

**Template Library** – Access our template library to download pre-designed, customizable templates including responsive email templates and landing page templates.

## 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 10 hours over 90 days)	Launch Pack Plus (Up to 30 hours over 90 days)	Launch Pack Pro (Up to 60 hours over 180 days)
Up to 10 hours Virtual 1:1 Consulting	Up to 2 days Onsite Consulting	Up to 4 days Onsite Consulting
	Up to 10 hours Virtual 1:1 Consulting	Up to 20 hours Virtual 1:1 Consulting
All Spark Edition Launch Packs Include:		
Foundation Training (2 Seats Launch Pack & Plus; 4 Seats Pro)	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. Travel and living expenses billed separately for onsite engagements.