

MARKETO: INDUSTRY-LEADING MARKETING AUTOMATION

Marketo is an industry leader in marketing automation software. Ranked for consecutive years in Gartner's Magic Quadrant for Lead Management.

TOKARA IS A MARKETO AGENCY PARTNER, ADDING DEPTH AND POWER TO OUR CLIENTS' MARKETING AUTOMATION CAPABILITY

We are committed to providing our clients with the very best in CRM and marketing automation technologies. To that end, we've partnered with Marketo so that you can access their powerful suite of tools to gather leads, connect with prospective customers, and provide your sales team with the highest quality leads possible.

Integrating Marketo with your current CRM system enables you to bring your marketing campaigns to the next level, dramatically increasing both leads and conversions. As a recognized industry leader in marketing automation, Marketo offers more and better ways to connect and engage with prospects using channels that include targeted email marketing, lead nurturing and scoring, event marketing, social media marketing, landing page creation, website monitoring, and much more.

Maximize Your Lead Generation: Lead generation and management are at the core of any marketing campaign. With Marketo, you have powerful, effective tools at your disposal that enable your sales team to identify which prospects are most likely to be ready to buy now, and which prospects would be more effectively contacted in the future. At the foundation of the lead generation process is Marketo's website monitoring — gathering data from each visitor, reporting traffic patterns and averages related to visitors, and providing you with a set of data on each prospect so you can determine the most effective way and time to communicate with them.

Using Marketo, each new lead — including leads from website clicks, social media, event marketing, and traditional techniques like cold calling — is automatically integrated into your current CRM and given a lead score indicating how interested the lead appears to be in your business' offerings. This score enables your sales team to prioritize leads and contact those that appear to be ready to buy using the best communication method for that individual. This is the science behind the ability to effectively maximize sales and increase profit in your business.

Let Our Consultants Work for You: Our consultants will work closely with you and your sales team to seamlessly integrate Marketo and help you take advantage of all the tools their marketing automation suite has to offer.

Access all the power of the industry's leading marketing automation technologies, along with your Pivotal CRM system — capture and convert more leads, faster and more easily.



1 EMAIL MARKETING, THE WORKHORSE OF LEAD GENERATION

While it's no surprise that email marketing can be a strategic method of connecting with prospects and clients, Marketo allows you to create and launch email campaigns with no knowledge of HTML or other coding technologies. Simply use the drag-and-drop templates to create the perfect email for your customers. Then, target your email campaign by selecting recipients based on specific criteria, including job title or industry. Marketo's email capability allows you and your team to achieve maximum results with minimal effort.

2 AUTOMATE YOUR MARKETING, STREAMLINE YOUR WORKFLOW

Marketo allows you to quickly and easily automate virtually every aspect of your marketing campaigns, dramatically shortening the time required to execute and increasing your return on investment. Instant CRM integration means your marketing and sales teams can continue to use your current CRM system, while also reaping the lead generation and management benefits a marketing automation system has to offer. Any update a user makes to one system will be automatically updated in the other as well. Automatic lead scoring and nurturing mean your communication with prospects is tailored specifically to yield results in the form of conversions. Best of all, Marketo connects each piece of your campaign, so leads generated from website clicks, email marketing, inbound marketing, social media, and events are tracked, compiled, and analyzed automatically.

3 SALES INSIGHT AND ANALYTICS THAT DRIVE ACTION

To execute effectively, you need the right data at your fingertips. Marketo's simple sales dashboard helps you turn data into action. Using this customized dashboard, your sales and management teams have real-time visibility into which leads are most promising, allowing them to take action at precisely the right moment to ensure the highest number of sales with the least amount of time and effort. In addition to the sales dashboard, Marketo also provides customized reporting and analytics that detail the results of every aspect of your marketing efforts, including email campaigns, events, landing pages, and website activity. By tracking ROI from each campaign, you can focus on the types of activities that yield the greatest results.

ASK TOKARA SOLUTIONS ABOUT THE BENEFITS OF MARKETO

For details on Marketo's marketing automation software, or to find out more about how our consultants can deliver this functionality to your business as a Marketo partner, please contact any member of our consulting team at info@tokarasolutions.com or call +1 (877) 330-1203.



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