



## MARKETO PROGRAMS EXECUTION SERVICES

As a valuable extension of your marketing team, Marine Decisions delivers Marketo Program Execution Services. Our team of certified marketing technology and campaign professionals will work to produce, manage, deploy and monitor your email marketing campaigns cost-effectively, so your team spends more time on strategy and programs, and less time on day-to-day execution tasks.



### PHASE 1: MARKETO PROGRAM PROCESS ALIGNMENT

During the Alignment phase, marrina Decisions will work with you to define, document and implement a highly efficient campaign execution process. It includes:

- Deep-dive into existing processes for program execution (planning, asset retention and testing)
- Best practice recommendations for any process and system improvements
- Review of existing email, form, landing page and program templates
- Recommendations to modify and enhance templates based on best practices
- Definition of workflow for the request process, production, QA approval, deployment and reporting



### PHASE 2: MARKETO PROGRAM PRODUCTION AND EXECUTION

During this phase, you'll be assigned a team of highly skilled, industry certified marketing professionals for ongoing campaign building, execution and scheduling. The team consists of:

- A seasoned Program Manager with experience in marketing, campaign planning, process optimization, staff development and management
- Marketo Program Specialists responsible for program production, list management, QA and execution of deliverables



### PHASE 3: MARKETO PROGRAM REPORTING

Our experts continually monitor and analyze your program processes, providing:

- Insight and recommendations for optimization
- Best practices campaign engagement reporting for email, web page and campaign analysis

## PROGRAM EXECUTION SERVICES

**Offload the Heavy Lifting to Marrina Decisions and Free Your Team to Focus on Strategy.**

**LEARN MORE:** Contact us to talk more about how Program Execution Services and let us help you drive revenue for your organization.