

# How to Choose the Right Marketo Consulting Partner- Ebook



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Marketo, though has a lot of potentials, needs to be implemented in the right way to get the best results. A lack of a clear plan can lead to confusion when integrating or upgrading Marketo. Thus, it is vital to choose the right Marketo consulting partner to help you in the implementation process and throughout your organization's journey with Marketo. To make the most of your Marketo performance and turn your objectives into successful marketing campaigns, you must have the right strategy, talent, content, data, and most importantly, the perfect Marketo consulting partner.

Your Marketo consulting partner should have experience in a range of solutions so that your company can make the most of your Marketo investment. The right Marketo consulting partner should have certified Marketo experts who know the best way to implement the Marketo, execute the best campaigns, provide you with advanced analytics, and help you develop your instance's roadmap, health, and strategy.



# Importance of finding the Right Marketo Consulting Partner to drive business growth during crisis

The ongoing pandemic has challenged organizations with what it takes to manage situations during a crisis. Many industries and businesses experienced some form of economic crisis due to the COVID-19 pandemic. Marketers started coming up with new ways to keep their business on track and deal with the current situation.

In an attempt to scale operations while maintaining restrictive budgets, organizations spent a lot of time training and recruiting marketers. Hiring the right marketing professional with technical expertise is challenging and often requires additional time to train them. Learning Marketo or finding the right talent with expert-level skills takes time as well. Prospective Marketo experts need to learn about new technology and the right way to implement it. Recruiting and training new marketers can not only be more time-consuming but also expensive at times. Moreover, new professionals do not always assure the best results all the time.

An alternative solution is to outsource your marketing operations to experts. Investing in an agency rather than adding additional in-house marketing resources can reduce costs. With experienced professionals, Marketo can speed up your marketing team's work to see higher ROI even during this crisis by reducing your organization's marketing cost and time. Marketo Certified Experts can take over all the repetitive and time-consuming marketing activities to give your existing in-house marketing team more time to focus on your business strategies.

Marketo Certified Experts will help you meet established deadlines, timetables, deliverables, milestones, and program goals to generate high-quality marketing campaigns.

Marketo's latest automation capabilities scale your operations to deliver consistently and on time can help you maintain your business during the pandemic and help you navigate future disruptive changes. Outsourcing your marketing operations to Marketo will allow you to devise realistic goals and execute campaigns to drive company ROI.



# Things to look for in a Marketo consulting partner

Be it your first campaign with Marketo or if you have plans to optimize your existing implementation, finding a trusted Marketo expert is essential. Here is a list of five traits that you should look for when choosing your Marketo consulting partner:

## A clear vision of your objective:

To get the most out of Marketo, extensive experience is a must. Before you agree on a Marketo consulting partner, make sure the agency is an expert in marketing operations and Marketo. Your organization will likely need internal resources and continuous support during complex issues, and your partner should be able to resolve problems as they arise. To understand the agency's knowledge and vision towards Marketo and their strategic plan for your company, here are a few questions that you need to ask:

- How long has the company been working with Marketo?
- What can they offer for your marketing short-term and long-term success?
- How can they impact your progression and accomplishments within your organization?

## They should have a proven track record:

The best Marketo consulting partner will have proven case studies, customer testimonials, and growth stories to highlight their clients' success. You need to check if any of the references from clients are similar to your team's objectives. Try to find out how satisfied the clients are with the agency's service. They should have testimonials from clients and partners they have worked with or awards from partner companies.

## Has innovative technology knowledge:

The digital marketing industry is exploding with new technologies that continue to work towards developing more advanced marketing opportunities. Implementing Marketo is just one step to help you stay ahead of your competitors. Make sure your potential partner defines their unique technology expertise and explains how their solution can evolve with the industry. An experienced Marketo consultancy should be able to tweak their services and technology according to your needs. They should be able to import their proprietary programs in your Marketo instances, such as Program Templates, lead scoring programs, and the best practices based on your Marketo needs.

## They should offer templates and tokens:

Did you know that you can build Marketo programs faster with templates and tokens? Program templates make your Marketo campaigns easier in the long run with greater efficiency and accuracy. They provide consistency by making your marketing operations flexible. With program templates, you do not have to keep rebuilding programs like webinars, events, emails, blogs, and online advertising. Tokens help you save time by working with your templates. The right Marketo consulting partner will put all the assets of your program into a consolidated list and will then create tokens inside your program. They should be able to review your emails, images, and landing pages thoroughly to find the elements you can transform into tokens. Standardized templates and tokens can help your recipients recognize and come to expect a standard by your brand. Tokens make it easier to manage changes and allow users to create emails faster.



## Has field expertise:

It is not enough to have Marketo knowledge to be a good marketing automation partner. It is essential to have exposure to other platforms and solutions and what role these tools could play across your marketing strategy. This ensures that no matter what verticals your partner specializes in, they can pivot when your business needs change. Your Marketo consultancy partner should have good field experience so that they can articulate and understand your company's pain points and help you with a solution for every changing need.

## Protect from bot submission on Marketo Forms:

If you have purchased Marketo, you will likely be using Marketo Forms to generate leads. Several other companies use the same platform because of its proven success. Marketo has developed a customer-centric web form solution to help you generate higher-quality leads. Unfortunately, forms are often a target for hackers to build a false email list using your target market's information to spam their emails. Bot submissions on your Marketo Forms can affect your database health by exposing your campaigns to low delivery rates, resulting in ISPs flagging your sender profile as a spammer

## They believe in integrity:

Your Marketo consultancy partner needs to have a deep understanding of your business, objectives, pain points, and how your company wants to grow. They need to become the support system for your organization. Thus, there should be no gaps in communication, and they should provide you with strategic, result-based advice. Also, ensure that your partner is ready to build a long-term relationship with your company by changing their service method as your needs and objectives change.

## Offers training on Email Editor 2.0:

Marketo Email Editor 2.0 enables users to add variables inside the editor. By enabling this option, you no longer need to write tags or code for emails. It allows the user to modify the colors of buttons and text, change spacing, append or delete modules from emails, and more. Admin rights are required to set up and enable Email Editor 2.0 as it is not activated by default. Moreover, there are many other features to explore to make the most of Email Editor 2.0

## Provides information on how to make the most of Marketo:

Marketo is a platform with so many features curated to the marketing industry that marketers are often unable to take full advantage of. If you cannot use the software's broad spectrum of features, tools, and functionalities, you will miss out on its true potential. Make sure that your potential partner helps you discover the secret tricks to enhance your Marketo expertise, get the most out of Marketo, and develop your skills. Marketo can bring many more benefits to your marketing campaigns, but only if you know how to make the most of it.

## Conducts Marketo Audit:

Maintaining your Marketo's health involves tasks such as feature enhancements, personnel and process changes, and constant data maintenance. With its complexity, a Marketo audit can become a challenging task. At the same time, to keep your marketing automation processes streamlined, it is vital to check on your Marketo system's health. This comprehensive review of your existing Marketo system is known as Marketo audit, which includes the technical and operational setup of Marketo and how it fits into your current organizational structure. A Marketo audit can help you prepare your organization for more significant projects like global data management and sync programs by keeping your Marketo instance aligned with your goals and peripheral technology.



# Benefits of finding the right Marketo consulting partner

Marketo professionals aim to optimize your entire marketing strategy from beginning to end from content planning to campaign analysis. The goal of Marketo consulting partners is to make your organization's business marketing activities more effective and efficient.

Besides dealing with marketing permissions, conversational marketing, user data, forms, and email operations, Marketo experts should also help you scale your marketing operations. By aligning the marketing processes, customer data, and business goals, Marketo professionals can turn your instance into a powerhouse of lead generation and conversion. By tracking the Return on Marketing Investment (ROMI), the marketing operations team can suggest a more beneficial marketing strategy for your business. Here is how the right Marketo consulting partners can help companies to grow:

## Strategizes across all marketing operations:

To strategize the right marketing campaign, you need to identify the marketing objective first and what your team wants to accomplish for its stakeholders. The marketing strategy helps determine actionable steps in your marketing plan to help you reach your goals. Marketo experts give you measurable goals and give you a chance to modify the strategy if needed. A good marketing strategy also involves assigning tasks to the entire marketing team and monitoring them.

## Helps create SEO-perfect content:

SEO is more than just filling your content with just keywords. To gain a good SEO rating, your marketing content needs to focus on website development focused on crawling accessibility, user experience optimization, content development, UX designing, writing, and more. A good Marketo consulting partner should understand the difference between general content and impactful SEO-friendly content.

## Shows you the proper usage of the marketing automation tool:

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## Social media marketing:

Social media is more than just promoting via Facebook. For example, influencer marketing requires you to reach out to the right influencer after a thorough background check. With the ever-evolving social media UI and platforms, you need to keep yourself up to date to get the best result out of it. This requires a lot of time and examination, and the right Marketo consulting partner can help you take care of it all.

Since contemporary marketing challenges can be unpredictable, it is ideal to find the best Marketo consulting partner dedicated to dealing with your marketing emergencies promptly. Building an entire marketing team based on digital marketing's needs can be more expensive than outsourcing marketing operations services for your business. Your sales team can also get valuable support from marketing professionals, giving your campaign greater effectiveness in converting leads.



# Conclusion

The right Marketo consulting partner will add more value to your organization with their highly-trained teams. The Marketo-certified experts at Marrina Decisions are all up-to-date with Marketo and ensure that their service fits your goals. If you are looking for a Marketo consulting partner to streamline, automate, and manage your business outcomes, our team is all set to give your marketing campaigns the success they deserve





## Get in touch!



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