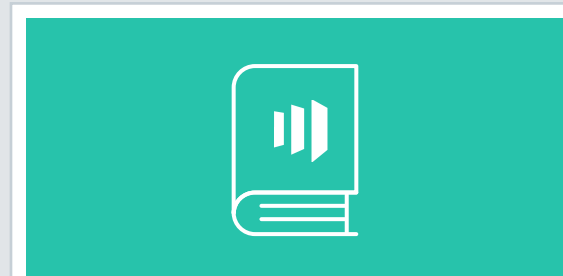
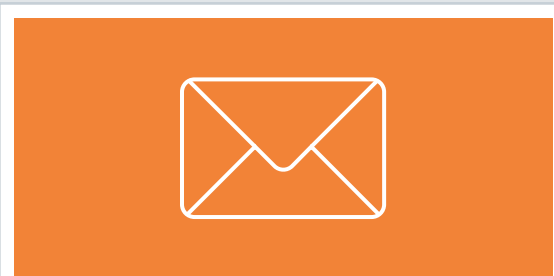


NEW TO MARKETO



Marketing Automation Fundamentals

1 Instructor-Led Course
2 Free Videos



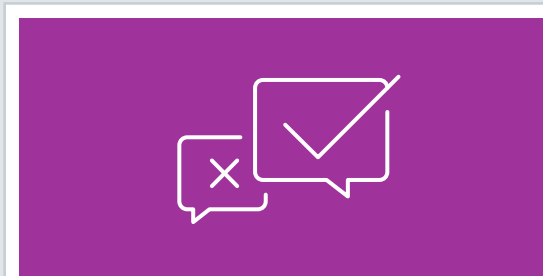
Email Marketing Basics

3 Instructor-Led Courses



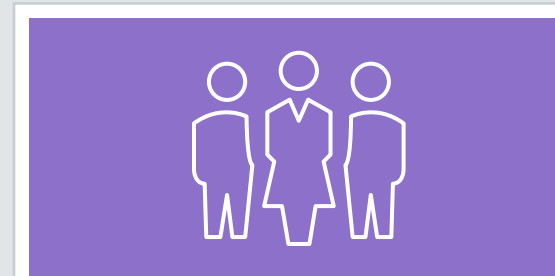
CRM Sync

1 Free Video



List and Data Maintenance

2 Free Videos



Admin (optional)

1 Instructor-Led Course

New to Marketo Learning Path

Virtual or In-Person

The New to Marketo Learning Path gets you up-to-speed with email marketing in Marketo, with modules and courses on marketing automation fundamentals, email marketing basics, syncing with a CRM, maintaining a marketing database, and administering Marketo.

You can take the modules in any order you want, but we recommend you work through the modules in this order:

1. Marketing Automation Fundamentals
2. Email Marketing Basics
3. CRM Sync
4. List and Data Maintenance
5. Admin

To get started, just click a module at the top and follow the links to enroll.

Becoming a Marketo Certified Expert is the best way to discover new opportunities for career advancement, and our Specializations help you differentiate yourself in advanced Marketo skills. Demonstrate your expertise and join an elite group of certified marketing professionals from around the world.

[Learn More](#)


Our instructors can help you and your team learn the core concepts of Marketo quickly and with expert guidance. If you're already experienced with Marketo and want to learn more, we can help you become a more powerful marketer. Our experts have created a catalog of courses to help you explore and apply the latest Marketo features and industry best practices.

[View Catalog](#)




Email Marketing Basics

3 Instructor-Led Courses




CRM Sync

1 Free Video



List and Data Maintenance

2 Free Videos



Admin (optional)

1 Instructor-Led Course

Marketing Automation Fundamentals

Learn about digital marketing, marketing automation with Marketo, and how to plan, engage, and measure your marketing efforts using the Marketo engagement platform.

1 Instructor-Led Course
2 Free Videos

Instructor-Led

Marketo Overview

Learn about the Marketo engagement platform, study various ways clients use our technology to meet their marketing and revenue goals, and get an in-depth look at Marketo and how it works.

1 day

Marketing Practitioner



Free Video

Developing a Content Strategy

Attract, acquire, and engage your audience by developing a content marketing strategy. Learn the key steps for success that include optimizing and measuring the impact of your content.

9 m

Marketing Practitioner



Free Video

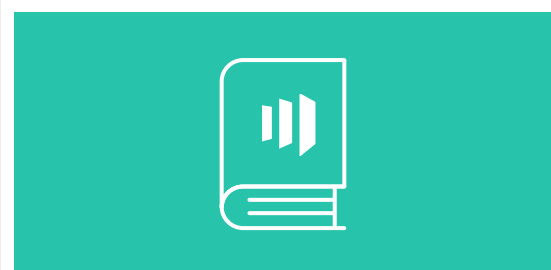
Creating Buyer Personas

Want to make sure your content marketing is engaging prospective buyers and generating leads? Creating buyer personas will help you determine what kind of content you need and how buyers will find and consume information.

6 m

Marketing Practitioner





Marketing Automation Fundamentals

1 Instructor-Led Course
2 Free Videos



CRM Sync

1 Free Video



List and Data Maintenance

2 Free Videos



Admin (optional)

1 Instructor-Led Course

Email Marketing Basics

Learn how to engage your audience at scale using a variety of different emails. See these Marketo features in action: smart lists, smart campaigns, personalization, dynamic content, email editor, landing page editor, and form editor.

3 Instructor-Led Courses

Instructor-Led

Marketo Core Concepts I

Learn how to use the core features of Marketo to attract and engage customers through batch and trigger email campaigns, nurture campaigns, and marketing programs that deliver personalized messages based on defined behaviors, captured audience data, and specific activities. Learn how to create and run reports to analyze your marketing efforts.

2 days

Marketing Practitioner



Instructor-Led

Events and Webinars

Learn how to stand out from the competition by learning how to create and track events and webinars in Marketo. Learn how to set up and execute both online and offline events using a Marketo event program, how to use LaunchPoint applications to sync webinars directly to Marketo events, and how to manage attendance at live events using the Marketo Live Event application.

1/2 day

Marketing Practitioner



Instructor-Led

Optimizing Email Deliverability

Your marketing message won't meet your goals if your emails don't make it into your subscribers' inboxes. Learn how to successfully deliver emails to the subscribers who want to read them.

1/2 day

Marketing Practitioner





Marketing Automation Fundamentals

1 Instructor-Led Course
2 Free Videos



Email Marketing Basics

3 Instructor-Led Courses



List and Data Maintenance

2 Free Videos



Admin (optional)

1 Instructor-Led Course

CRM Sync

Learn how to seamlessly share relevant information between Marketo and your CRM.

1 Free Video

Free Video

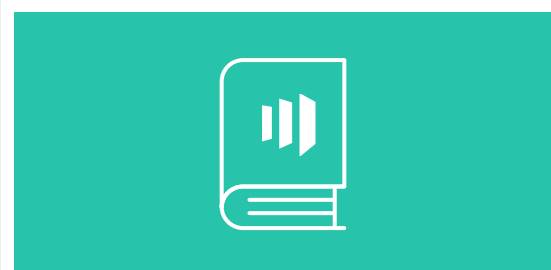
Syncing Marketo and Your CRM

With Marketo CRM Sync, you can help coordinate marketing and sales activities by seamlessly sharing relevant information between Marketo and your CRM. Learn about syncing Marketo to your CRM.

6 m

Marketing Practitioner | Marketo Admin





Marketing Automation Fundamentals

1 Instructor-Led Course
2 Free Videos



Email Marketing Basics

3 Instructor-Led Courses



CRM Sync

1 Free Video



Admin (optional)

1 Instructor-Led Course

List and Data Maintenance

Learn how to maintain up-to-date lead records and maintain a healthy database in order to send straightforward content and track quality data.

2 Free Videos

Free Video

Creating and Managing a Subscription Center

Struggling to communicate with your subscribers? Let them tell you what communications they want and how often they want to hear from you. Learn how to create and manage a subscription center to develop an appropriate cadence and process.

6 m

Marketing Practitioner



Free Video

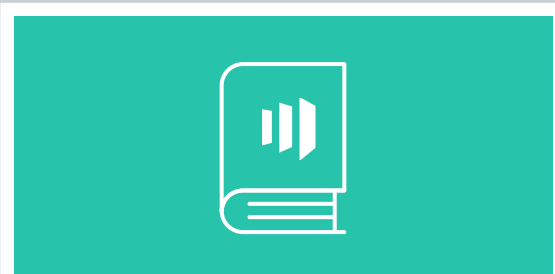
Maintaining a Healthy Marketing Database

Learn how to clean up your lead records and maintain a healthy database in order to send straightforward content and track quality data.

6 m

Marketing Practitioner





Marketing Automation Fundamentals

1 Instructor-Led Course
2 Free Videos



Email Marketing Basics

3 Instructor-Led Courses



CRM Sync

1 Free Video



List and Data Maintenance

2 Free Videos



Admin (optional)

Learn how to use the admin area in Marketo to create users, grant permissions, and optimize your Marketo instance for success.

1 Instructor-Led Course

Instructor-Led

Configuring and Managing Marketo

Before diving into using Marketo, learn about the setup and configuration options that your Marketo Admin should complete first.

1/2 day

Marketing Practitioner | Marketo Admin

