

## NEW TO MARKETO



### Marketing Automation Fundamentals

7 Online Courses  
53 m



### Email Marketing Basics

9 Online Courses  
1 hr



### CRM Sync

1 Online Course  
6 m



### List and Data Maintenance

2 Online Courses  
12 m



### Admin (optional)

1 Online Course  
8 m

## New to Marketo Learning Path

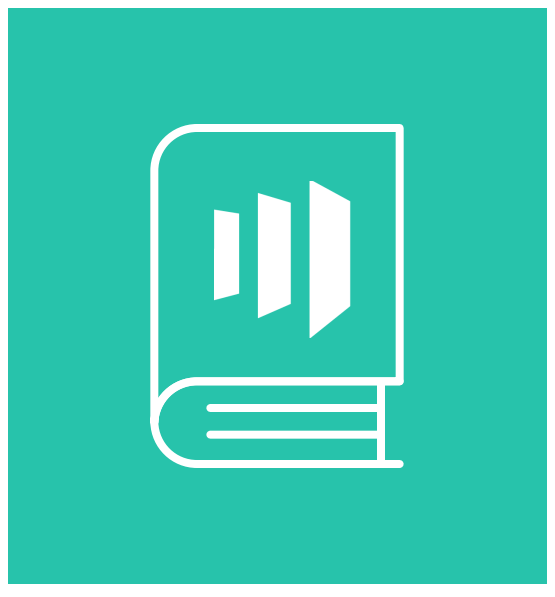
The New to Marketo Learning Path gets you up-to-speed with email marketing in Marketo, with modules on marketing automation fundamentals, email marketing basics, syncing with a CRM, maintaining a marketing database, and administering Marketo.

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 start your first course.

Becoming a Marketo Certified Professional is the best way to discover new opportunities and differentiate yourself by showcasing your Marketo skills. Demonstrate your expertise and join an elite group of certified marketing professionals from around the world.



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## 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.

7 Online Courses  
53 m

### Course 1

#### Marketing Automation with Marketo

Today's buyers expect brands to engage with them in a meaningful and consistent way across all of their online experiences. Learn how you can use Marketo's powerful automation to deliver results.

11 m Marketing Practitioner



### Course 2

#### Defining Your Marketing Goals and Strategies

When all of your marketing efforts fit into a strategy that supports the goals of your organization, you'll be able to better prove the value of your programs and campaigns. Learn to centralize your efforts by developing your marketing goals and strategy.

8 m Marketing Practitioner



### Course 3

#### Defining Your Marketing Organizational Structure

To win in today's shifting digital marketing landscape, you need a team that can respond to the evolving challenges marketers face every day. Learn about ways to structure your marketing organization to meet the new challenges, the types of people you need on the team, and how to best position marketing to lead your organization into the engagement economy.

4 m Marketing Practitioner



### Course 4

#### Understanding Marketo Programs and Campaigns

You can combine Marketo's powerful programs and flexible smart campaigns in any number of ways to meet your marketing goals across a variety of channels. Learn about the four Marketo program types, when to use them, and how to measure ROI once they are up and running.

7 m Marketing Practitioner



### Course 5

#### Using the Marketo Engagement Platform

Learn how to use the Marketo Engagement Platform to create meaningful experiences by engaging your customers throughout their entire lifecycle with the use of our engagement marketing hub, marketing applications, and partner applications.

8 m Marketing Practitioner



### Course 6

#### 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



### Course 7

#### 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





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**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.

9 Online Courses  
1 hr

**Course 1**

**Sending a Scheduled Email**

Get ready to engage your customers as individuals in your email marketing. Learn to deliver compelling messages relevant to your audience and measure the ROI of your email campaigns.

6 m Marketing Practitioner



**Course 2**

**Sending a Personalized Newsletter**

Engage with prospects and customers in a cost-effective way using personalized email newsletters.

6 m Marketing Practitioner



**Course 3**

**Sending a Gated Content Offer**

Gating some of your best content as a content marketing strategy will help you to generate leads and learn which of your visitors is serious. Learn about gated content, how it works, and steps for success.

6 m Marketing Practitioner



**Course 4**

**Using A/B Testing to Improve Email Performance**

Marketo's built-in A/B testing features can help you make data-driven decisions to improve the effectiveness of your emails by testing things like subject lines, day of week and time of day, "from" address, and more. Learn about using email A/B testing in Marketo to help improve email performance.

8 m Marketing Practitioner



**Course 5**

**Designing Landing Pages**

Drive higher conversions by building and designing landing pages that incorporate best practices.

6 m Marketing Practitioner



**Course 6**

**Designing Forms**

Use Marketo forms to capture lead data progressively when prospects visit your website.

6 m Marketing Practitioner



**Course 7**

**Creating and Running Events**

Leverage in-person engagement in your event marketing programs to build relationships, generate goodwill, and earn the trust of prospective buyers and customers.

8 m Marketing Practitioner



**Course 8**

**Creating and Running Webinars**

Ready to run a webinar as part of your marketing activities? Learn how webinars work with Marketo and its LaunchPoint webinar partners.

6 m Marketing Practitioner



**Course 9**

**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.

9 m Marketing Practitioner





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## CRM Sync

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

1 Online Course  
6 m

### Course 1

#### 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





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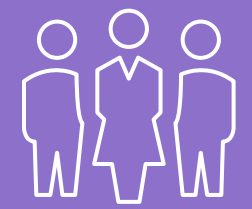
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## List and Data Maintenance

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 Online Courses  
12 m

#### Course 1

### 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



#### Course 2

### 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





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## Admin (optional)

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

1 Online Course  
8 m

### Course 1

#### Configuring and Managing Marketo

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

8 m

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