




 <p>Advanced Email Marketing</p> <p>3 Online Courses 54 m</p>	 <p>Cross-Channel Marketing</p> <p>5 Online Courses 1 hr 37 m</p>	 <p>Sales Integration</p> <p>2 Online Courses 39 m</p>	 <p>Managing Creative Assets (Emails, Images, Snippets)</p> <p>1 Online Course 15 m</p>	 <p>Advanced Reporting</p> <p>2 Online Courses 34 m</p>	 <p>Lead Management</p> <p>2 Online Courses 39 m</p>	 <p>Marketo Best Practices</p> <p>1 Online Course 16 m</p>
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Marketo Expert Learning Path

The Marketo Expert Learning Path helps prepare you for our Marketo Certified Expert exam by covering advanced email, cross channel nurturing, lead management across marketing and sales, managing creative assets within your instance, advanced reporting, and Marketo-recommended best practices.

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

1. Advanced Email Marketing
2. Cross-Channel Marketing
3. Sales Integration
4. Managing Creative Assets
5. Advanced Reporting
6. Lead Management
7. Marketo Best Practices

To get started, just click a module at the top, and start your first course.

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](#)



Cross-Channel Marketing

5 Online Courses
1 hr 37 m

Sales Integration

2 Online Courses
39 m

Managing Creative Assets
(Emails, Images, Snippets)

1 Online Course
15 m

Advanced Reporting

2 Online Courses
34 m

Lead Management

2 Online Courses
39 m

Marketo Best Practices

1 Online Course
16 m

Advanced Email Marketing

Learn to use advanced email marketing techniques to engage your audience with more timely and relevant content using triggered email campaigns and multi-stream nurture campaigns. Make the most of every email interaction by using machine learning and predictive analytics to automatically put the most relevant content in front of each subscriber.

3 Online Courses
54 m

Course 1

Creating a Triggered Email Campaign

Learn how to use Marketo to capitalize on buyer behaviors by using triggered email campaigns to engage with timely and relevant messaging.

13 m

Marketing Practitioner



Course 2

Creating and Running Lead Nurturing Programs

With lead nurturing, you can listen to the needs of individuals and respond with relevant content throughout their unique buyer journey. Learn about nurture programs, how they work, and steps for success.

28 m

Marketing Practitioner



Course 3

Using Dynamic and Predictive Content in Emails

Delivering relevant content is one of the most important ideas in marketing. Learn how to utilize Marketo ContentAI and how to apply dynamic content when working with Marketo.

13 m

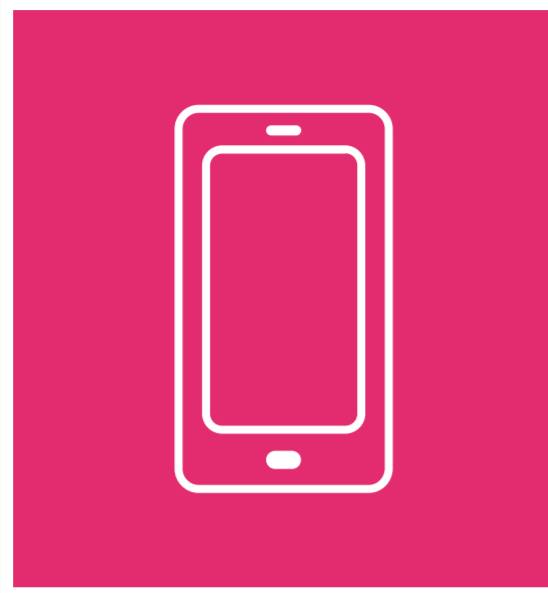
Marketing Practitioner





Advanced Email Marketing

3 Online Courses
54 m



Sales Integration

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39 m



Managing Creative Assets (Emails, Images, Snippets)

1 Online Course
15 m



Advanced Reporting

2 Online Courses
34 m



Lead Management

2 Online Courses
39 m



Marketo Best Practices

1 Online Course
16 m

Cross-Channel Marketing

Learn to drive deep engagement with your customers wherever they are using the powerful cross-channel features of Marketo. Harness your Marketo database to reach your audience through digital ads, search, social networks, and on mobile platforms. Learn how to convert more of the anonymous visitors to your website through real-time web personalization.

5 Online Courses
1 hr 37 m

Course 1

Increasing Your Digital Advertising ROI with Marketo

With Marketo, you can target your leads with more relevant and engaging digital ads by sharing your unique audience data with several of our LaunchPoint partners. Learn about digital advertising and how to increase your digital advertising ROI with Marketo.

15 m

Marketing Practitioner



Course 2

Engaging Visitors with Web Personalization

Deliver a personal and relevant experience to each website visitor based on who they are and what they do. Learn about segmenting and targeting your website visitors to create more tailored, meaningful, and engaging experiences.

22 m

Marketing Practitioner



Course 3

Driving Engagement with Social Marketing

Unsure of how to best utilize social marketing? Learn how to effectively increase brand awareness and nurture brand engagement using your social channel.

26 m

Marketing Practitioner



Course 4

Optimizing Your SEO and PPC Efforts with Marketo

Is your website getting lost in hundreds of search results? Learn how to increase your brand visibility by improving your SEO and PPC strategies.

18 m

Marketing Practitioner



Course 5

Integrating Mobile Marketing with Marketo

With the inundation of technology today, mobile marketing is one of the most imperative strategies to employ. Learn how to develop relationships with your buyers by creating real-time and personal connections through the convenience of mobile devices.

16 m

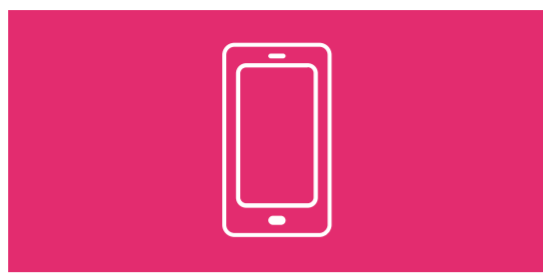
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Cross-Channel Marketing

5 Online Courses
1 hr 37 m



Managing Creative Assets
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Advanced Reporting

2 Online Courses
34 m



Lead Management

2 Online Courses
39 m



Marketo Best Practices

1 Online Course
16 m

Sales Integration

Learn how to provide engaged, Marketing-qualified leads to Sales. Use Marketo Sales Insights, Marketo Sales Engage, and Account Based Marketing to identify the leads most likely to buy and then engage with them using predefined sales playbooks and marketing campaigns.

2 Online Courses
39 m

Course 1

Configuring and Using Marketo Sales Insight

With Marketo Sales Insight, you can provide your sales teams with a prioritized list of leads, how those leads have been engaging with your brand, and Marketo campaigns they can be added to—all within their CRM. Learn about using MSI to focus the sales team's efforts on the leads mostly likely to close.

23 m

Marketing Practitioner



Course 2

Establishing a Successful ABM Program

Learn how to use Marketo to capitalize on buyer behaviors by using triggered email campaigns to engage with timely and relevant messaging.

16 m

Marketing Practitioner





Advanced Email Marketing

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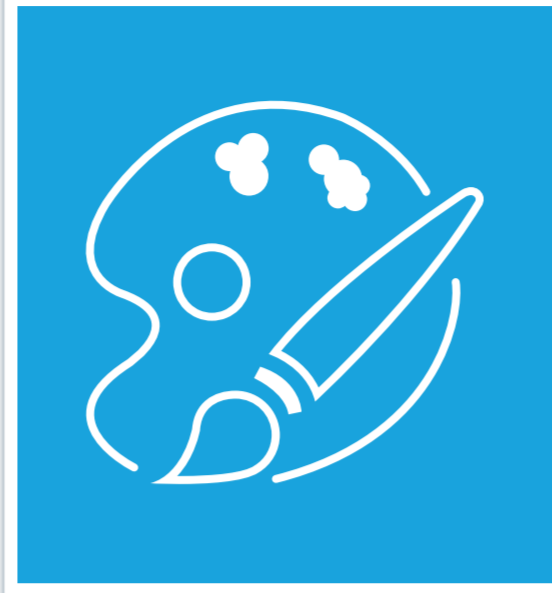
Cross-Channel Marketing

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Advanced Reporting

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Marketo Best Practices

1 Online Course
16 m

Managing Creative Assets (Emails, Images, Snippets)

Learn to use Design Studio to manage creative assets such as email templates, images and files, landing pages, forms, and snippets.

1 Online Course
15 m

Course 1

Customizing Your Creative Assets

Need a boost in your marketing performance? It could be that your creative assets need attention. Learn how to customize your creative assets in Marketo, so your efforts can stand out.

15 m

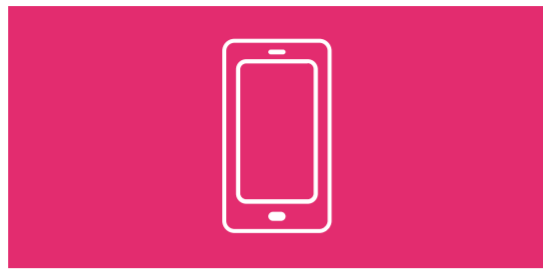
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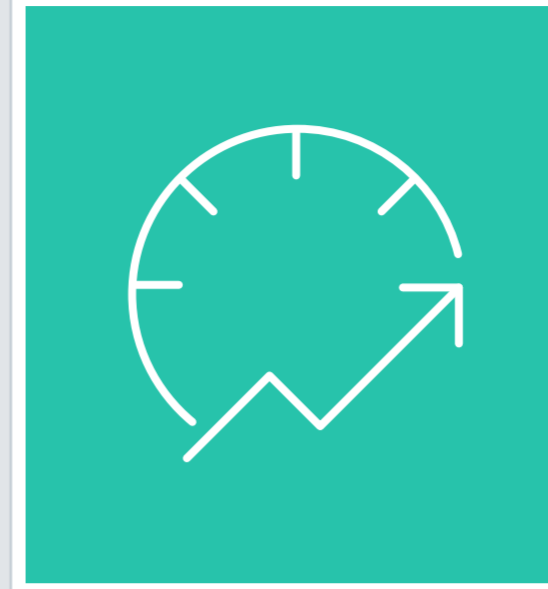
Sales Integration

2 Online Courses
39 m



Managing Creative Assets (Emails, Images, Snippets)

1 Online Course
15 m



Lead Management

2 Online Courses
39 m



Marketo Best Practices

1 Online Course
16 m

Advanced Reporting

Learn to use standard reports, Revenue Cycle Explorer, and Revenue Cycle Analytics to prove—and improve—Marketing’s impact on the business.

2 Online Courses
34 m

Course 1

Measuring Marketing Impact Using Standard Reports

Use Marketo standard reports, metrics on customer engagement, and insights on your marketing activities so that you can get the most impact from your marketing spend.

18 m

Marketing Practitioner | Data Analyst



Course 2

Using Analytics to Measure, Understand, Optimize Revenue

Analytics are only beneficial if you know how to interpret and apply the results. Learn how to measure the effectiveness of your investments and how best to direct them based on the analysis provided by Marketo’s analytical tools.

16 m

Marketing Practitioner | Data Analyst





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Sales Integration

2 Online Courses
39 m



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1 Online Course
15 m



Advanced Reporting

2 Online Courses
34 m



Marketo Best Practices

1 Online Course
16 m

Lead Management

Learn to implement lead and data management strategies in Marketo. Use a subscription center to discover when and how often your audience want to hear from you. Learn how lead lifecycle management and lead scoring can help Marketing send only the most qualified leads to Sales, and understand how data flows between Marketo and your CRM to help align Marketing and Sales.

2 Online Courses
39 m

Course 1

Building a Lead Scoring Program

Improve the quality of leads that marketing provides to sales by using a lead scoring program. Learn about lead scoring, how it works, and steps for success to realize its measurable benefits.

20 m

Marketing Practitioner



Course 2

Building a Lead Lifecycle Program

Do you know how many leads are in each stage of the buyer journey and when sales should contact them? Learn about creating a lead lifecycle program that uses scoring to get insights on where your leads are in their journey.

19 m

Marketing Practitioner





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39 m



Marketo Best Practices

Use Marketo best practices to optimize your instance. Learn how to use workspaces and partitions, how to organize your programs and program assets, and how to create and use naming schemes. Discover how to use pre-build program templates to quickly build campaigns.

1 Online Course
16 m

Course 1

Marketo Program and Instance Best Practices

Following Marketo's suggested best practices for organizing your programs and your instance can help you and your colleagues find what you need in your instance when you need it, and helps make your reporting more accurate.

16 m

Marketing Practitioner | Marketo Admin

