

Mobile Landing Pages

What is the Mobile View Feature?

- Lets you create a basic mobile view of your LPs via the WYSIWYG editor (no code required)
- Served to devices under 480 CSS px
- NOT a “responsive” landing page — either mobile view or desktop view, nothing in between
- Available in Marketo’s Jan/2015 release (more advanced responsive support coming soon!)

Mobile View How-To!

- **Step 1:** Ensure LP template is mobile compatible
- **Step 2:** Add your mobile view
- **Step 3:** Customize your mobile view

Step 1: Ensure LP Is Mobile Compatible

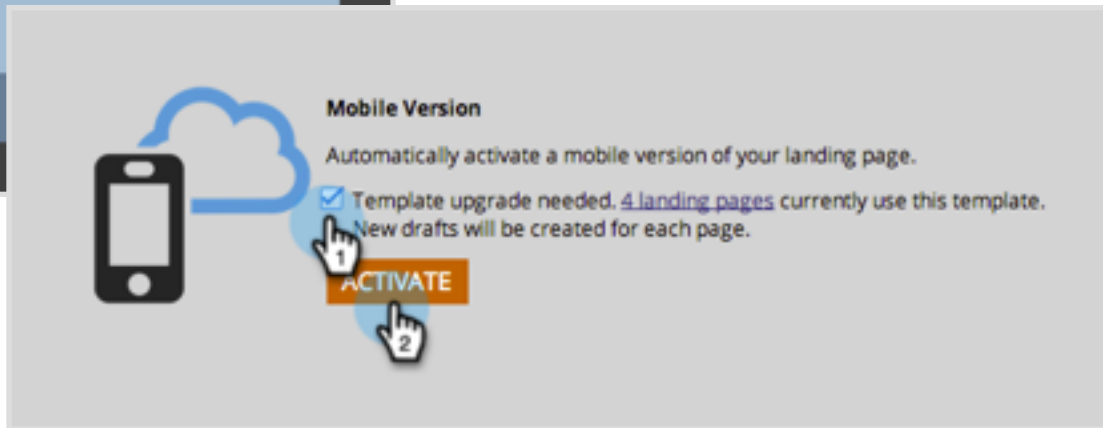
- Requirements
 - HTML 5 doctype
 - Head tag
 - Title in head
 - Meta Charset UTF-8
 - Body Element with one (and only one) Mkto Content Div
- Don't sweat the tech stuff: push-button upgrade available for all your older templates
- Templates built after Jan/2015 are auto-compliant

Two Ways to Upgrade Older Templates

From the template editor

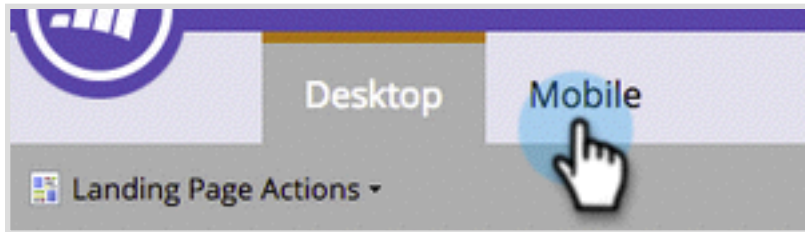


From the landing page editor



Step 2: Add Your Mobile View

- Click the new “Mobile” tab



- Activate



- Mobile view created!

And they lived happily ever after...?

What the...?!



Newcomer's Guide to Marketing Automation

The truth is that many companies aren't ready for marketing automation.

Dirty data issues, lack of content, and ill-defined processes are just a few reasons that your marketing automation system will not yield a meaningful return on investment.

But don't worry! We've teamed up with RingLead to help you navigate your first foray in marketing automation.



Download your FREE copy

Fill out the form and you will receive the PDF by email.

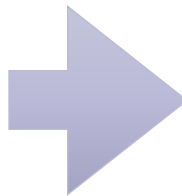
Work Email:

First Name:

Last Name:

Company:

[Download the PDF](#)



• Work Email:

• First Name:

• Last Name:

• Company:

[Download the PDF](#)



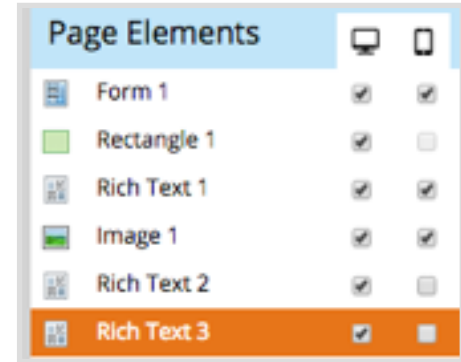
Newcomer's Guide to

A Few Mobile-View Gotchas

- All template elements replaced by a single mobile BODY tag
 - Any template elements (header, footer, background, logo) disappear
- Page elements displayed in order they were added
 - Mobile view appears random
- No rectangles allowed (can't layer elements)
 - Backgrounds to specific elements disappear
- Images come in one size: full-width
 - Default image behaviour may not suit a mobile design

Step 3: Customize Your Mobile View

- Drag and drop to re-order page elements
- Reduce clutter! Hide unnecessary elements on the mobile view
- Create mobile-specific elements to optimize your mobile layout
 - E.g., duplicate text areas and reduce copy length, change colours to suit simpler mobile design, insert missing template elements, etc.
- Tip: use Rich-Text elements containing images for more fine-grained image control!



Result: Victory!



Newcomer's Guide to Marketing Automation

The truth is that many companies aren't ready for marketing automation.

Dirty data issues, lack of content, and ill-defined processes are just a few reasons that your marketing automation system will not yield a meaningful return on investment.

But don't worry! We've teamed up with RingLead to help you navigate your first foray in marketing automation.



Download your FREE copy

Fill out the form and you will receive the PDF by email.

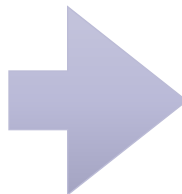
Work Email:

First Name:

Last Name:

Company:

[Download PDF](#)



Newcomer's Guide to Marketing Automation



We've teamed up with RingLead to help you navigate your first foray in marketing automation.

Download your FREE copy

* Work Email:

* First Name: