

# MARKETO LEARNING PASSPORT

Marketo Learning Passport is your ticket to continuous learning. As a Passport holder, you'll have unlimited access to a wide variety of courses covering beginner to advanced level techniques including admission to face-to-face classroom courses and instructor-led virtual training conducted by Marketo Certified instructors. Plus, you'll enjoy exclusive access to premium content including self-paced webinar recordings, marketing best practice discussion threads, quizzes to help assess your skill level, and much more! Marketo Learning Passport provides a convenient, economical way to get the training you need when you need it, so you can be the best marketer possible.

## WHY SUBSCRIBE TO MARKETO LEARNING PASSPORT?

### Expert Training When You Need It

The Marketo Learning Passport gives you unlimited access to over 50 hours of educational content and the freedom to choose courses that fit your schedule. Your Passport covers admission to any of our Classroom public courses or instructor-led virtual courses, plus it gives you on-demand access to our growing library of premium learning content. It's the ideal way to get the expert training you need to continuously learn marketing best practices and how to apply them within Marketo.

### A Budget-friendly Option

Marketo Passport holders get unrestricted access to all of Marketo's premium learning content without having to pay on a course by course basis. Not only does this simplify budgeting for employee development, it can equate to significant annual savings. With one price, Marketo Learning Passport subscription entitles the named passport holder to take or repeat courses to strengthen their foundational knowledge, learn new features or skills, or access courses to prepare for Marketo Certification.

### Attend Training from Anywhere

Marketo Learning Passport gives you access to a variety of learning formats, so you don't have to stress over taking out-of-office time or coordinating travel to attend offsite training courses. Our instructor-led virtual training courses and collaborative online webinars allow you to interact with live instructors and other Marketo users from the convenience of your office, without the time and expense of travel. Plus, access to online resources like on-demand webinar recordings, simulations and discussion threads will help support you on your learning journey regardless of where you're located.

### Build a More Effective Team – Quickly!

Whether you're a team of one or part of a larger marketing group, choosing a Marketo Learning Passport for each member of your team gives you a convenient way to assure everyone has access to the training that's right for them, at a time and place that's most convenient. Giving your team unlimited access to Marketo public training courses and premium learning content is the ideal way to assure proficiency and confidence across your growing team, from new employees to advanced learners.

## HOW DO I PURCHASE LEARNING PASSPORT?

Please contact your Education Engagement Manager for pricing and details: [education-services@marketo.com](mailto:education-services@marketo.com)

## LEARNING PASSPORT COURSE RECOMMENDATIONS BY ROLE

This course recommendation guide outlines suggested courses for Learning Passport subscribers, depending on their role. Courses are listed in the order in which they should be consumed.

| Recommended Courses                                    | Program Managers   | Marketing Operations (Administrator) | Marketing Managers/Directors | Marketo Operations (Analytics) |
|--|--------------------|--------------------------------------|------------------------------|--------------------------------|
| Foundation   | ✓                  | ✓                                    |                              | ✓                              |
| Admin 101  |                    | ✓                                    |                              |                                |
| Marketing Calendar                                     | ✓                  | ✓                                    | ✓                            |                                |
| Email Send Program                                     | ✓                  | ✓                                    |                              |                                |
| Email Editor   | ✓                  |                                      |                              |                                |
| A/B Testing & Champion Challenger                      | ✓                  | ✓                                    |                              | ✓                              |
| Email Deliverability: General                          |                    | ✓                                    |                              | ✓                              |
| Program Types, Channels, Tags                          | ✓                  | ✓                                    |                              | ✓                              |
| Forms 2.0  | ✓                  | ✓                                    |                              |                                |
| Dynamic Content  | ✓                  | ✓                                    |                              |                                |
| Landing Pages  | ✓                  |                                      |                              |                                |
| Customizing Creative Assets                            | ✓                  |                                      |                              |                                |
| Lead Lifecycle   | ✓                  | ✓                                    | ✓                            | ✓                              |
| Engagement Program                                     | ✓                  | ✓                                    |                              | ✓                              |
| Social Marketing 101                                   | ✓                  | ✓                                    |                              |                                |
| Real-Time Personalization (RTP)                        | Attend if RTP user |                                      |                              |                                |
| Real-Time Personalization (RTP) Admin                  |                    | Attend if RTP user                   |                              | Attend if RTP user             |
| Marketo Sales Insight (MSI) Fundamentals for Marketers | Attend if MSI user | Attend if MSI user                   |                              |                                |
| Marketo Sales Insight (MSI) Fundamentals for Sales     |                    | Attend if MSI user                   |                              |                                |

