



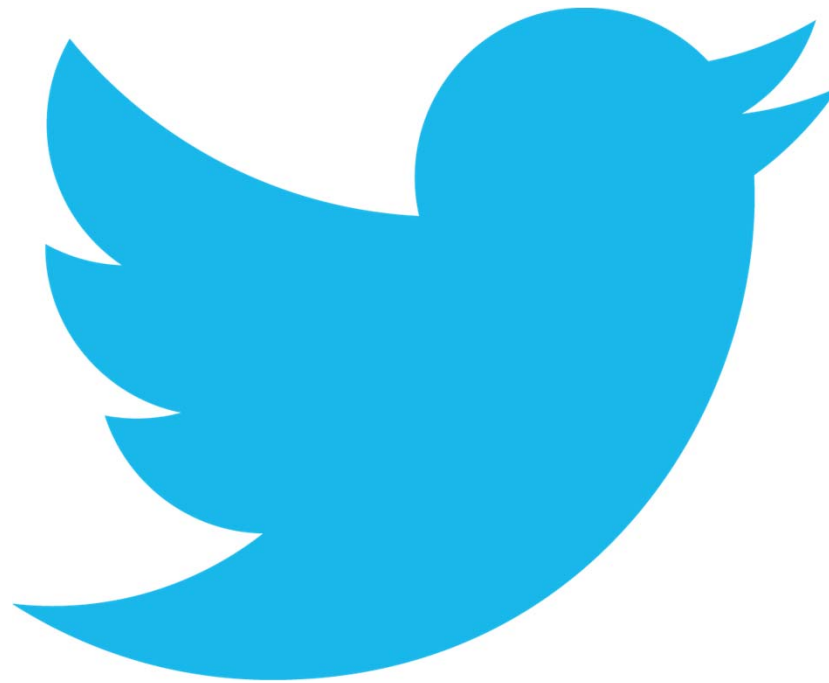
Subscription Center

How to build without coding experience

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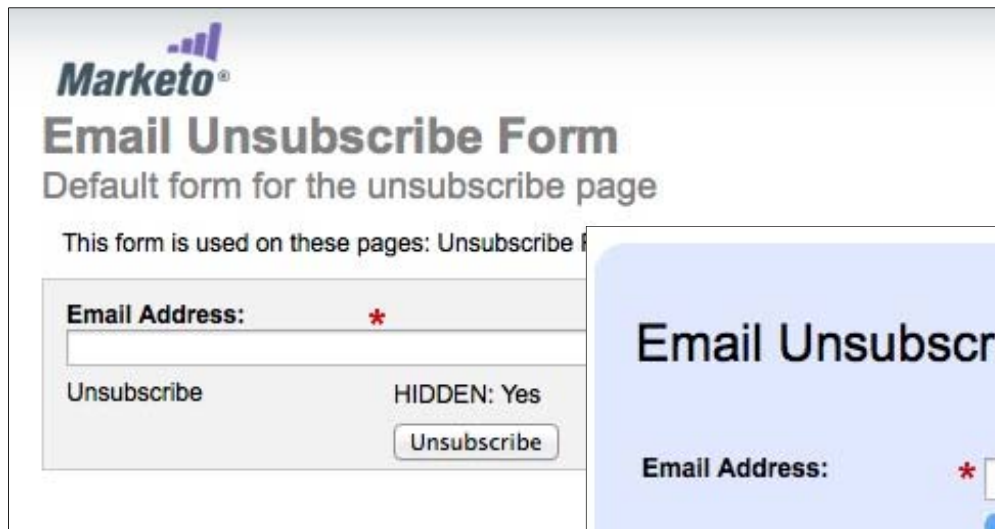
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What do you have?

- How many people have this?



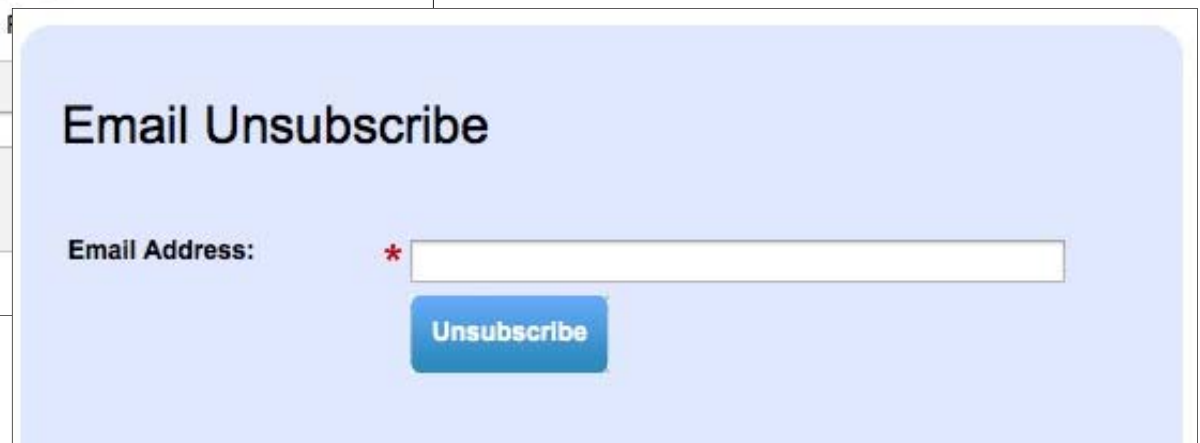
Marketo
Email Unsubscribe Form
Default form for the unsubscribe page

This form is used on these pages: Unsubscribe

Email Address: *

Unsubscribe HIDDEN: Yes

Unsubscribe



Email Unsubscribe

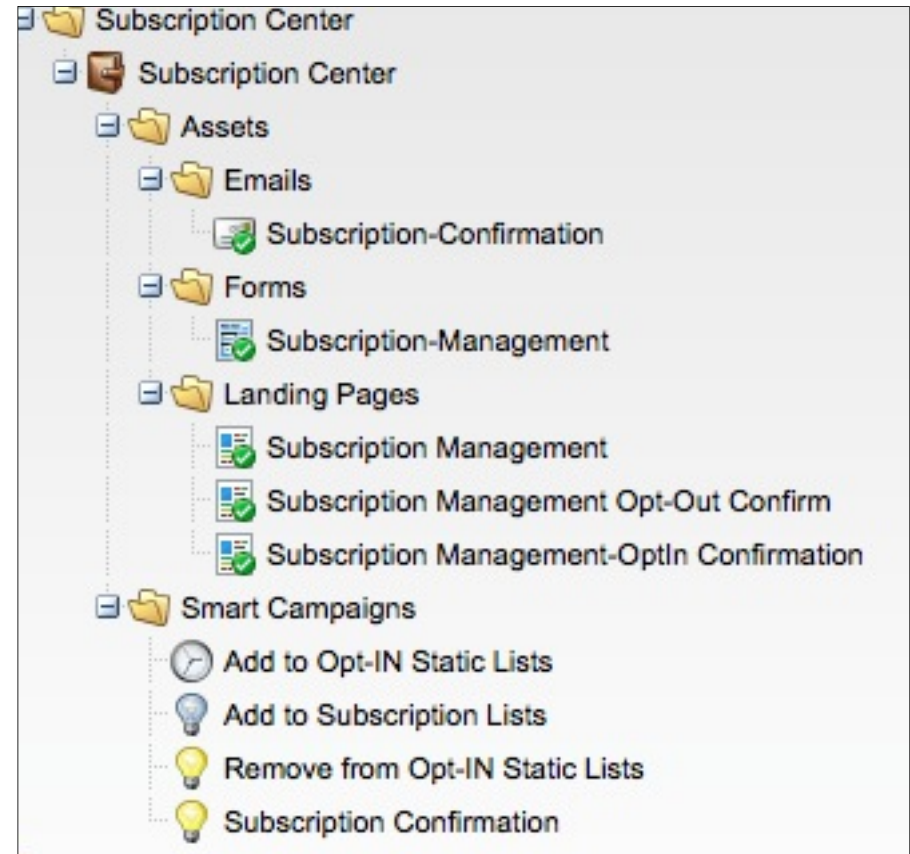
Email Address: *

Unsubscribe

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Subscription Center

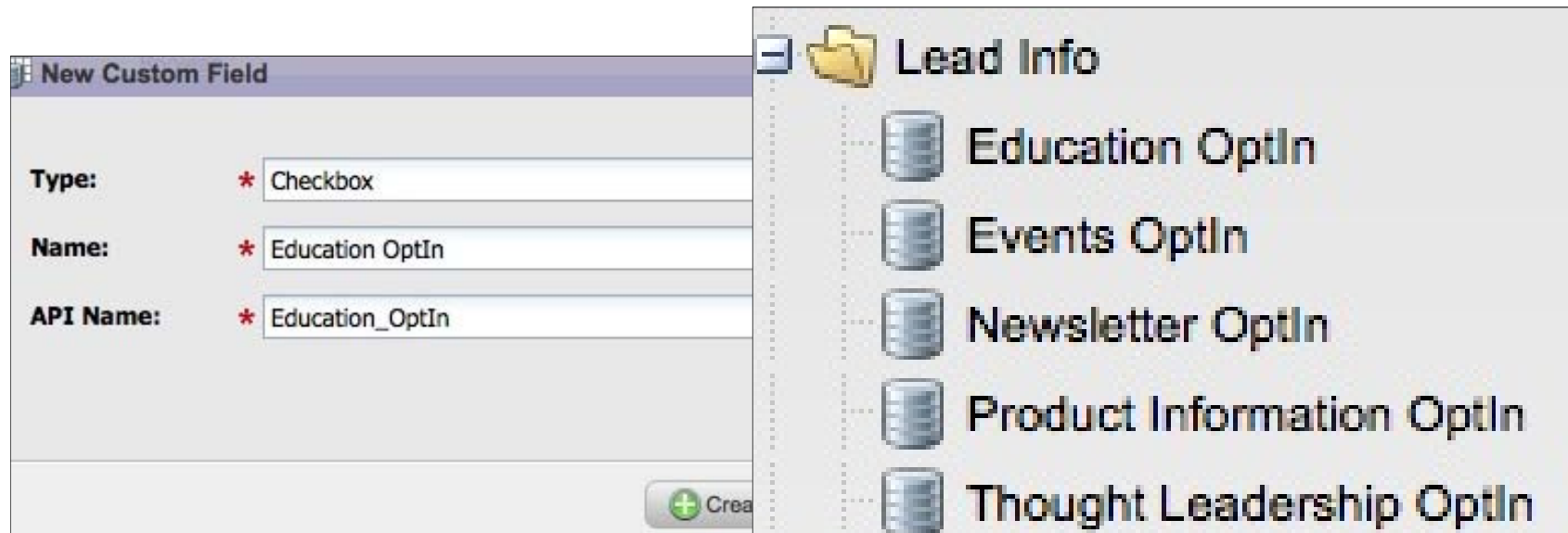
- Ingredients
 - Custom fields for topics
 - Operational Program
 - Confirmation Email
 - 1 x Form/LP
 - 2 x Confirmation LPs
 - Smart Campaigns



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Custom Fields

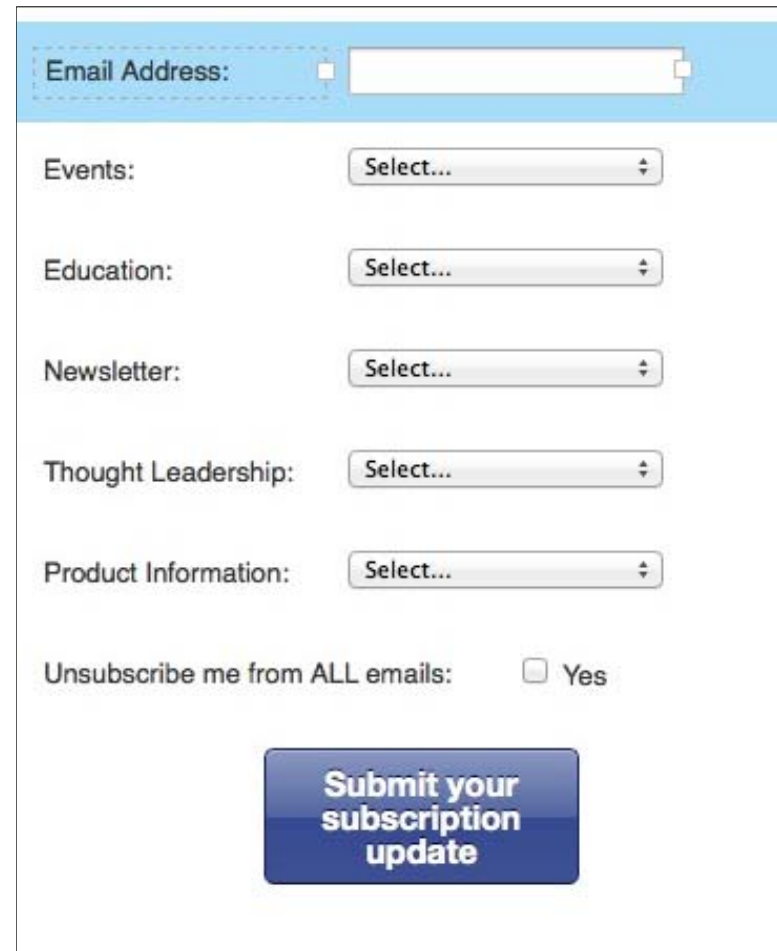
- Create custom fields to capture opt-in/opt out intent based on your company topics
- Type = Checkbox



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The Form

- Use new Form 2.0
- Drag and drop your custom fields to the form
- Field Type = select or check box



The screenshot shows a subscription form with the following elements:

- Email Address:** A text input field with a light blue header bar.
- Events:** A dropdown menu with "Select..." and a downward arrow.
- Education:** A dropdown menu with "Select..." and a downward arrow.
- Newsletter:** A dropdown menu with "Select..." and a downward arrow.
- Thought Leadership:** A dropdown menu with "Select..." and a downward arrow.
- Product Information:** A dropdown menu with "Select..." and a downward arrow.
- Unsubscribe me from ALL emails:** A checkbox followed by the text "Yes".
- Submit your subscription update:** A large blue button with white text.

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The Form

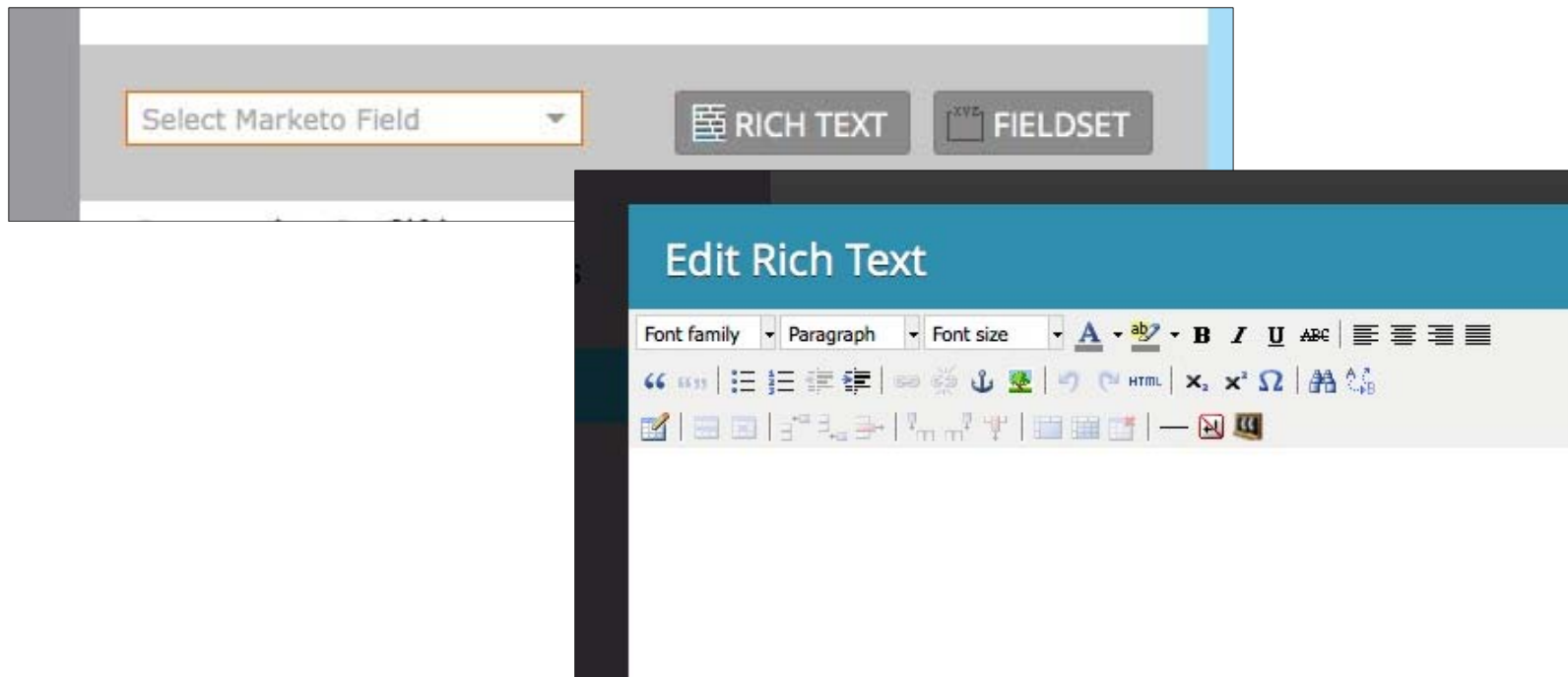
- Space out Opt Out field away from the other fields by adding Rich Text

The screenshot displays the 'Subscription Center.Subscription-Management' interface. On the left, a navigation sidebar shows three steps: '1 Form Settings', '2 Field Details' (highlighted), and '3 Finish'. The main area is titled 'Field Details' and contains a list of fields: 'Email Address', 'Events', 'Education', 'Newsletter', 'Thought Leadership', and 'Product Information'. The 'Product Information' field is highlighted with a red box. To the right of the field list is a 'Properties' panel with settings for 'Label', 'Field', 'Field Type', 'Label Width', 'Field Width', 'Instructions', 'Values', 'Multiple Selections', 'Behavior', 'Is Required', and 'Visibility Rules'. The 'Product Information' field is currently set to 'Product Informator' for both Label and Field. Below the field list, there is an 'Unsubscribe me from ALL emails' checkbox with a 'Yes' option.

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The Form

- Rich Text, same WYSIWYG editor we've all used before
- Create a few hard returns



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Adding Logic to the Form

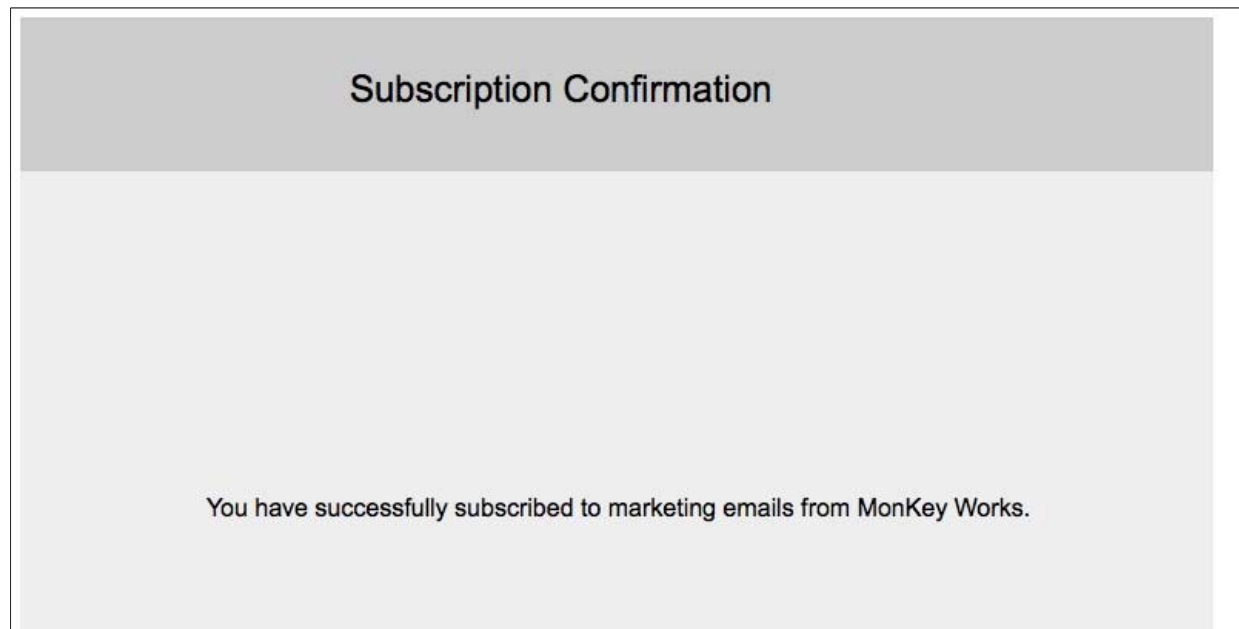
- Advanced Thank You Page
 - In Settings, select Landing Page, add choice, If Unsubscribed is Yes, Follow up with Opt-Out Confirmation LP
 - Everything else is default, follow up with Opt-In Confirmation LP

The image shows two screenshots of the Marketo configuration interface. The top screenshot is titled "Advanced Thank You Page" and shows a configuration for a choice. It includes a "Choice 1:" section with a close button (X). Below this, there is an "If" condition: "Unsubscribe me from /" (dropdown), "Is" (dropdown), and "Yes" (dropdown). Underneath, the "Follow Up With:" section has two dropdowns: "Landing Page" and "Subscription Center". A "Default" section below that also has "Follow Up With:" dropdowns for "Landing Page" and "Subscription Center". The bottom screenshot is titled "Thank You Page" and shows a configuration for a default page. It includes an "Add Choice" button with a plus icon. Below that, there is a condition: "Unsubscribed is equal Yes → Subscription Center.Subscription Management Opt-Out Confirm". Underneath, the "Follow Up With:" section has two dropdowns: "Landing Page" and "Subscription Center".

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Confirmation Landing Page

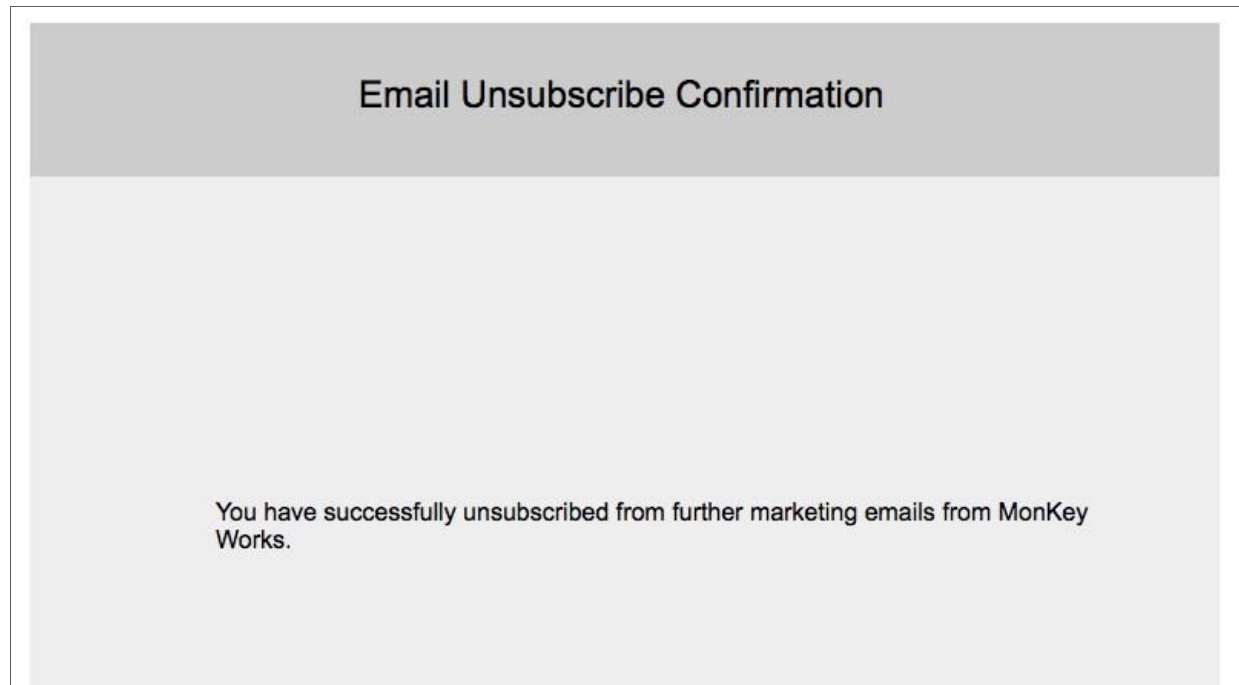
- Opt In Confirmation
 - Subscribing to 'YourCompany' confirmation LP



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Confirmation Landing Page

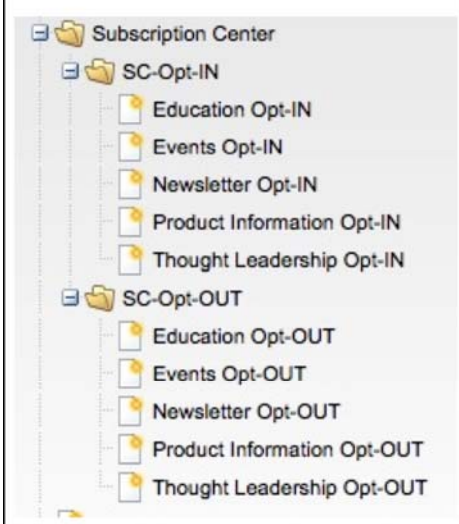

- Opt Out Confirmation
 - Confirmation Landing Page for Opt-Out/Unsubscribed:



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Smart & Static Lists

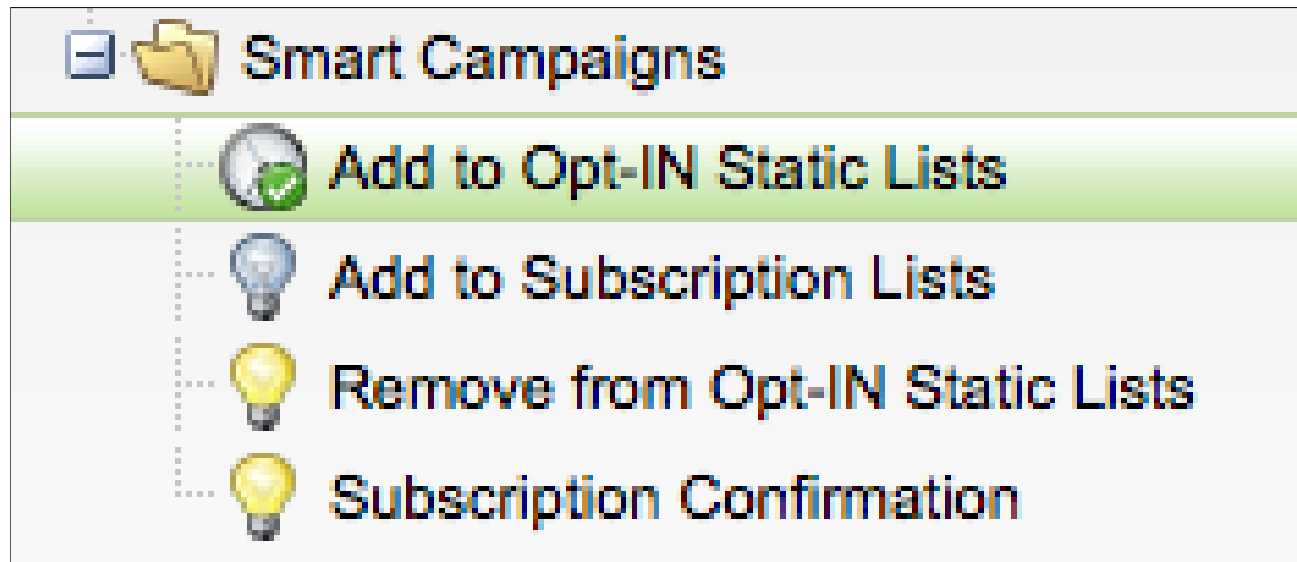
- Smart List Opt IN Filters:
 - Education = True
 - Events = True
 - Newsletters = True
 - Product Information = True
 - Thought leadership = True
- Smart List Opt OUT Filters:
 - Education = False
 - Events = False
 - Newsletters = False
 - Product Information = False
 - Thought leadership = False

Subscription Management Smart Lists:	Subscription Management Static Lists
	

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The Engine

- Build smart campaigns to listen for changes to added static lists
- If a change, we move them out of Opt-IN to Opt-OUT



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Add to Opt-IN Static Lists

The screenshot displays the Marketo interface for configuring static lists. The left pane shows the filter configuration:

- 1 - Filled Out Form**
 - Form Name: is [Subscription]
 - Web Page: is [Subscription]
- 2 - Unsubscribed**
 - Unsubscribed: false

The right pane shows the 'Add to Opt-IN Static Lists' configuration with the following choices:

- Choice 1**
 - If: Education OptIn is true
 - List Name: Education Opt-IN
- Choice 2**
 - If: Events OptIn is true
 - List Name: Events Opt-IN
- Choice 3**
 - If: Product Information OptIn is true
 - List Name: Product Information Opt-IN
- Choice 4**
 - If: Thought Leadership OptIn is true
 - List Name: Thought Leadership Opt-IN
- Choice 5**
 - If: Newsletter OptIn is true
 - List Name: Newsletters Opt-IN
- Default Choice**
 - List Name: -- Do Nothing --

Note: Only the first matching choice applies

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Add to Subscription Lists

The screenshot displays the 'Add to Subscription Lists' configuration interface in Marketo. The interface is divided into two main sections: a left-hand navigation pane and a main configuration area.

Left-hand Navigation Pane:

- Header: **Add to Subscription Lists** (with a 'Smart List' sub-header).
- Navigation: **New**, **Campaign Actions**, **View Campaign Members**.
- Filter: **Use Advanced filters** with a dropdown menu showing '1 and (2 or 3 or 4 or 5 or 6)'. A search icon is present.
- Options (numbered 1-6):
 - 1 - Unsubscribed
 - 2 - Member of Smart List
 - 3 - Member of Smart List
 - 4 - Member of Smart List
 - 5 - Member of Smart List
 - 6 - Member of Smart List

Main Configuration Area:

- Header: **Add to Subscription Lists**, **Smart List**, **Flow** (selected), **Schedule**, **Results**.
- Navigation: **New**, **Campaign Actions**, **View Campaign Members**.
- Controls: **Collapse All**, **Expand All**.
- Section: **1 - Add to List** (with a close icon).
- Configuration for each choice:
 - Choice 1:** If: Education OptIn is true; List Name: Education Opt-IN.
 - Choice 2:** If: Events OptIn is true; List Name: Events Opt-IN.
 - Choice 3:** If: Product Information OptIn is true; List Name: Product Information Opt-IN.
 - Choice 4:** If: Thought Leadership OptIn is true; List Name: Thought Leadership Opt-IN.
 - Choice 5:** If: Newsletter OptIn is true; List Name: Newsletters Opt-IN.
 - Default Choice:** List Name: -- Do Nothing --.
- Buttons: **Add Choice** (top right), and delete icons for each choice.
- Note: **Note: Only the first matching choice applies** (bottom right).

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Remove From Opt-IN Static Lists

The screenshot displays the Marketo interface for removing members from static lists. The main window has a tabbed header with 'Smart List' selected. Below the header, there are navigation options: 'New', 'Campaign Actions', and 'View Campaign Members'. A secondary bar contains 'Use ALL filters', 'Collapse All', and 'Expand All'. The main content area features three 'Data Value Changes' panels, each with an 'Attribute' dropdown and a 'New Value' dropdown. The panels are:

- Panel 1: Attribute: Newsletter OptIn, New Value: false
- Panel 2: Attribute: Events OptIn, New Value: false
- Panel 3: Attribute: Product Information OptIn, New Value: false

Two panels are shown in a larger, magnified view on the right side of the screen:

- Magnified Panel 1: Attribute: Thought Leadership OptIn, New Value: false
- Magnified Panel 2: Attribute: Education OptIn, New Value: false

Each panel includes an 'Add Constraint' button and a close icon.

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Remove From Opt-IN Static Lists Continued

The screenshot displays the Marketo configuration interface for removing members from static lists. The main window shows a flow with the following steps:

- 1 - Wait**: Duration: 2 minutes
- 2 - Remove from List**: Contains five choices for removing members from different static lists.

The detailed view of the choices is as follows:

Choice	If Condition	List Name
Choice 1	Education OptIn is false	Education Opt-IN
Choice 2	Events OptIn is false	Events Opt-IN
Choice 3	Product Information (is false	Product Information Opt-IN
Choice 4	Thought Leadership (is false	Thought Leadership Opt-IN
Choice 5	Newsletter OptIn is false	Newsletters Opt-IN
Default Choice	-- Do Nothing --	-- Do Nothing --

Note: Only the first matching choice applies

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Subscription Confirmation Email

The image displays two overlapping screenshots of the Marketo Flow Builder interface. The top screenshot shows a flow step titled "Fills Out Form" with two input fields: "Form Name: is" and "Web Page: is". The bottom screenshot shows a flow step titled "2 - Send Email" with a conditional logic rule: "If: Unsubscribed is false". The "Send Email" action is configured with the email address "Subscription.Center.Subscription-Confirmation" for the "Choice 1" condition and "-- Do Nothing --" for the "Default Choice".

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Localized - Workspaces

The image displays three Marketo Workspaces (WS) side-by-side, illustrating localized content for different regions:

- 02-AMER Marketing Team WS:** Contains folders for AMER-Lead Life Cycle, AMER-Marketing, AMER-Recycled, and AMER-Subscription Center. The AMER-Subscription Center folder is expanded to show sub-folders: Assets, Emails (with Subscription-Confirmation), Forms (with Subscription-Management), Landing Pages (with Subscription Management), Lists (with SC-Opt-IN, SC-Opt-OUT, and SC-Static), and Smart Campaigns (with Add to Opt-IN Static Lists, Add to Subscription Lists, Remove from Opt-IN Static, and Subscription Confirmation).
- 03-EMEA Marketing Team WS:** Contains folders for EMEA-Lead Life Cycle, EMEA-Marketing, and EMEA-Subscription Center. The EMEA-Subscription Center folder is expanded to show sub-folders: Assets, Emails (with Subscription-Confirmation), Forms (with Subscription-Management), Landing Pages (with Subscription Management), Lists (with SC-Opt-IN, SC-Opt-OUT, and SC-Static), and Smart Campaigns (with Add to Opt-IN Static Lists, Add to Subscription Lists, Remove from Opt-IN Static Li, and Subscription Confirmation).
- APAC-Subscription Center:** Contains folders for Assets, Emails (with Subscription-Confirmation), Forms (with Subscription-Management), Landing Pages (with Subscription Management), Lists (with SC-Opt-IN and SC-Opt-OUT), and Smart Campaigns (with Add to Opt-IN Static Lists and Add to Subscription Lists). The SC-Opt-IN and SC-Opt-OUT folders are further expanded to show sub-folders for Education, Events, Newsletters, Product Information, and Thought Leadership, each with Opt-IN and Opt-OUT versions.

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Thank You

Any questions?



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