The**Vanella**Group, Inc.
Strategic Telesales 2.0™ for High Tech

Marketo® Services Packages

Marketo®

Optimization Package	Content Evaluation	CRM Optimization	Deliverability Assessment	Automation Management	Marketo Implementation	Lead Scoring
FOR EXISTING MARKETO USERS	**FOR NEW AND EXISTING USERS**	**NEW OR EXISTING USERS**	**NEW OR EXISTING USERS**	**NEW OR EXISTING USERS**	**NEW USERS**	**NEW OR EXISTING USERS**
Achieving maximum performance with existing Marketo instance. Optimization includes: • Assessment of current usage • Design lead delivery that aligns with sales consumption of data • Review all integration points and optimize • Content review and assessment • Activity assessment and recommendations • Create best practices • Lead scoring review	Optimization of content to achieve: • Highest click through rates • Avoid spam filters • Compelling content to drive clicks and opens • How- to tips developing content that builds relationships • Create demand for information • Create a digital dialog most effectively • Assess bounce- backs • Testing	Assess CRM instance for utilization that achieves maximum lead generation support that will: • Maximize utilization of CRM features to best support sales • Customize fields to segment most valuable data • Customize for marketing data integration • Capture searchable data for effective lead segmentation • Improved pipeline management • Dashboard views of real-time sales activity	Optimize each touch point of deliverability impact to: • Assess mail authentication implementation • Test for maximum deliverability • Evaluating integrity of lead records • Review 6 month history to identify dips and spikes • Assessment of process for bad email address management and provide process improvement recommendations • Assessment of new lead management for best practices	Outsource all automation management to achieve: • Ongoing strategy for best practice use of marketing automation • Creation of new landing pages and forms for email or website campaigns • Creation and implementation for outbound email campaigns or ongoing drip campaigns • Monitoring of implementation and fixing any issues that arise with CRM, website or other integrations • Generate monthly analytics and reporting	Complete implementation of Marketo that will establish: • Strategic assessment of best use of Marketo for environment • CRM customization and integration • Landing pages design • Email design • Forms design • Website integration • Template customization • Interview sales to map automation to consumption • Lead Scoring • Design initial drip/nurture campaigns	Optimized scoring methodology that will: • Map scoring to actual sales cycles • Understand buyer mentality to align with scoring • Achieve common scoring for Sales and Marketing • Consideration of competitive environment to influence scoring • Flexible scoring for different buyers/verticals • Increase sales involvement with high value opportunities • Decrease pipeline leakage
Why this is best: Users may need to have system performance mapped to sales goals, actual information consumption, underutilized features, and overall optimization to achieve higher ROI of Marketo	**Why this is best:** Maximize response, engagement, impact of communication with the most compelling content and presentation.	**Why this is best:** CRM platforms need to support sales to be more effective and enable greater coverage, visibility, and revenue attainment. This allows for the most efficient use of Marketo.	**Why this is best:** There are numerous touch points at each stage of the delivery process—list integrity, content, presentation, spam tools, forms, and links. Each point needs to be tested and optimized to achieve highest deliverability and avoid the pitfalls.	**Why this is best:** Having a Marketo SME manage an instance of Marketo insures highest ROI and full utilization of revenue generating features. Internal resources are often managing multiple programs and efforts and automation return is diminished from underutilization. Cost effective way to have a high level resource integrated with your team to achieve optimum results right away.	**Why this is best:** Having a Marketo SME manage an instance of Marketo insures highest ROI and full utilization of revenue generating features. Internal resources are often managing multiple programs and efforts and automation return is diminished from underutilization or poor implementation. Cost effective way to implement Marketo as a feature-rich solution that delivers ROI and build pipeline in the shortest time.	**Why this is best:** Lead scoring is a critical part of meaningful engagements with prospects. Advanced scoring allows your reps to participate at the right time to have visibility in active sales cycles secure business. This workshop helps you create the scoring that is appropriate for your selling environment and buyer behavior.