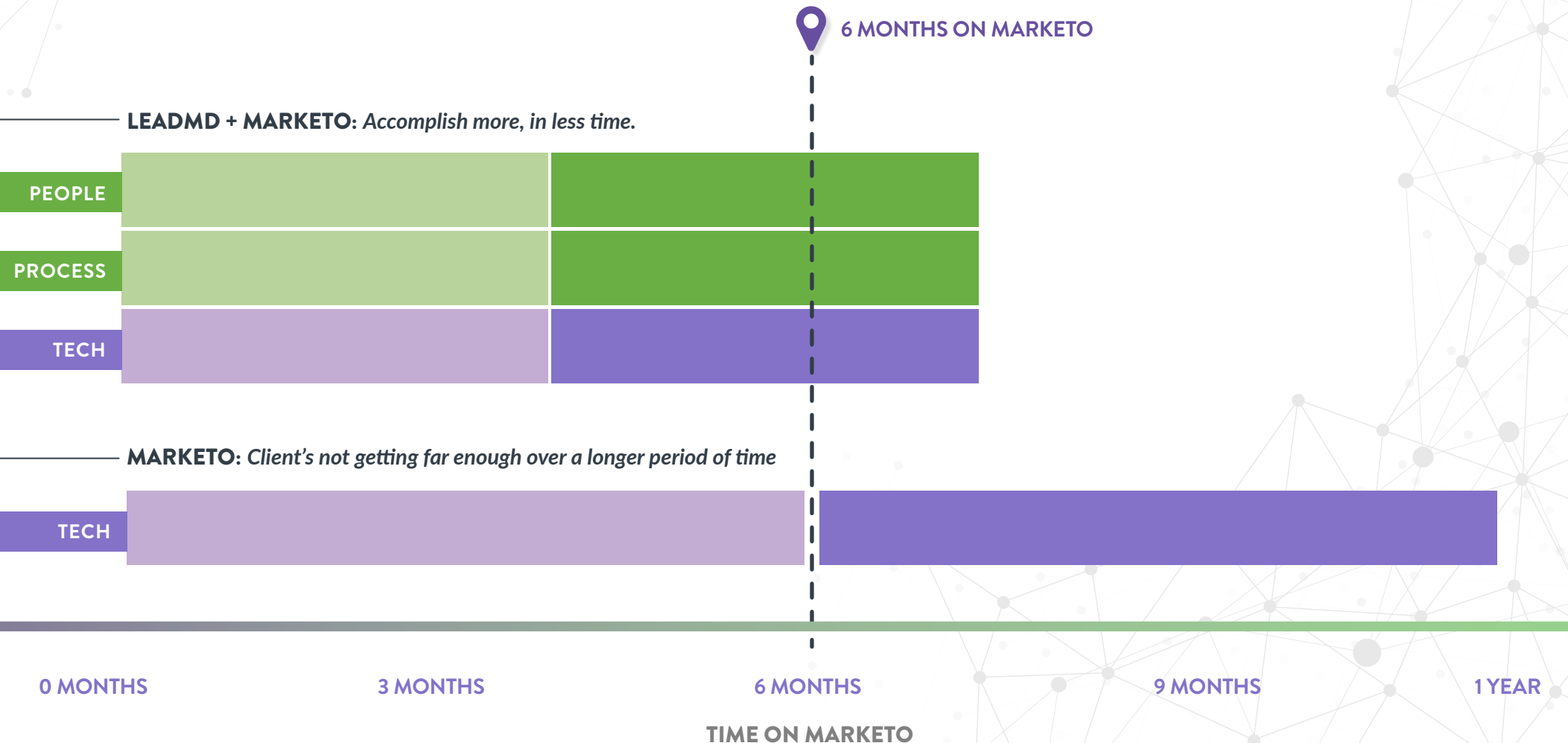# The Reason Clients Churn Isn't Because of the *Software.*

LeadMD fundamentally believes Marketo is a valuable tool, yet time & time again customers fail to see that value. *Why?* Because implementing a new technology devoid of optimized processes & the right people at the helm, thwarts any measure of success Marketo's customers could see. Discover how partnering with LeadMD enables your customers to get more out of their Marketo investment faster, better and stronger then they would going about the implementation on their own.

6 MONTHS ON MARKETO

LEADMD + MARKETO: *Accomplish more, in less time.*

PEOPLE

PROCESS

TECH

MARKETO: *Client's not getting far enough over a longer period of time*

TECH

| 0 MONTHS | 3 MONTHS | 6 MONTHS | 9 MONTHS | 1 YEAR |

TIME ON MARKETO

Turn over to see phased initiatives on reverse side

PROCESS

Learn how we're elevating Marketo's powerful technology by layering in succinct processes, backed by a solid infrastructure to achieve the ultimate business KPIs.

TECHNOLOGY

Empowering marketers to harness the true power of Marketo is what we do. We implement & integrate systematic setups for your customers, to enable them to hit the ground running, *fast*.

PEOPLE

Without a pack of Marketo power users, a company's software investments go by the wayside. We believe educating customers is the cornerstone for success with Marketo.

PHASE 1

PROCESS
- ☐ Defined Campaigning & Attribution Methodology
- ☐ Multi-Channel Campaign Governance
- ☐ Campaign Technology Integration
- ☐ Multi-Dimension Lead Scoring Methodology
- ☐ Defined Lead Flow Process
- ☐ Configured Account Matching and Assignment Rules
- ☐ Aligned Sales Qualification Methodology
- ☐ Defined Sales Process
- ☐ System Enabled Lifecycle
- ☐ Revenue Cycle Model
- ☐ Revenue Model Driven Nurture
- ☐ Deal Cycle Velocity Reporting

TECHNOLOGY
- ☐ CRM Data Sync
- ☐ Web Activity Tracking
- ☐ Email & Landing Page Templates
- ☐ Email Campaign Management
- ☐ Event Campaign Enablement
- ☐ Lead Capture Enablement
- ☐ Automated Email Response
- ☐ Demographic Segmentation
- ☐ Engagement Scoring
- ☐ Basic Nurture Campaigns
- ☐ Initial Basic Integration

PEOPLE
- ☐ Marketing User Training & Enablement
- ☐ Power User Training & Enablement
- ☐ System Administrator Training & Enablement
- ☐ Marketing to Qualification Team Orchestration
- ☐ Marketing to Qualification to Sales Team Orchestration

PHASE 2

PROCESS
- ☐ System Enabled Hand-off from Qualification to Sales
- ☐ System Based Sales Process Enforcement
- ☐ Initial Content Planning by Account, Persona or Buying Committee
- ☐ Initial Campaign Planning Calendar
- ☐ Advance Attribution
- ☐ Marketing Sourced Pipeline Reporting
- ☐ Tech Stack Unification

TECHNOLOGY
- ☐ Personalized Engagement
- ☐ Target Account Engagement
- ☐ Campaign Level Reporting
- ☐ Multi-Channel Campaigning
- ☐ Advanced Nurture Campaigns
- ☐ Behavioral Segmentation
- ☐ Complex Integrations

PEOPLE
- ☐ Multi-Team/Region Enablement
- ☐ Marketing to Business Intelligence Team Orchestration
- ☐ Repeatable On-boarding & Training Plan
- ☐ Staff Augmentation
- ☐ Resource Planning
- ☐ Candidate Vetting
- ☐ On-going Marketing & Sales Training & Certification

LeadMD + Marketo®

Better Together.

Learn more about how LeadMD & Marketo can together amplify the success of Marketo customers, create raving fans & continue to prove value in the platform.