

# MARKETO EXPERT SERVICES

## Your Road to Engagement Marketing Growth

Determining how to best drive organizational growth can be both difficult and overwhelming. You have the right tool in place, but how do you get the most out of it? New Marketo customers often seek help to overcome the cost of the MarTech learning curve while longer-term users look for ways to realize greater value from their Marketo instances. But, where do you start?

Marketo Expert Services provides a continuing advisory relationship between you and a named Marketo expert focused on your operational effectiveness and growth through your use of Marketo. There are three levels of Expert Services:

SERVICE LEVEL	HOURS	MINIMUM DURATION
Bronze	20	6 Months
Silver	40	6 Months
Gold	80	3 Months

## OUR GOAL:

To mature your foundational knowledge of marketing automation by improving your operational use of Marketo and accelerating your innovation and program successes.

## YOUR TAKEAWAY:

Through the course of your Expert Services term, your Marketo expert will advise you on:

1. Planning your marketing activities, both tactically and strategically.
2. Engaging with your customer to create meaningful and lasting relationships.
3. Measuring the impact of your marketing to drive continuous improvement and maturity.

## ACTIVITIES MAY INCLUDE:

- Monthly operations reviews
- Strategic and tactical advice
- Best Practices Program Library access
- Assist with system administration duties
- Document campaign and system setup
- Build new or update existing campaigns
- Reviewing reporting needs
- Conducting new feature workshops
- Providing quarterly instance usage assessments
- Monitoring existing lead, campaign structures

## WHAT TO EXPECT:

- First, you will identify your main contact for your Marketo expert.
- Each quarter starts with a planning and strategizing session to align on the tasks and activities on which your Marketo expert will advise you.
- You will align on an approach to this work: side by side working sessions, group workshops, onsite or remote, any preparation or follow up time required.
- You will identify additional members with whom your Marketo expert will be working and coordinate introductions.
- Your Marketo expert will come with a simple 'bag of tricks' to help manage the work and communications.
- Data is typically a key element to the operations of Marketo. Any data cleansing or data de-duplication needed for imports of lead data into Marketo will be the responsibility of your team.
- You will get a monthly status report outlining the status of activities defined for the quarter: accomplishments, remaining activities, any blockers, and a summary of time used and remaining for the quarter.

## HOW CAN EXPERT SERVICES HELP YOU?

No matter where your organization's maturity, your Marketo expert will help you prepare for effective end-to-end marketing campaigns and engagement marketing strategies.



### NAMED CONSULTANT

A reliable resource who understands your unique environment, Marketo instance and business needs.



### STRATEGIC & TACTICAL ADVICE

Sustainable and practical advice focused on initiating and driving growth for your business.



### MONTHLY OPERATIONS REVIEWS

Regular health checks identify issues before they become bigger problems, ensuring you're set up for long-term success.



### REGULAR FEATURE UPDATES

Keep your Marketo instance in tip-top shape using the latest and greatest from Marketo.



### TAILORED SOLUTIONS FOR ACTIONABLE INSIGHTS

We know one size doesn't fit all. Your consultant will find the answer best suited for you, no matter how unique your question.



### BEST PRACTICES PROGRAM LIBRARY ACCESS

A comprehensive library of marketing program, operational program, and documentation templates to help you implement engagement marketing best practices within your organization.

## ITEMS OUT OF SCOPE

- Significant project work that requires any number of contributing service experts such as Technical Consulting, Strategic Engagement Services, Deliverability Consulting, Creative Templates, additional Marketo Business Consultants or a committed Project Manager.
- Marketo Expert Services is not meant to replace your Marketo Administrator and does not provide Service Level Agreements pertaining to monthly campaign delivery.

## TIME & EXPENSE

- Time spent working on your team's initiatives: in meetings, research, preparation or follow-up to meetings will deducted from time remaining.
- Scheduled meetings cancelled within four (4) business hours of the scheduled time will be deducted from time remaining.
- Expert Services will be invoiced monthly in arrears. The first monthly invoice will be after the SOW Effective Date or Order Effective Date, as the case may be.
- Marketo will track and invoice Customer monthly in arrears for actual and reasonable expenses, including but not limited to travel, lodging and meals in accordance with Adobe's travel policy and as incurred by Marketo in connection with the Expert Services. Such policy is available upon request.
- Payment terms are for net 30 days from the date of invoice.

## EXPIRATION TERMS

- Marketo offers flexibility to you on how these hours may be consumed. Each thirteen-week period following the Effective Date of your Expert Services SOW or Order is considered a “Quarter.”
- Three (3) months of hours must be used within each Quarter.
- Any unused hours at the end of each Quarter will be considered fully utilized and will not roll over to the next Quarter.
- The table below details how the hours are available to be consumed.
- Marketo is under no obligation to provide Expert Services for any unused hours. There are no refunds of unused hours.

WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
MONTH 1																										
MONTH 2																										
MONTH 3																										
MONTH 4																										
MONTH 5																										
MONTH 6																										

## FOR MORE INFORMATION

Are you ready to learn how to drive growth, accelerate marketing maturity, and take your Marketo instance to the next level?

For more information about Marketo Expert Services or other Marketo consulting services, please contact us at [MarketoServices@adobe.com](mailto:MarketoServices@adobe.com).