Adobe Marketo Engage
Marketo Core Concepts I

Course description: In *Marketo Core Concepts I*, you'll learn how to use the core features of Marketo Engage to attract and engage your audience. In this two-day, hands-on course, you'll learn how to automate your marketing efforts through batch and trigger email deployments, nurture initiatives and other marketing programs that deliver personalized messages based on your audience's attributes and behavior. You'll also gain experience in creating reports to analyze your marketing efforts.

Product features covered: This course covers the out-of-the-box features of Marketo Engage. No add-on products are discussed.

Best for: Marketo Core Concepts I is intended for marketers who are new to using Marketo Engage or who have never had formal Marketo training.

Prerequisites: None

Format: This course combines hands-on activities in a Marketo training environment, lecture, lab exercises and quizzes for an interactive experience.

If attending virtually, we recommend using two computer screens: one to view the instructor demos and one to complete the activities and lab exercises in the training environment.

Objectives

After completing this course, you will be able to:

- Create and send an email to a list of imported people
- Create and send an email to a dynamic list
- Set up an email A/B test
- Create a dynamic email based on segmentation rules
- Nurture prospects as they enter the database
- Created a gated content initiative using a form, landing pages and an auto-email
- Automate and measure the success of your initiatives
- Report and analyze on your marketing efforts

Course Materials

- Marketo Core Concepts I Student Guide
- Marketo Core Concepts I Exercise Guide

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Global (except EMEA): 877-722-7088 (phone) • 801-406-4566 (fax) • adls@adobe.com
EMEA: phone +44 (0)1784 476556, ext 256 • fax +44 (0) 1784 476501 • adlsemea@adobe.com
learning.adobe.com