



Adobe Marketo Engage

Marketo Core Concepts II

Course description: In *Marketo Core Concepts II*, you will learn how to take your marketing automation to the next level to engage prospects and enhance the relationship with your customers. You'll learn how to nurture your audience using a multi-stream engagement program, save time by using snippets in your content, scale your programs with My Tokens, create dynamic landing pages, use advanced form features and manage your programs with the Marketing Calendar. You'll also learn how to keep your instance organized by employing custom tags, multiple period costs, cloning, and archiving.

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

Best for: This course is best suited for practitioners who have worked regularly in the Marketo Engage platform for at least three months.

Prerequisites:

This is an intermediate course. Participants should have an introductory level of Marketo knowledge, including how to:

- Execute multi-stream nurturing using the engagement program
- Personalize your content with static and dynamic snippets
- Scale your initiatives with My Tokens
- Create dynamic landing pages
- Use advanced form features
- Construct advanced smart campaigns
- Use custom tags, multiple period costs, cloning and archiving
- Manage your programs with the Marketing Calendar

It is highly recommended that participants take Marketo Core Concepts I prior to attending this course.

Duration: 2 days

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.

Learn to:

- Execute multi-stream nurturing using the engagement program
- Personalize your content with static and dynamic snippets
- Scale your initiatives with My Tokens
- Create dynamic landing pages
- Use advanced form features
- Construct advanced smart campaigns
- Use custom tags, multiple period costs, cloning and archiving
- Manage your programs with the Marketing Calendar

Course materials

- Marketo Core Concepts II Student Guide
- Marketo Core Concepts II Exercise Guide

Start Learning Today

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