MARKETO ENGAGE
IMPLEMENTATION AND ONBOARDING LAUNCH PACK
SET UP. ADOPT. EXECUTE.

The cornerstone of any suuccessful marketing automation initiative is to make sure you have a solid foundation.

DESIGNED FOR
First time automation platform clients consolidating or migrating to Marketo Engage

TERM (MONTHS)
30 - 90 Days

PRICE
Starts at $6,825

AVAILABLE HOURS
75 Hours

OUR GOALS
Get the basic instance set up to launch campaings and send emails.

YOUR TAKEAWAYS
- » Seamless set up
- » Improved user adoption
- » Best Practice Documentation
- » Accelerated time to value

LaunchPack

✓ Included $ Available   — Not Available

Activities	LaunchPack	
Technical Set Up	✓	Leadous will work with IT, web teams, and Marketo Engage Support to ensure the best practice set up of your instance's technical components including: CNAME, DNS, SSL and Munchkin Code.
SFDC or MSD Integration	✓	Work closely with your CRM admin to ensure data is shared between Marketo Engage and your CRM. Setup components include: CRM Sync user, field mapping, and setting sync paramerters.
Template Creation	✓	Our seeded templates meet email send best practices and user experience requirements. You will receive 1 Email Template and 1 Landing Page Template, branded for your company, guranteed rendering on desktop and mobile, and ready for immediate use.

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LaunchPack

Activities	Launch Pack	
Standard Unsubscribe Page	✓	Leadous will set up a standard unubscribe page that meets basic CAN-SPAM compliance.
Training	✓	Increase user adoption with access to the Marketo Engage Foundations course and learn the basics: Administration, Programs & Campaigns, Templates, and Reporting.
Best Practice Marketing Program Structure	✓	Leadous will ensure your programs follow best practices, align with your goals, and reach milestones set in your planning and strategy sessions.
Custom Integration	$	Set up custom integrations for 3rd Party apps or use the API to expand the data and features availale to support your marketing automation initiatives.
Advanced Feature Set Up	$	Pending the details of your contract, Leadous can support the enablement of non standard features, including: Performance Insights, Workspaces & Parititons, Sales Insight, Dynamic Chat, and Revenue Cycle Modeler.
Center of Excellence	$	The key to marketing automation is consistency and data hygiene. Leadous will set up your program library so that programs, nurtures, webinars, and emails are always managed according to best practices.
Custom Templates	$	Customized templates are available and require scoping for your unique requirements.
Campaign Mentor	$	Additional hours to build, launch, and/or manage campaigns, implement operational best practices, or provide ongoing support.

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