

Custom Training

BASED ON BEST PRACTICES. DELIVERED BY EXPERTS.

Take your marketing skills to the next level and get the expertise you need to drive business results faster. Leadous offers a variety of ways to teach Marketo best practices and techniques to elevate your use of the platform. Our custom in-instance training combines classroom, workshop and one-on-one interaction to ensure you go from novice to expert in no time.

Leadous' approach allows you to create your own training path based on the type of learning that best suits you. After it's all said and done, you have access to a custom built reference library, and increased user adoption.

Do you ask yourself these questions?

- Am I confident in all the capabilities Marketo offers?
- Do I know how to run campaigns?
- Do I want to know how to pull data or run reports?
- Is it time for me to become an expert?



Let Leadous help you accelerate engagement, increase conversion rates and improve ROI.

THE RIGHT PATH FOR YOU

Classroom

This training style is the most traditional method, listen and ask questions. With this method, you can learn together or with other peers who are working towards achieving the same knowledge base. Not only will this training environment sharpen skills it will encourage communication, and transparency.

Benefits:

- ✓ Personal interaction with peers
- ✓ Cost effective for teams learning together
- ✓ Access to training resources
- ✓ Direct interaction with instructors
- ✓ Encourages relationship building
- ✓ Access to Marketo network and community

Workshop

If your team prefers even more hands-on interaction, a workshop environment is for you. This training style is known to accelerate adoption by listening, doing and asking questions. Leadous will lay out a customized workshop experience that includes all the best practices, key topics, and areas of interest, along with scenarios to actively build out components in Marketo that can be used immediately.

Benefits:

- ✓ Encourage focused conversation
- ✓ Role playing and open discussions
- ✓ High group interaction opportunities
- ✓ Access to training resources
- ✓ Scenario building in a training sandbox
- ✓ Hands on involvement
- ✓ Multi-directional learning
- ✓ Access to many resources and FAQ as needed
- ✓ Engaging and high energy environment
- ✓ Access to Marketo network and community

One-on-One

Most people learn best through personalized active participation. This training option will give you a customized one-on-one experience to accelerate your learning and get you ready to use your new skills in the real world, fast. You will walk away ready to jump in with materials created for you to reference, along with direct access to your training expert when you need them most.

Benefits:

- ✓ Customized to each team member
- ✓ Quicker knowledge transfer
- ✓ Access to training resources
- ✓ Access to Marketo network and community
- ✓ Improved information retention
- ✓ Direct interaction with instructor
- ✓ Open conversation environment
- ✓ Accelerated learning program

ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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