

# Email and Landing Page Templates

## GETTING YOUR TEMPLATES SETUP IN MARKETO.

Emails and landing pages are not just about the words you use, but the visual queues that drive people to take action. Having engaging emails and landing pages is a great way to improve performance by connecting words, visuals and call to actions that increase opens and clicks.

Marketo Engage has a library that allows you to leverage prebuilt templates that include modules for every possible type of communication. Newsletters, invitations, special announcements, letters, and more...in every style you can image, tested for proper rendering and updated regularly with the news features. And for those that have their own ideas custom coded templates can also be leveraged in Marketo Engage.



Marketo templates provide a quick and easy way to start building landing pages and sending emails. Simply select the templates that best suit your business needs and Leadous will include your logo, font and colors to the landing page, email and footer that are available to you in your instance.

### PICKING YOUR TEMPLATES

#### Selecting your landing page templates

Picking a landing page template is easy! Simply navigate here to view and select your top picks.

#### Selecting your email templates

To view and select your email templates options, login to your Marketo instance and create a new email in the design studio. For a step by step on how to do this, check out the Marketo email creation product document.

### USING YOUR TEMPLATES

#### Setting up your templates in your instance

Leave the setup to us. After we customize your chosen templates with your logo, colors and fonts, we'll upload the templates right into your instance for use in any of your campaigns.

## Start composing awesome emails and landing pages

Leadous will provide your team with a training session on how to leverage the modular capabilities within Marketo templates to compose emails and landing pages that fit the parameters of your campaigns.

### ADDITIONAL TIPS & TRICKS

#### Adding, deleting, and re-arranging modules

While modules in email templates can be added, deleted, and rearranged, modules in landing pages can only be toggled on and off. For more information, check out the Marketo module product document.

#### Editing the source code

Custom HTML is defined as HTML code that is not available in a Marketo template. To create custom designs in your templates, you'll need to directly edit the code. These changes are best left to an individual familiar with CSS/HTML. Leadous can provide a quote for specific requests or you can work with an existing design house should you have one.

Custom code is typically not recommended as a best practice for email marketing but many companies choose to leverage it due to the ability to easily manipulate HTML. For more information, check out the Marketo syntax product document.

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Leadous provides training on how to leverage the modular capabilities within Marketo templates to compose emails and landing pages that fit the parameters of campaigns. This training is part of any Email and Landing Page Template project.

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#### 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.

#### CONTACT US

EMAIL | [info@leadous.com](mailto:info@leadous.com)

CALL | 844-LEADOUS

TEXT | (215) 431-9462

Let us lead you | [www.leadous.com](http://www.leadous.com)