

Marketo Email Marketing: Thinking Outside the Inbox

Content creation. Deliverability. CAN-SPAM laws. These email marketing challenges are easier to face with the right solution on hand. Here's a quick look at what makes email marketing in Marketo unique, along with some helpful tips on making your emails shine.

The Marketo Difference – More Than an “Email Solution Provider”

Whether you're using Salesforce.com to send emails, an email solution provider (ESP) like Vertical Response, Constant Contact, or Exact Target, or are just beginning to explore options for email marketing, you'll see that pretty much every email solution offers the same basic functions: the ability to create, manage, and send emails, as well as measure the effectiveness of campaigns in terms of standard success metrics including open and click-through rates.

“With Marketo I am able to put Trimble out there in a way that is professional and yet on the back end is easy for me to do by myself within a couple of hours...”



On the other hand, Marketo offers email marketers a full-featured, easy-to-use email solution within a larger marketing automation platform. In other words, Marketo knows that B2B marketers need to do more than just “send out emails”—they need to engage their prospects and customers in a continuous, relevant dialogue. This means thinking beyond the effects of discrete email campaigns and instead thinking of each email interaction as one component of a larger conversation in which both you as a marketer and your prospect interact back and forth in valuable ways. Observe how prospects behave on your Web site after receiving your emails

and respond in a way that makes sense. Run A/B tests to find out which email layout or which offers and promotions generate the highest conversions, and build on what works. Create triggered and multi-step email campaigns that automatically cultivate relationships with your prospects while enabling you to spend more time strategizing your next campaigns.

Email marketing is just one part of the Marketo solution. As such, Marketo customers receive all the functionality of traditional ESPs while also reaping the benefits of a marketing automation solution designed to create more meaningful relationships with prospects that eventually result in increased sales and revenue.

Ten Tips for “Outside of the Inbox” Email Marketing

1. Forget the “batch and blast” technique and consider your email campaigns as part of a conversation. Begin to think of each email campaign you send out as part of an ongoing dialogue with each prospect. The way to keep the conversation going is to listen (how are recipients responding to the campaign), be relevant (what are their profiles and interests), and engage them in meaningful ways (if they visit your product page, your next communication should focus on products, not your blog).

About Marketo

Marketo makes marketing easier. Our award-winning demand generation solutions provide email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. With over 160 enterprise and mid-market customers across B2B industries such as technology, financial services, life science, health care, telecom, insurance, and publishing, Marketo is emerging as the fastest growing lead management vendor in the world. Built for marketers by marketing veterans from Epiphany, Siebel, and Intuit, Marketo is easy to use and boasts an on-demand model that gets customers up and running in just one afternoon, with no charges for set-up, integration or training.



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2. Move beyond open and click-through rates – what else are your prospects and customers doing? The standard email success metrics are great, but explore all the valuable information available to you. After each email campaign, see where prospects went on your Web site, how often they visit, and whether there are new ways to think about how to segment your prospects based on the behaviors they exhibit.

3. While we're on the topic of segmentation... Combine the "standard" segmentation approaches (lead source, industry, etc.) with behavioral data (e.g. who opened up an email, downloaded offer, spent more than 30 minutes on your site and visited more than 3 pages) to create more complex segmentation strategies. The sky's really the limit here, so have some fun with it.

4. An email message is called a "message" for a reason. A great way to test what messages about your product or service resonate with your audience is through email. Use campaigns to tailor your messages according to your prospects' profiles, interests and actions and see what really strikes a chord with certain segments.

5. Automate what you can and leave more time for creativity and strategy. Use your marketing automation solution as the extra marketing resource you never had. Set up automated campaigns based on event and behavioral triggers and rest assured that you're building up relationships with prospects every time.

6. Mix up your campaign styles and methods. Experiment with a variety of email campaign types, some from marketing (HTML), some from sales (Outlook), and even some from you! You'd be surprised how receptive people can be when they know the message is coming from a real person—even a "marketer."

7. Take deliverability seriously. Your creative strategies are no good if your emails can't even get through to your prospect's inbox. Use Marketo to proof how your campaign will look in different email readers and identify if the HTML or content will cause trouble with spam filters before you hit "send."

8. If you're not testing, you're guessing. Email testing shouldn't be difficult to execute or understand the results. Testing subject lines should be a standard process to optimize open rates, but try to incorporate A/B testing into your campaigns whenever you can. All you need is two versions of an image, a piece of copy, or a promotion, and you'll be on your way.

9. Dive deeper into your email reports without touching Excel. Marketo reports and dashboards are built with the marketing user in mind, letting you publish detailed reports without needing to jump into Excel or creating the much dreaded pivot table. Use all of the details given in the reports to understand each prospect interaction and use this to inform your next campaign and prove marketing ROI!

10. Use "check in" emails to continuously build your relationship with each and every prospect over time and gain useful feedback. Prospects and customers will appreciate a "check-in" email from you or a sales rep every once in a while. These are great opportunities for you to ask how you're doing as a marketer and ensure that your email communications are useful and informative. Ask what they find most useful about your specific programs and what they'd like to see in the future.