

# MCSA Workshop

Sample Agenda - Content is Subject to Change



# Legal and Confidentiality Information

© 2017 Marketo, Inc. All rights reserved.

Every effort was made to ensure that the information in this document was complete and accurate at the time of printing. However, information is subject to change and Marketo cannot assume responsibility for any errors or omissions. Changes or corrections to the information contained in this document may be incorporated in future issues.

This copyrighted guide along with other materials for this course may not be reproduced, duplicated, reverse engineered or adapted unless copyright, duplication and use rights have been separately licensed from Marketo.

This document and other materials for this course are Marketo confidential and proprietary information which must be retained in confidence by the recipient.

Marketo, the Marketo logo, Spark, Marketing First, Marketing First Nation and LaunchPoint are either registered trademarks or trademarks of Marketo in the United States and other countries.

# Day 1 - Agenda

Topic	Description	Objectives	Est Timing
<b>Arrive: 8:30 a.m. / Start: 9:00 a.m.</b>			
00 Introductions	Introductions	<ul style="list-style-type: none"> <li>Understand the goals of the workshop</li> <li>Review Agenda</li> <li>Introduction to each other</li> </ul>	.5 hours
01 MCSA Overview	Marketo Certified Solutions Architects: Who we are, and how we represent the Marketo brand	<ul style="list-style-type: none"> <li>Review personas and working in difficult situations</li> <li>Elements of a successful project</li> <li>Certification requirements</li> <li>Marketo Engagement Marketing Maturity Curve</li> </ul>	1.25 hours
<b>Morning Break</b>			.25 hours
02 MCSA Core Competencies	Understand the key areas of Marketo in which an MCSA must possess advanced knowledge.	<ul style="list-style-type: none"> <li>Nurture programs</li> <li>Scoring</li> <li>Lead Lifecycle/Modeler</li> <li>Case Study Exercise (Sampson Electric 1)</li> </ul>	2 hours
<b>Lunch Break</b>			1 hour
03 Lead Lifecycle	This session will look at advanced lifecycle models, and best practice setup.	<ul style="list-style-type: none"> <li>Review setting up a lead lifecycle program, model, etc.</li> <li>Review case studies on other models</li> <li>Reporting of lifecycles</li> </ul>	1.5 hours
<b>Afternoon Break</b>			.25 hours
04 Center of Excellence	Take a deep dive into the Marketo Center of Excellence What is it, how is it built, and how can it elevate customer success?	<ul style="list-style-type: none"> <li>Governance</li> <li>QBR/Monthly Review</li> <li>Roadmap</li> <li>Change Management</li> <li>Case Study (Sampson Electric 2)</li> </ul>	2 hours
<b>End: 4:30 p.m. (approx.)</b>			

# Day 2 - Agenda

Topic	Description	Objectives	Est Timing
<b>Arrive: 8:30 a.m. / Start: 9:00 a.m.</b>			
05 Account Based Marketing	Deep dive into setting up ABM for a customer.	<ul style="list-style-type: none"> <li>• ABM overview</li> <li>• Key strategies to use when setting up ABM</li> <li>• Case Study Exercise (Bubba's BBQ)</li> </ul>	1.5 hours
<b>Morning Break</b>			.25 hours
06 Web Personalization	Personalize content with Marketo's full suite of Web Personalization applications. Understand how the applications work to deliver a meaningful, engaging buying experience.	<ul style="list-style-type: none"> <li>• Analytics</li> <li>• Web Engagements</li> <li>• ABM</li> <li>• Personalized Ads</li> <li>• Predictive Content</li> <li>• Case Study Exercise (Jira)</li> </ul>	1.5 hours
<b>Lunch Break</b>			1 hour
07 Digital Advertising	Understand Marketo's digital advertising solutions and native integrations with Facebook and Google.	<ul style="list-style-type: none"> <li>• Walk through the setup steps for creating Facebook and retargeting ads – Ad Bridge solutions</li> <li>• Predictive Content</li> <li>• Case Study Exercise (Confluence)</li> </ul>	1.5 hours
<b>Afternoon Break</b>			.25 hours
08 Configuring and Operating Marketo	Learn about best practice setup, including naming conventions, folder organization, and integration capabilities.	<ul style="list-style-type: none"> <li>• Review the best practices of setting up a Marketo instance.</li> <li>• Review integration capabilities, including native CRM synchronization.</li> </ul>	1.5 hours
09 Workshop Recap & Questions			.5 hour
<b>End: 4:30 p.m. (approx.)</b>			