



Consulting & Implementation

BOOT CAMP



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AGENDA – Day 1

- 01 System Configuration
- 02 Exercise: Marketo Setup
- 03 Native CRM Sync
- 04 Launchpoint Partners
- 05 Exercise: Launchpoint Integration
- 06 Marketo Sky Readiness
- 07 Marketo Programs
- 08 Exercise: Program Best Practices



AGENDA – Day 2

- 01 Go-Live Programs
- 02 Exercise: Whiteboard Consultation
- 03 Program Testing
- 04 Exercise: Scoring & IM Build
- 05 Exercise: Lifecycle Build
- 06 Scalable Design: Global Assets
- 07 Exercise: Global Build



AGENDA – Day 3

- 01 Basic Reporting
- 02 Advanced Reporting
- 03 Exercise: Attribution Reporting
- 04 Engaging Meetings & Workshops
- 05 Dynamic Content & Segmentations
- 06 Exercise: Leverage Dynamic Content
- 07 Documentation Best Practices
- 08 Marketo Certifications

