

Marketo Maturity Services:

Leverage the Full Power of Marketo Engage with Help From BDO Digital

Congratulations! You've selected Marketo Engage as the foundation of your high-performance demand generation engine. Your instance has been deployed, and your implementation partner has handed over the keys to your team.

But what comes next?

Marketo Engage is a sophisticated platform packed with features to help you more effectively bring new leads into the top of the funnel, engage and convert them into Closed Won opportunities, and onboard and expand new customers. However, it can be overwhelming to move beyond the basics to capitalize on more advanced features like lead scoring, lead nurturing, omnichannel campaigns and campaign attribution.

Count on the Marketo-certified experts at BDO Digital to help you make the most of your investment in Marketo Engage. With Marketo Maturity Services, our team will assess where you are at today, lay out a customized crawl/walk/run roadmap based on your business objectives, and coach and support you along your journey.

Sample Marketo Engage Adoption Roadmap

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
STRATEGIC TOOLS	Assessment + System Optimization			Personalization, Segmentation and Targeting				Personalization, Segmentation and Targeting Target Account/ABM				
INFRASTRUCTURE SETUP/ TECHNOLOGY				Segmentations (Personas, Product Interest) Lead Scoring Lead Management Data Management Lead Lifecycle Framework Account Matching + Scoring							Martech Stack Integrations	
MARKETING PROGRAMS	Email Send Campaigns Event/Webinar Campaigns Web Forms + Content Programs			Dynamic Emails + Landing Pages Nurture Engagement Programs				Lifecycle Nurturing Target Account Programs				
BDO DIGITAL CHECKPOINT	Review Marketo Implementation Provide Recommendations on Setup Improvements to Address Pain Points			Guidance on Program Performance Reporting Guidance on Ongoing Nurture and Engagement Guidance on Data Hygiene Best Practices + Engagement Review Personalization Setup					Guidance on Reporting Based on Segmentations		Review Nurture Performance Review End-to-End Lifecycle Tracking/Best Practice KPIs	Guidance on Campaign Attribution + Tracking

An Adoption Roadmap Tailored for You

BDO Digital offers three Marketo Maturity Services packages that are designed to align with Adobe's Marketo Engage license tiers: Select, Prime, and Ultimate. We will tailor your adoption roadmap to focus on the powerful Marketo features you already own so you can drive revenue and maximize ROI:

FEATURES	Adoption Select	Adoption Prime	Adoption Ultimate
Lead & Account Database	●	●	●
Custom Data Objects & Fields	●	●	●
Native CRM Integration (SFDC or MSD)	●	●	●
Campaign Automation	●	●	●
Emails, Landing Pages, Forms	●	●	●
Audience Segmentation & Targeting	●	●	●
Advanced Dynamic Content	●	●	●
Advanced Personalization	●	●	●
Custom User Roles & Permissions	●	●	●
Campaign & Journey Automation	●	●	●
Intelligent Cross-Channel Nurturing	●	●	●
Scoring, Routing, & Alerts	●	●	●
Email Marketing	●	●	●
Social Marketing	●	●	●
Event & Webinar Marketing	●	●	●
Landing Pages & Forms	●	●	●
Marketing Calendar	●	●	●
Search Engine Optimization	●	●	●
Paid Media Targeting	●	●	●
Campaign Reporting & Insights	●	●	●
Attribution & ROI Dashboards	●	●	●
Secure Domains	●	●	●
Third-Party Integrations	●	●	●
Website Retargeting		●	●
Target Account Management		●	●
Website Personalization		●	●
Predictive Content		●	●
Predictive Audiences		●	●
Advanced Journey Analytics		●	●
Email Deliverability			●
Sandbox			●
Premium Multi-Touch Attribution (Tier 1)			●
ENGAGEMENT TERM	12 months	15 months	18 months

“With Marketo Maturity Services, BDO Digital can help your organization maximize the return on your investment in Marketo Engage. Our experts will work side by side with your team to provide best-practices guidance, an adoption roadmap and ongoing support to help you drive value from a best-in-class Marketo instance.”

A Collaborative Approach to Adoption

With Marketo Maturity Services, BDO Digital will serve as your expert coach and support system, and your team will be hands-on in Marketo Engage implementing the agreed-upon recommendations. Here are the services included in each Marketo Maturity Services engagement:

SERVICE	DESCRIPTION
Marketo Engage Assessment	We'll lay the foundation by having our Marketo-certified experts look under the hood of your Marketo Engage instance to understand the current state and identify opportunities for optimization.
Adoption Kickoff & Planning Workshops	BDO Digital will kick things off by conducting virtual workshops with key stakeholders to dig into your top business objectives, current demand generation strategy and vision for the future.
12-to 18-Month Adoption Roadmap	Based on the findings from the Assessment and the Workshops, our team will deliver recommendations for optimization, coupled with a comprehensive crawl/walk/run adoption roadmap tailored to your organization's maturity level and needs.
Best-Practices Guidance	As a Marketo Maturity Services client, you will unlock access to BDO Digital's library of Marketo Engage best practices, templates and tools to help you build your best-in-class Marketo instance.
Quarterly Planning Sessions	Once we agree on your adoption roadmap, we will break things down to three-month sprints. Our experts will provide a detailed plan to guide your team towards adopting a specific set of Marketo Engage features each quarter.
Quarterly Progress Checks	At the end of each quarter, BDO Digital experts will review your Marketo instance and lead a virtual workshop to celebrate what your team has accomplished and provide coaching on further optimization.
Office Hours	To provide ongoing guidance, BDO Digital will host dedicated office-hours sessions that are open to all Marketo users in your organization. Use this time for things like system troubleshooting, user training, best-practices guidance and Marketo capabilities questions.

Need an Extra Set of Hands or Additional Expertise?

If at any time during the engagement, you feel like your team doesn't have the time or the expertise to implement BDO Digital's recommendations, you can hire our team to do the work for you on a project-by-project basis. For example, if you are just getting started with lead scoring or your current model isn't working, BDO Digital can provide strategic lead scoring guidance, help build consensus with internal stakeholders and implement the recommended scoring model in Marketo Engage for you.

Interested in Learning More?

[Contact us](#) to schedule a call to discuss your goals and how BDO Digital can help drive value from your investment in Marketo Engage.

For more info, visit us at BDO.com/digital

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