

Marketo Admin Services:

Ongoing Expert Support To Help You Get the Most From Marketo

Have you just implemented Marketo? Or, have you had it in place for a while, but feel you can unlock more of its value?

BDO Digital's Marketo Admin Services is an affordable way to optimize your results from Marketo with ongoing expert-level administration, management, and support. As part of BDO Digital's Expert Services, our Marketo Admin Services ensure you have highly skilled experts on-hand at a fraction of the cost it would take to find, hire, train, and manage someone in-house to manage your Marketo instance and programs.

Two Service Levels To Meet Your Needs

BDO Digital offers two tiers of Marketo Admin Services, depending on your organization's size, needs, and budget.

Marketo Admin: Tier 1



Platform Administration and Monitoring: BDO Digital will configure your Marketo instance according to your specific business needs. This includes defining user roles, configuring program channels and fields, ensuring email communications conform to regulatory guidelines, and managing integrations such as Salesforce and native apps.



Campaign Assets and Programs: Once your Marketo instance is configured to your specifications, we'll provide ongoing monitoring of all campaign assets and programs. This includes asset management, configuring and optimizing email and landing page templates, creating and managing program templates and global forms, maintaining your Preference Center, and providing expert support for a dynamic content infrastructure with segmentations, snippets, and global tokens.



Database Management: Data is the foundation of a winning marketing strategy. BDO Digital's Marketo Admin Service includes creating and managing segmentation and global smart lists, monitoring the size of your database to ensure it complies with guidelines, managing list uploads, and enforcing database and field management best practices.



Platform Performance Management and Auditing: Success with Marketo requires you to constantly re-evaluate and refine your programs and content. As part of the Marketo Admin Service, we'll monitor your campaign performance from emails to landing pages, work to optimize deliverability, revise database records and key fields where necessary, and ensure your campaigns are configured correctly and for maximum impact.

Marketo Admin PLUS: Tier 2

Need more support? Our Marketo Admin PLUS offering includes all of the services in the Standard Admin offering, plus the following:



Global Operations Management: BDO Digital will set up and manage data enrichment campaigns, implement and maintain lead routing campaigns, and ensure email compliance. We'll document all processes, programs, and workflows, and create best practice guides, checklists, and how-to's for your reference.



System Program Optimizations: We'll optimize scoring and nurture programs to ensure proper lead management throughout the lead lifecycle.



Marketing and Sales Enablement: We'll manage Marketo Sales Insight and Engagement features to support sales and marketing alignment, as well as global interesting moment programs, and scoring and record prioritization settings. We'll also ensure Sales has access to email and campaign templates, and help onboard new Marketo users as needed.



Advanced Platform Capabilities and Integrations: As you add functionality to your Marketo instance, we'll manage custom LaunchPoint integrations and provide API support, provide campaign reporting and attribution, as well as provide ongoing administrative support for advanced Marketo capabilities such as real-time personalization, Revenue Cycle Explorer, and SEO.

Why BDO Digital?

BDO Digital guides and empowers marketing leaders along every step of their digital marketing journey, working side by side with their teams to help them take advantage of the best available marketing technologies. Our team of talented, passionate experts delivers the tools, knowledge, and support companies need to drive demand, achieve operational excellence, and elevate marketing's impact in their organization.

BDO Digital Delivers:

- ▶ **Speed to value**—no need to hire or train in-house resources
- ▶ **Data governance** embedded into your processes
- ▶ **Predictable ongoing costs** for and no additional capital expense
- ▶ **Improved, trusted data-driven decision-making** and planning
- ▶ **Enhanced customer experience**

Quarterly and Weekly Reviews

To facilitate Marketo Admin Services, BDO Digital experts will meet with you on a weekly and quarterly basis to:

- ▶ **Review** weekly system reports to identify potential issues
- ▶ **Review** system notification management and program templates
- ▶ **Learn and educate** you on upcoming releases and new features, and identify potential Salesforce changes that may impact Marketo

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

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