



MARKETO LEAD NURTURING WITH OKTOPOST SOCIAL DATA

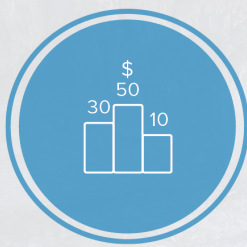
Marketing Automation Pro Series



OVERVIEW: OKTOPOST & MARKETO INTEGRATION

Marketing automation does a lot to transform the way you manage, engage, and convert leads.

Simply using a marketing automation platform like Marketo means your marketing campaigns will be more accurate, your ROI will be greater, and your revenue will be higher. More importantly, Marketo allows B2B marketers to leverage three powerful capabilities:



Lead Scoring



Lead Nurturing



Lead Attribution

At the moment, the data used to score, nurture, and attribute leads is aggregated from your email history, website visits, and CRM data. By integrating Marketo with Oktopost, you can introduce a whole new dimension of social media data that is otherwise missing.

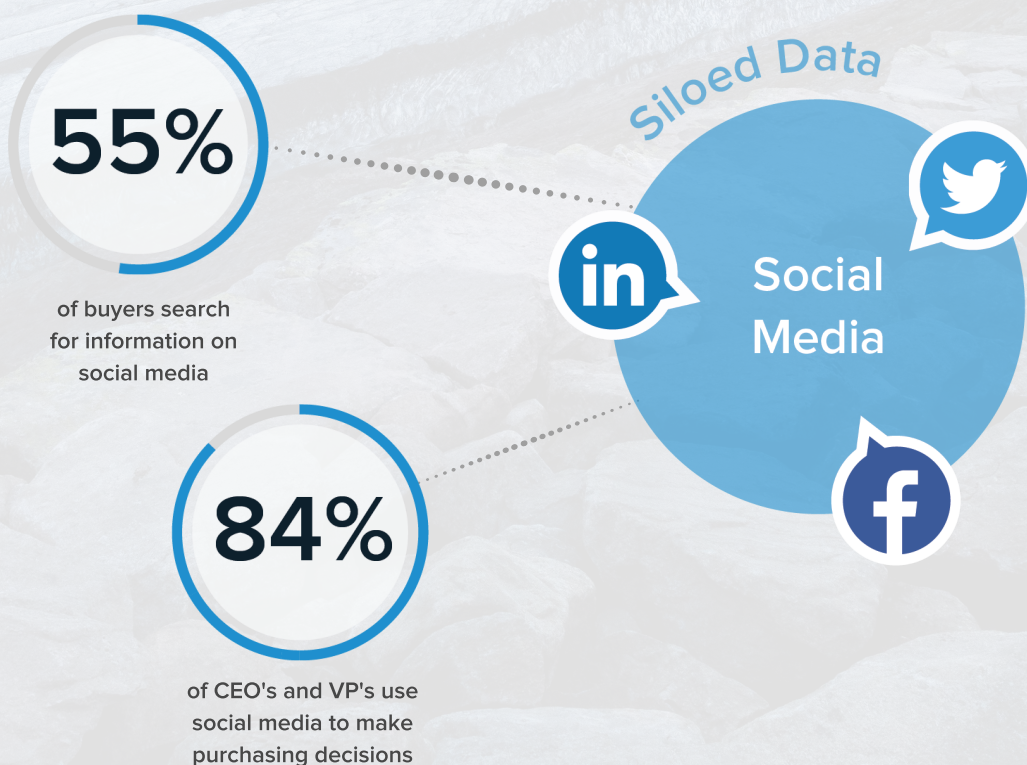
With every social engagement, Oktopost is able to append this social lead data to known leads in Marketo and every single social click to your site or even third party websites will automatically register in Marketo. Here is just a partial list of the kind of info you can expect to see and use with this integration: campaign name, campaign tags, name of social network etc.

LEAD NURTURING WITH OKTOPOST SOCIAL DATA

When it comes to nurturing leads, it's not enough to send content based on their web activity or email clicks. What about social media?

People are spending an average of 116 minutes on social networks each day [1], making it an extremely important channel for marketers to focus on. Not to mention, social media is where 55% of buyers search for information and 84% of CEO's and VP's make their purchasing decisions.[2][3]

So, if your audience is not active on your site but very active on Facebook, LinkedIn or Twitter, then you're missing out on the first half of their research process. With the Oktopost-Marketo integration, you can include this data to improve the way you nurture leads with the right content at the right time based on their activity on social.



USING MARKETO STREAMS TO NURTURE LEADS

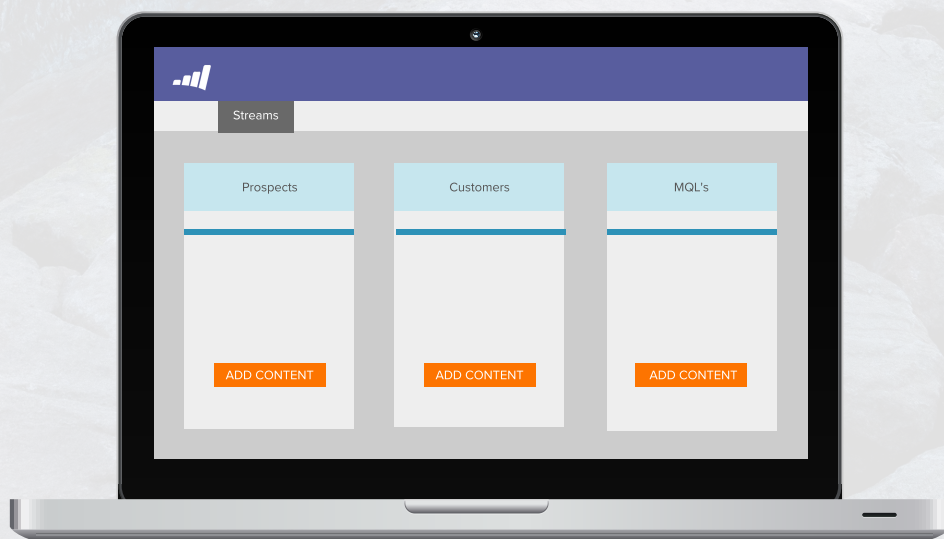
Nurture the right people

With the social data provided by Oktopost, you can nurture the most relevant leads in Marketo. There are several ways to do this. One of the most efficient ways is by setting up Streams. Streams are pools of email content that are used to nurture leads. You can set up rules and criteria to determine:

1. The Stream that leads should be placed in;
2. The way leads move between Streams

When deciding which leads go into which stream, you might choose to use 'Interesting Moments'. An 'Interesting Moment' is anything you want it to be. It's a customizable set of criteria, for example, "socially active" – a prospect clicks on 3 social posts in a 2-week period.

Once this Interesting Moment gets triggered -- in other words, a prospect answers the specified criteria-- the prospect is placed into the relevant Stream. Therefore, YOU can define how relevant or valuable leads are based on their social activity. The more we know about leads, the better we can segment and engage them with the most relevant content.



Nurture with the right content

Using Marketo streams, you can nurture leads with highly personalized email content according to their social media activity. For instance, you can have multiple versions of the same monthly newsletter; each one pertaining to a different content topic that your leads engaged with on social media. By taking into account what your leads are interested in on social media, you are able to deliver far more engaging content that makes for a more meaningful relationship.

Nurture at the right time

Catching leads at the best time during the buying cycle is another important element of lead nurturing. You can decide when to send relevant emails to leads according to a Stream cadence that you define. For example, every 2 weeks on a Wednesday at 1:00 PM. This ensures that your socially-active prospects and clients are continuously receiving relevant email content.



The new partnership between Oktopost and Marketo enables our users to take Marketo to even greater heights. With the trove of social data provided by Oktopost, our customers can exponentially increase the value and ROI they are attaining from the Marketo Engagement Platform.

Shai Alfandary

VP Business Development at Marketo

ENRICH YOUR LEAD NURTURING

Social media is the best thing that happened to Marketo. It paved the way for more accurate lead segmentation and more personalized marketing campaigns.

Before Oktopost, Marketo was missing out on a large volume of lead data. By integrating Oktopost with Marketo, you can know what your leads are interested in based on their daily behavior on social media. This enrichment of data within Marketo enhances the way you nurture leads, ensuring you send out the right content to the right people at the right time.



Enrich your Marketo programs with Oktopost's social data



For the first time, Marketo users will be able to accurately attribute lead sources and personalize the content based on prospects psychographics from social media. I have full confidence that the Oktopost - Marketo integration will greatly increase the value and ROI of Marketo's Engagement Platform.

Daniel Kushner

Cofounder & CEO, Oktopost