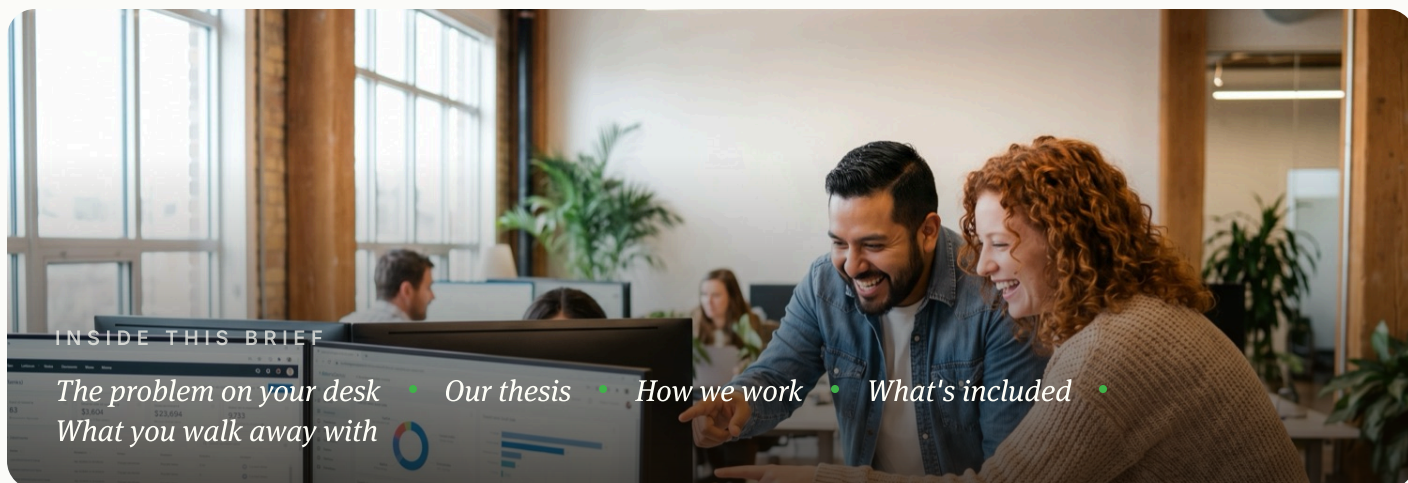


● MARKETING TECHNOLOGY CONSULTING

Marketo *Implementation.*

Bring a drifted Marketo instance back to the capability you actually paid for.



INSIDE THIS BRIEF

The problem on your desk
What you walk away with

• Our thesis

• How we work

• What's included

Marketo *Implementation.*

Senior, Gold-certified Marketo audits, builds, optimization, migrations, and Marketo-as-a-Service. For B2B teams whose instance has quietly drifted off course.

THE PROBLEM ON YOUR DESK

Most Marketo instances are not broken. They have drifted: quick fixes, departed admins, and half-finished projects compound over years. Most teams end up running a fraction of what their instance can do. The gap is rarely the platform itself, it is configuration drift and missing senior oversight.

OUR THESIS

Your Marketo has not broken. *It has drifted.*

What we do in Marketo

01 · AUDIT, BUILD, RUN

01

A senior read on the drift

We name configuration debt, broken integrations, dead automation, and the quiet workarounds, before anyone touches a build.

02

Implementation and migration

New Marketo builds and clean migrations to or from Marketo, configured to your revenue process with no carried-over debt.

03

Optimization or managed service

Ongoing optimization, or a senior team running Marketo for you as a managed service, so the instance keeps performing.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A senior audit of configuration, automation, and data
- ✓ A prioritized remediation roadmap
- ✓ Integration with your CRM and stack
- ✓ Named issues rated by impact
- ✓ A clean Marketo build, migration, or rebuild
- ✓ Marketo-as-a-Service: senior operations on retainer

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|-------------------------------|---|---|-------------------------------|
| 01 | 02 | 03 | 04 |
| Marketo <i>running clean.</i> | Built around <i>your revenue goals.</i> | Capability <i>turned into pipeline.</i> | A team <i>able to run it.</i> |

“

It went from the thing we fought to the thing we forgot to worry about.

VP MARKETING OPERATIONS · B2B ENTERPRISE

Get Marketo *working again.*

Book a Marketo audit to see exactly where your instance has drifted.

Book a session →

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