

How to Get Marketo Certified

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INGA ROMANOFF

Global MarTech Expert | Thought Leader



Inga Romanoff
Chief Executive Officer
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Biography

Inga is a thought leader, international speaker, and a strategic global marketing Professional with 20+ years of success in driving growth in B2B and B2C environment.

Inga's leadership in the industry is recognized by her elite status as a 5x Marketo Champion and a Revvie Award for most Dramatic Business Impact. She serves as a Marketo User Group leader in New York since 2012.



Skills

MARKETING AUTOMATION



ADVANCED DATA SKILLS



INDUSTRY TRENDS



GLOBAL MARKETER



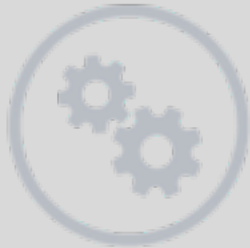
SALES LEADERSHIP EXPERIENCE



AGENDA

- **Growth in Marketing Automation Industry**
- **How to Get the Necessary Skills**
- **Get Marketo Certified**
- **Takeaways and How to Add Value**

Marketing Automation



Category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster



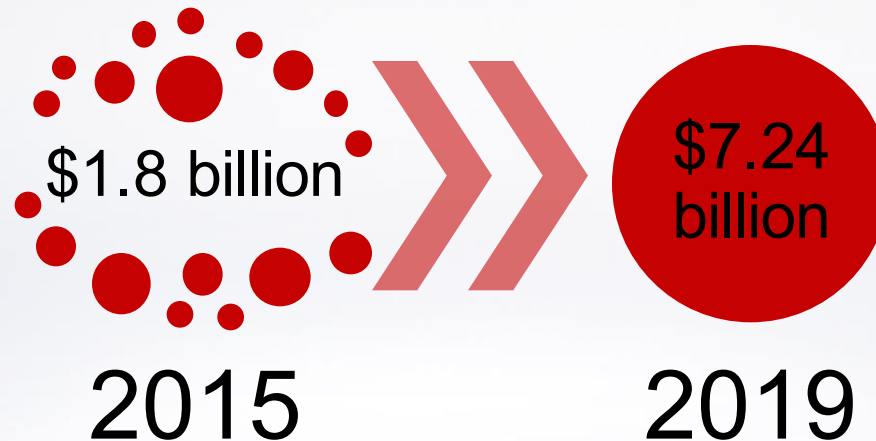

Marketeto® ?



"The Scream" by Edvard Munch
is one of the most famous paintings in art history because it captures universal suffering

EXPLOSIVE GROWTH

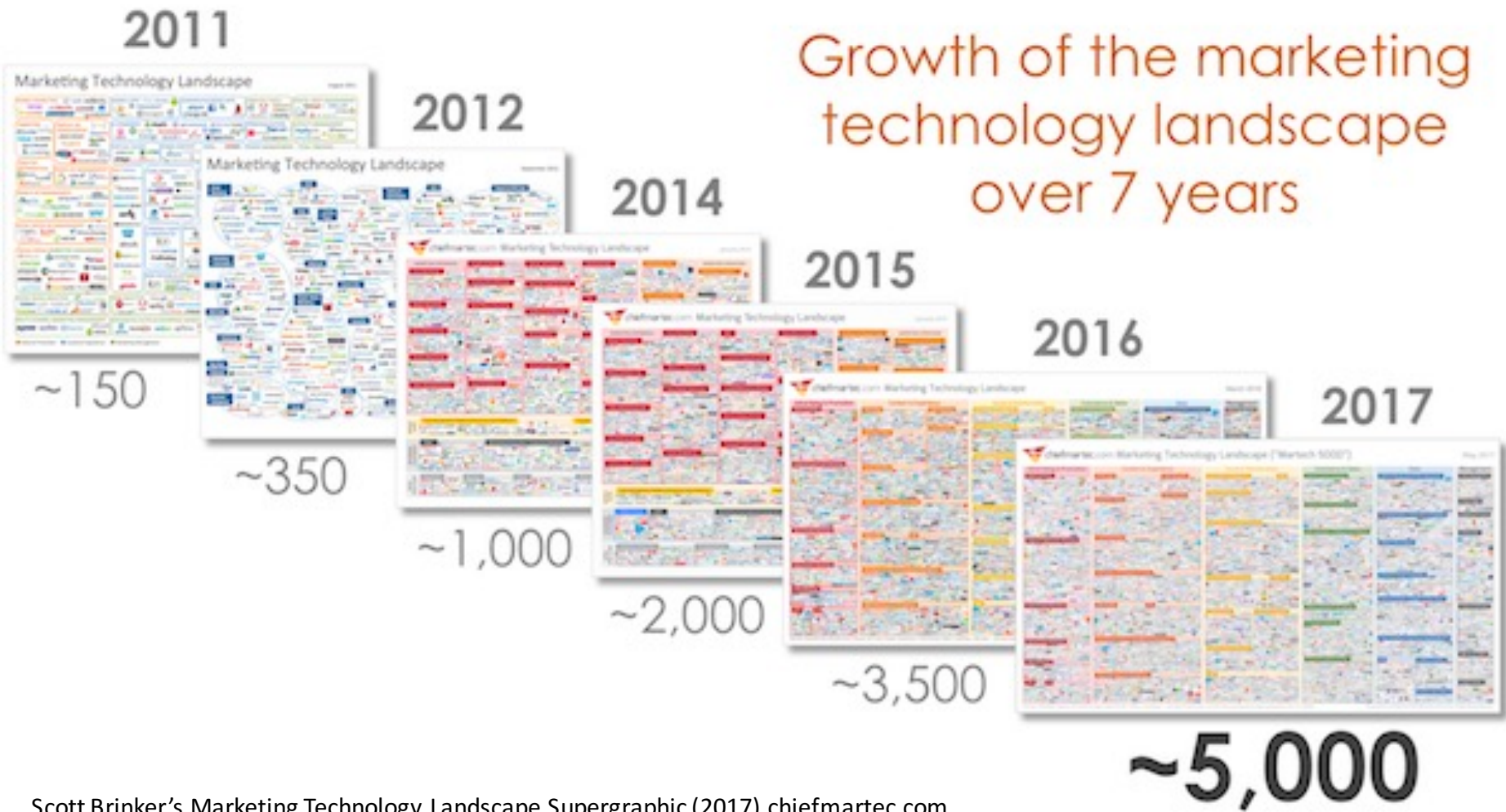
- According to SiriusDecisions research, in year 2014 there were **nearly 11 times more B2B organizations** using marketing automation than in 2011
- It is estimated that in 2016, on average 49% of companies are using Marketing Automation²
- In 2013, 79% of top-performing companies have been using marketing automation for more than two years³



**MARTECH
CIRCLE..
NOT A STACK**



Growth of the marketing technology landscape over 7 years



Scott Brinker's Marketing Technology Landscape Supergraphic (2017) chiefmartec.com

Get the Skills

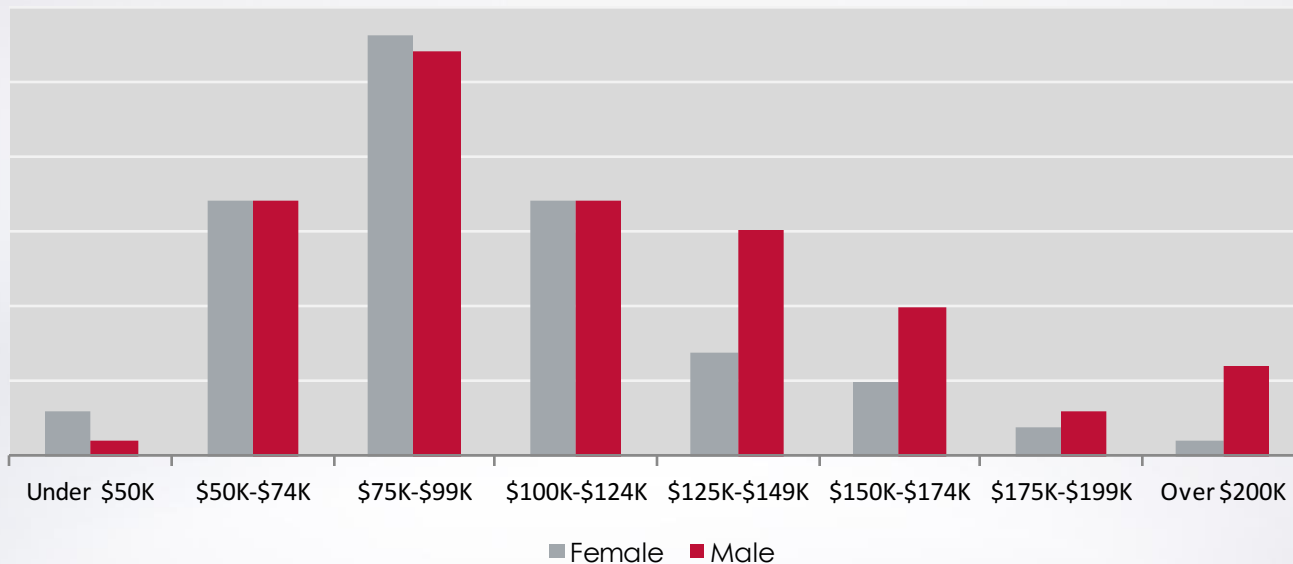


Earning a Marketo Certification is a significant way to validate your Marketo skills and your value in the job market.

Compensation: Overall

Over 28% are over \$125K

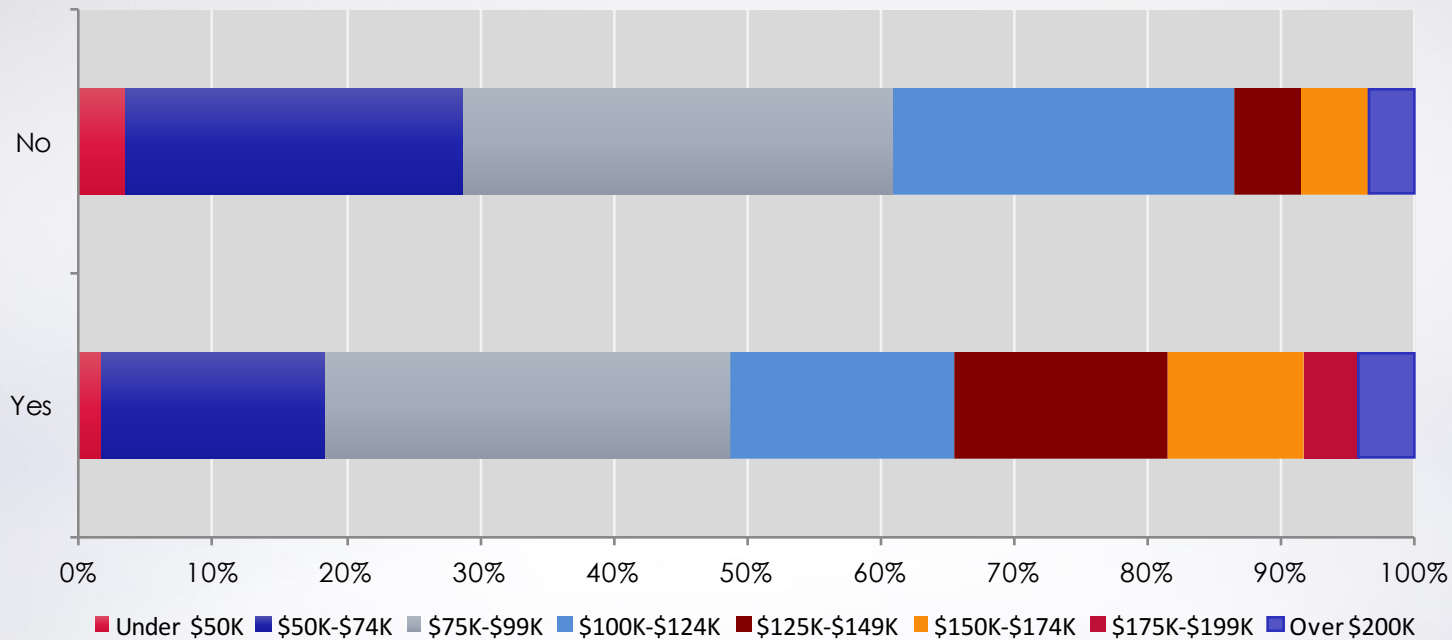
Median is \$75-\$99



* 2017 Marketo Compensation Survey, www.surveymonkey.com/r/2017marketosurvey

Compensation: MCE

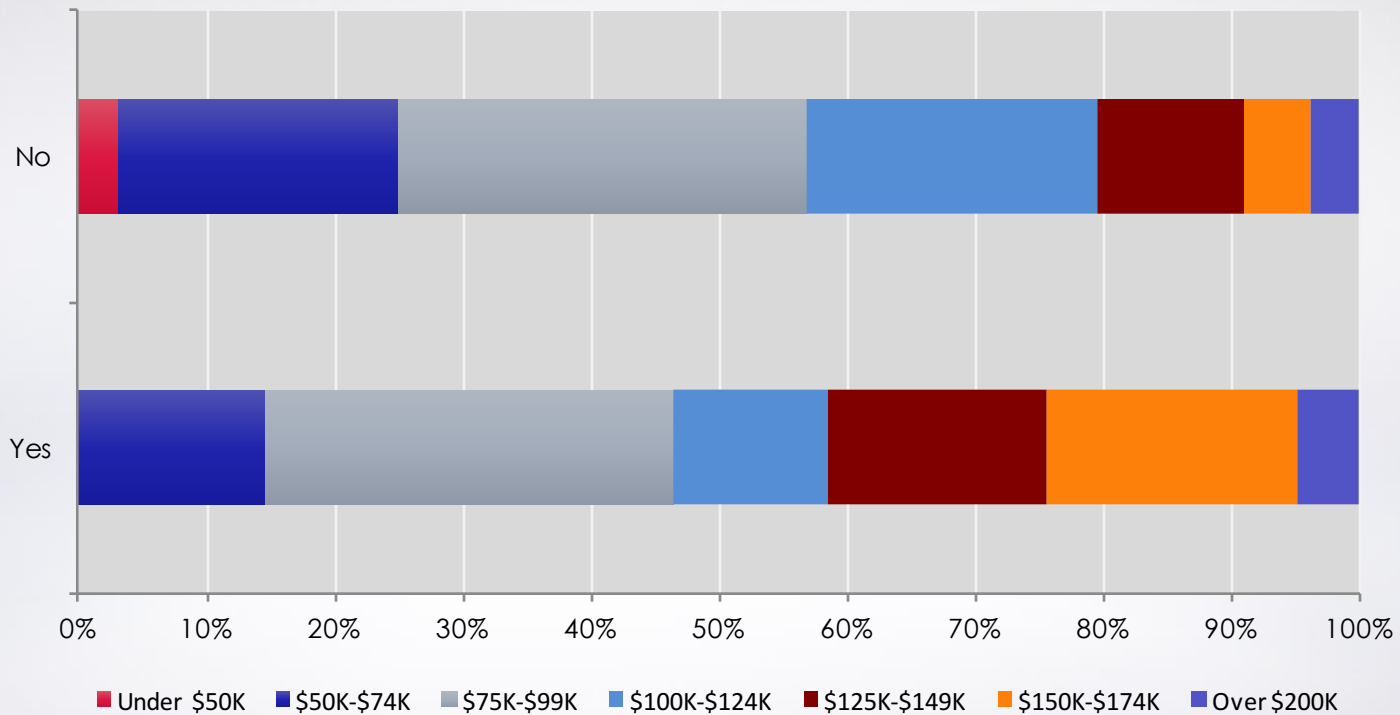
34% of MCE certified earn more than \$125K per year, compared to only 14% non-MCE Marketo users



* 2017 Marketo Compensation Survey, www.surveymonkey.com/r/2017marketosurvey

Compensation: Marketo Champion

41% of **Marketo Champions** earn more than \$125K per year, compared to only 20% of other users



* 2017 Marketo Compensation Survey, www.surveymonkey.com/r/2017marketosurvey

Prepare for Certification Test

- Set your timeline
- Review Certification Materials
 - www.marketo.com/university/marketo-certification/
 - Marketo Certification Prep Course \$375
 - Practice Test
- Other Resources
 - “How To” articles: docs.marketo.com
 - Dig dep developer portal: developers.marketo.com
- Find a buddy or a mentor: JIVE Expert Locator on Marketo Community or a local user group

What's Needed

- Know all around Marketo fundamentals, including basic admin functions
- Minimum experience - must have at least one year of experience with Marketo
- Registration
- Ability to take it on your computer via remote proctoring technology or at a local business center
- Certification Roadmap
- Practice
- Practice
- Practice



Get Marketo Certified

LEVEL 1



Demonstrated required skillset and improve your value in the job market. MCE is a Gold Standard in the industry.



LEVEL 2

Marketo Specialization Assessment

When you have your MCE, take your expertise to the next level:

- Analytics Attribution
- Creative Assets
- Email Deliverability
- Event and Webinars
- Nurture & Engagement Programs & Campaigns
- Social Marketing



LEVEL 3



For advanced Marketo users, consultants and architects.

Street Cred

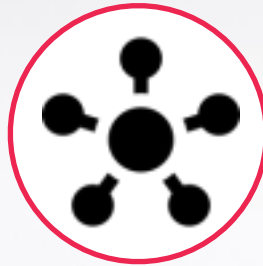


Become Marketo Elite: take it to the next level and earn credibility in Marketo Community. Demonstrate your value beyond technical expertise.

Build Your Personal Brand



Leverage
available
resources



Join a local
Marketo User
Group



Learn from
others



Be a good
citizen

Leverage Available Resources

- Maximize consulting investment your firm makes
- Training packages
- Marketo Professional Services
- Research and use Launchpoint apps – early stage technologies give you advantage in your career
- Understand the difference between
 - launchpoint.marketo.com (technology and services partners)
 - docs.marketo.com (product documentation)
 - community.marketo.com (community, product ideas, groups)
 - developers.marketo.com (developer documentation)

Join Marketo User Group

- Meet your local User Group Leader, they are a key person in your Community
- Ask your leader to help with filling your Marketo opening – they can post it on the Community and get you a much faster response and back door references
- Meet with other Marketo users face-to-face and develop your network
- Speak at a meetup, share a success story or a problem for the group to solve
- Learn about partners that are part of Marketo ecosystem
- And have fun!

nation.marketo.com/community/events/user-groups

Connect with Others

- Plan to go to the annual **Marketo Summit** – it's worth the investment
- Attend Marketo Roadshows, happy hours, or other events in your area, **make friends**
- Connect to **key people** in Marketo Community
 - User Group leader in your area
 - Marketo Elite: Champions and Champion Alums
 - JIVE Expert Locator and Marketo Certified Solutions Architect
- Do **customer references**, your industry may have a unique application
- Subscribe or contribute to Marketo Blog
blog.marketo.com

Give Back

- It's easy to become possessive of the knowledge, resist that and share (execution is difficult, so share ideas)
- Help other people in your own organization learn and grow. Facilitate sharing of ideas.
- Build them up into experts -- but give them a career path. Pay them accordingly, their expertise is valuable.
- Speak or submit a topic at User Group
- Apply to speak at Marketo Summit
- Share these tips with others!

Takeaways

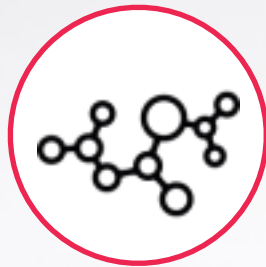
"Happiness, in one sense, is a function of how closely our world conforms to the infinite variety of human preference."

~Malcolm Gladwell

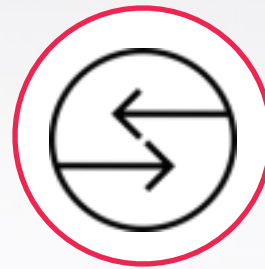
Take Charge



Marketo got
thrown in your
lap – sounds
familiar?



Learner
DNA



Change is
inevitable – tech
drives it



Not everything is
for everyone,
leave, if it's not
for you

Commit to your success!

Propel Your Career

- Get certified and hire people who have certifications
 - MCE - Gold standard
 - Specializations
 - MCSA if you are a consultant
- Make sure you're developing your network
 - People are always doing informal background checks
 - It's a tight community, so don't burn bridges-it's not worth it
 - Play the long game, it pays off
- Apply to become a Marketo Champion – Marketo Elite customers
- Learn how to tie your work/impact to pipeline or revenue (NOT just leads)
- Empower people around you
- Share information with others





Learn. Constantly.

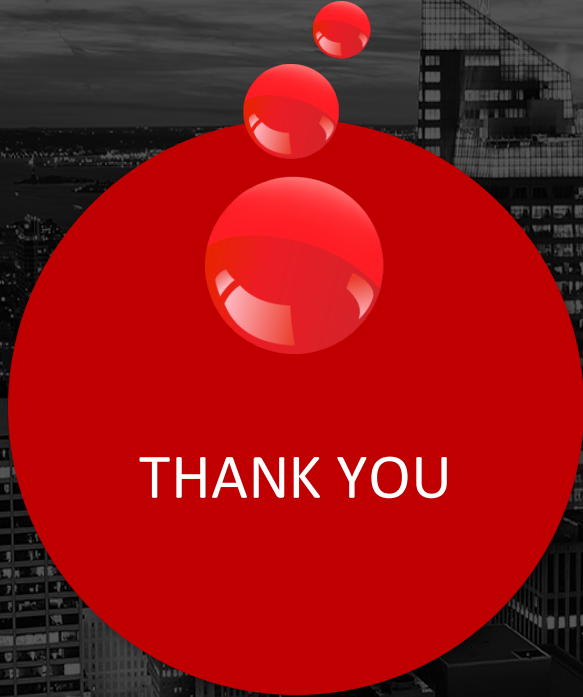
Be Good at Something

Think Like an Entrepreneur &

Don't Expect Things to be Hunky Dory

Don't Go With the Flow

Contribute Your Best



THANK YOU

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