



Next Level Nurture Use Cases

Tori Forte



Housekeeping Notes



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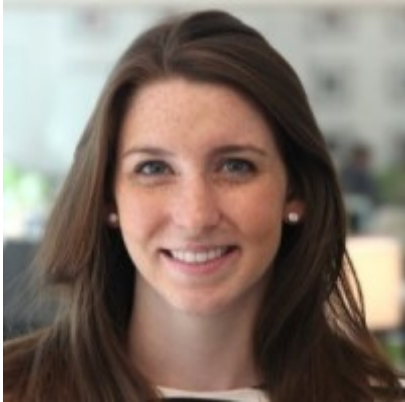
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Introduction



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Marketo Customer 2014-2016

Marketo PS Consultant 2016 - Present

Agenda

- Overview of the Engagement Program Type
- Engagement Program vs. Other Program Types – Use Cases
- Deep dive into Successful Engagement Program Use Cases
- Q&A

The Engagement Program Type

- One of the four program types in Marketo Engage
- Key features:
 - Stream Based Content, driven by Transition Rules
 - Email asset can only be sent to a person once (ensures person will not get the same email twice)
 - Sends content on a set Cadence
 - Allows individual people to be paused based on their behavior
 - Ability to turn entire program on or off
 - Captures People that are Exhausted

Engagement Program vs. Other Program Types

- Key items to consider when deciding program type:
 - Cadence
 - Email Consumption
 - Always On Mindset vs. Batch
 - Limitations:
 - 100 live engagement programs per instance
 - 25 streams per program

Other Program Type Use Cases

- Large Online Event Campaign
 - Direct Mail, Social and Emails Initiatives to push live event registration
 - Reminder Emails before the event, and follow up emails after the event
 - Ongoing initiatives post-event to drive on-demand registrations

Other Program Type Use Cases

- Email Series Promoting Product Launch
 - Launching three new products in a new package
 - Series of emails (10 in total), gated content (3 whitepapers), webinars (2) and live events (1) to support launch
 - Launch date is ~3 months out

Engagement Program Use Case Deep Dive

- Lifecycle Based Nurture: The goal of this nurture was to ensure that all people within the customer's database were getting content at all times (1x a week), specific to their stage in the lifecycle.
- Prospect Product of Interest Nurture: The goal of this program is to determine what product categories they are the best fit for, based on their overall engagement and engagement within this nurture

Engagement Program with Nested Program

Why do we use Nested Programs?

- If you need to add additional qualification criteria
- If you have choice based needs
- If you want to include other assets, such as landing pages, forms, etc. [particularly relevant to events]
- Attribution and reporting needs
- If you want to add non-email sending flow steps
- Have different measures of Success for aspects of the Program
- Allows you to be able to receive an individual email twice (sometimes desired)

Q&A



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