



Marketo engages a diverse set of audiences with LinkedIn

“Sponsored Content and Sponsored InMail help us reach and engage prospects in a way that yields much stronger results.”



Mike Tomita
Senior Manager, Web Marketing
Marketo

Marketing to companies of all sizes and types

As creators of marketing automation software, Marketo’s own marketing team is always on the lookout for the latest and smartest ways to reach prospects and generate leads. “We’re always evaluating and reevaluating what’s out there,” explains Mike Tomita, Marketo’s senior manager for web marketing.

The company needed a way to deliver relevant content to a diverse set of audiences, and keep them engaged throughout long sales cycles. “For large companies, we have to show that our solutions are powerful enough for the enterprise,” Tomita says. “At the same time, we have to let smaller companies know that our products are easy to use. We have to send different messages to different audiences to address their unique needs.”

Challenge

- Reach different audiences with unique marketing messages
- Drive event registrations

Solution

- Sponsored Content
- Sponsored InMail

Results

- Exceeded event registration goal by 46%

Smart content strategy moves prospects through the purchase cycle

Marketo chose LinkedIn Sponsored Content to engage with its target audience: marketers in industries such as healthcare, education, and financial services. The company used similar targeting with Sponsored InMail to send concise and personalized invites and drive registrations to one of its larger annual online events.

Targeted to senior-level marketers at small- to medium-sized companies, Marketo's Sponsored InMail helped the company exceed its event registration goal by 46 percent. By using Sponsored Content and Sponsored InMail together, Marketo is engaging more deeply with prospects. "Our ROI and investment-per-lead numbers already look good, but we're gaining momentum by using all of LinkedIn's solutions together—it's helping us get full-funnel coverage," Tomita says.

Sponsored InMail

Heidi Bullock, VP Demand Generation, Marketo

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I would like to personally invite you to marketo's largest online conference hosted by Marketo on Wednesday, September 2, 2015 featuring thought leaders from Facebook, Virgin America, Mashable, LinkedIn and more.

Join us for free to learn best practices and hear from over 25 thought leaders on the next era of marketing, as well as network with 30,000 other marketers from all around the world.

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Sincerely,

Heidi Bullock
VP, Demand Generation Marketing
Marketo, Inc

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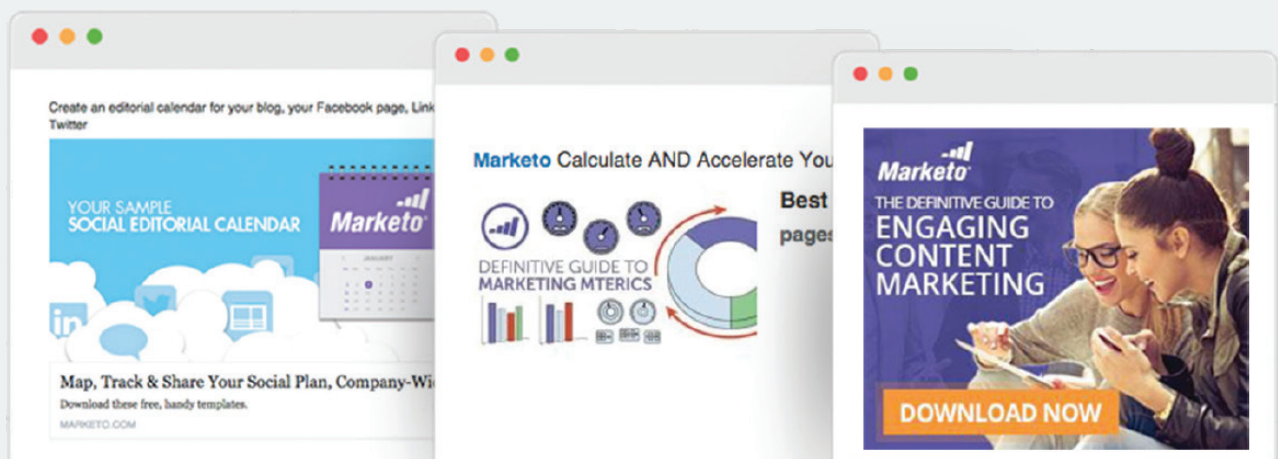
Sponsored Content

Marketo Discover how smaller marketing teams can implement a content strategy to drive leads through all stages of the funnel. Grab your free e-book today! <https://lnkd.in/e/hriXWF>

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Marketo leverages Sponsored Content to deliver relevant tips, tools, and insights to prospects in their LinkedIn feed. And, they use Sponsored InMail to send personalized event invitations and other offers straight to the uncluttered inboxes of engaged LinkedIn members.

Marketo delivers content in a way that guides prospects through the purchase cycle. Tomita explains, "We don't do the hard sell up front—we draw people in with something interesting about their industry. We share blog posts or tips and techniques, invite them to a webinar, and then offer an in-depth guide. Finally, we tell them how Marketo can help."



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