

Marketo ToutApp & LinkedIn Sales Navigator Integration

Simplify the sales process, increase your pipeline and close more deals

Business Challenges

The sales cycle has become incredibly complex and building pipeline has never been more challenging.

According to ITSMA, 78% of executives are willing to respond to unsolicited outreach from companies, if it contains ideas that are strategically relevant.

Tailoring your message to individuals within accounts is key to creating pipeline.

The situation for sales is that:

- Toggling between different tools reduces rep productivity
- According to Forbes Insights, "71% of C-level executives know that sales productivity is paramount to enabling a company to grow."
- Focusing on messaging, content and sales strategies is key to closing deals and growing accounts

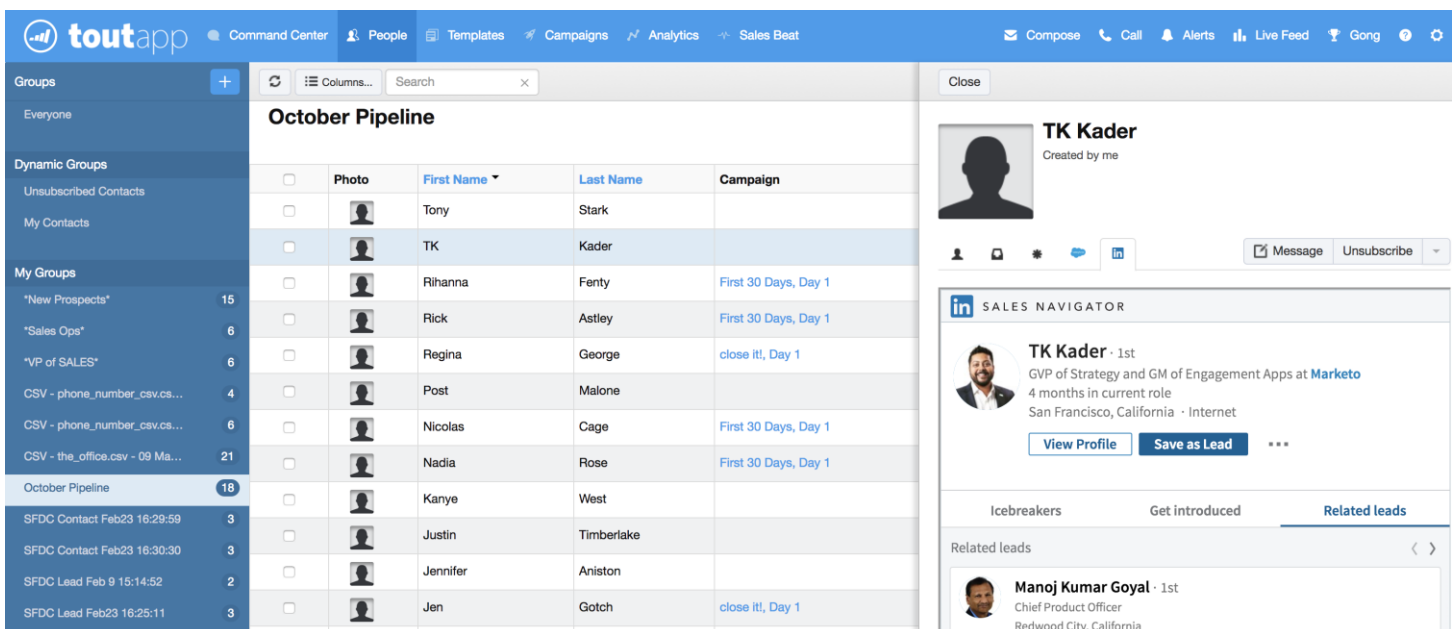
The Solution

Marketo ToutApp integrated with LinkedIn Sales Navigator allows you to tap into LinkedIn Sales Navigator Insights directly from within ToutApp, so you can focus on creating personalized customer experiences that will drive higher close rates.

Alongside existing Contact engagement activity you now have information from their LinkedIn profile updates and connections, all directly within ToutApp.

- Surface insights into shared connections, experiences, and interests to help you build rapport with your contacts and tailor outbound messages
- Use your shared connections to get introduced to prospects via a 'warm introduction'
- Increase your contact coverage and outreach by uncovering related Leads within the same account

Contact us at sales@marketo.com to get started today.



The screenshot displays the Marketo ToutApp interface. On the left, a sidebar shows 'Groups' and 'My Groups'. The main area is titled 'October Pipeline' and contains a table of leads. On the right, a profile card for 'TK Kader' is shown, including a LinkedIn profile snippet with details like 'GVP of Strategy and GM of Engagement Apps at Marketo' and '4 months in current role'.

Photo	First Name	Last Name	Campaign
	Tony	Stark	
	TK	Kader	
	Rihanna	Fenty	First 30 Days, Day 1
	Rick	Astley	First 30 Days, Day 1
	Regina	George	close it!, Day 1
	Post	Malone	
	Nicolas	Cage	First 30 Days, Day 1
	Nadia	Rose	First 30 Days, Day 1
	Kanye	West	
	Justin	Timberlake	
	Jennifer	Aniston	
	Jen	Gotch	close it!, Day 1

LinkedIn Sales Navigator Team or Enterprise license required