

ReadyTalk for Marketo



Do you use Marketo to nurture leads and manage your sales pipeline? Do webinars help you gain key insight into your prospects needs? Take advantage of the integration between ReadyTalk's full-featured webinar solution and Marketo's easy-to-use marketing automation platform to promote your upcoming event and speed sales follow-up.

Promote and Manage your Webinars with Marketo

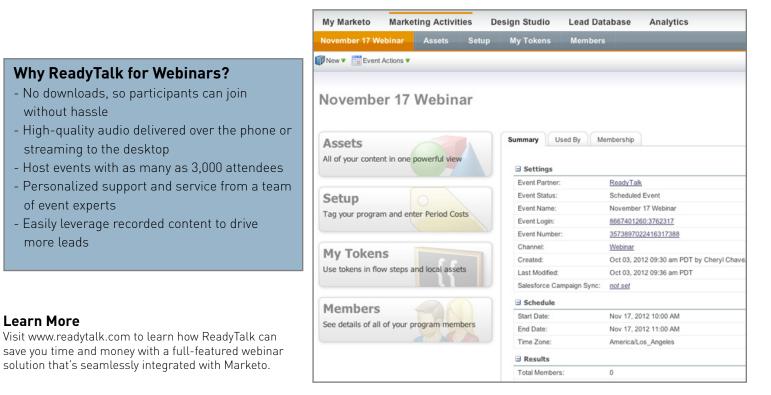
Use the Marketo Design Builder to create the promotional content, such as invitations and registration forms, for your upcoming webinar. When a prospect completes their registration through Marketo, ReadyTalk automatically captures their data for the upcoming event, eliminating the need for tedious manual processes.

Capture Accurate Data

ReadyTalk creates a unique 'Join Meeting' link for each webinar registrant that is automatically included in your Marketo confirmation and reminder emails, enabling you to more accurately capture attendance status and drive downstream lead nurturing processes.

Speed Sales Follow-Up

As soon as your event is over, Marketo immediately syncs with ReadyTalk to record attendance status on each of your participants, avoiding the time-consuming and manual task of moving webinar data between platforms. Your time, and your sales team's time, can be used to drive post-event activities such as lead scoring, nurturing, and immediate follow-up.



About ReadyTalk

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes - from small, ad hoc meetings to large, formal events. Visit www.readytalk.com to learn more about our full range of technology and services including: Audio + Web Conferencing | Webinars + Professional Services | Recording + Syndication