



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.

### Why ReadyTalk for Webinars?

- No downloads, so participants can join without hassle
- High-quality audio delivered over the phone or streaming to the desktop
- Host events with as many as 3,000 attendees
- Personalized support and service from a team of event experts
- Easily leverage recorded content to drive more leads

### Learn More

Visit [www.readytalk.com](http://www.readytalk.com) to learn how ReadyTalk can save you time and money with a full-featured webinar solution that's seamlessly integrated with Marketo.

The screenshot shows the Marketo interface for a webinar titled "November 17 Webinar". The navigation bar includes "My Marketo", "Marketing Activities", "Design Studio", "Lead Database", and "Analytics". Under "Marketing Activities", there are tabs for "November 17 Webinar", "Assets", "Setup", "My Tokens", and "Members". The main content area is divided into several sections: "Assets" (All of your content in one powerful view), "Setup" (Tag your program and enter Period Costs), "My Tokens" (Use tokens in flow steps and local assets), and "Members" (See details of all of your program members). On the right side, there is a "Summary" tab with sub-tabs for "Used By" and "Membership". The "Settings" section includes: Event Partner: ReadyTalk, Event Status: Scheduled Event, Event Name: November 17 Webinar, Event Login: 8667401260:3762317, Event Number: 3573897022416317388, Channel: Webinar, Created: Oct 03, 2012 09:30 am PDT by Cheryl Chave, Last Modified: Oct 03, 2012 09:36 am PDT, and Salesforce Campaign Sync: not set. The "Schedule" section shows: Start Date: Nov 17, 2012 10:00 AM, End Date: Nov 17, 2012 11:00 AM, and Time Zone: America/Los\_Angeles. The "Results" section shows: Total Members: 0.

### 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](http://www.readytalk.com) to learn more about our full range of technology and services including:

**Audio + Web Conferencing | Webinars + Professional Services | Recording + Syndication**