



# CRM SMARTASSIST FOR MARKETING AUTOMATION WITH MARKETO

Operational Support Services for marketing automation users - providing interim and long term support for your **Marketo** investment.

CRM Technologies (CRMT) SmartAssist service provides your business with a virtual team of certified consultants, power users and administrators to complement or fill gaps in your own internal resource. Whether this is for an interim period while your internal team becomes proficient, or as part of an ongoing service, you will benefit from immediate, on demand access to a skilled team who can help you maximise your marketing automation strategy and tactics - and ultimately drive campaign and business success.



## KEY CHALLENGES

- I need time for my team to build up their **Marketo** knowledge and experience but I need to put automated programs in place now.
- I have a small marketing team and until I can justify additional resource I need someone to run **Marketo** for me.
- I have trained my power users but just want someone to do some hand-holding until they are confident.



## KEY BENEFITS

- Immediate, on-demand access to a skilled virtual team of consultants, power users and administrators.
- Maximises your investment in **Marketo** and demand generation best practice.
- Your staff can shadow our work to promote knowledge transfer.



## KEY FEATURES

- Can be utilised on an ad-hoc, retained or project basis.
- Covers anything from simple campaign execution to more complex automation for lead scoring and nurturing or API work for custom integrations and functionality.
- Can be combined with DataStart services to provide ongoing data maintenance.

## Optimise your Marketo investment with SmartAssist

Once you have implemented **Marketo** you will immediately realise what a powerful and flexible system you have invested in. We find that in most businesses this recognition triggers the drive to take maximum advantage of the platform across all strategic and tactical areas of marketing. This can be a challenge for your newly trained marketing automation users. In addition, for larger global rollouts you may find you have field locations that do not currently have the resources to use the platform effectively.

CRMT's SmartAssist services can help; providing you with a skilled virtual team of certified consultants trained to help you maximise your use of the platform while your internal resources gain experience. The same consultants can also plug gaps in resource availability for as long as your business needs it.

Alternatively, if your business requires the power and flexibility of **Marketo** but wants to outsource operation and maintenance, our SmartAssist team is here to help and will work hard to become a seamless extension of your marketing department.

**“Not only has the external perspective offered by CRM Technologies been invaluable, but also their technical skill-set has been an important resource for F5. We are marketers, not technical specialists in CSS, Javascript or coding, so when we see that there is something that needs a more technical approach to improve it, we know we can rely on CRM Technologies.”**

Kristen Petersen, Director, Demand Center & Marketing Operations, F5 Networks Inc.

## Why does it work?

Our dedicated SmartAssist team has many years of experience in planning, implementing and running marketing automation systems of all sizes. All our key resources are trusted specialists and use the platform on a daily basis - constantly honing their skills and experience. They work closely with recognised industry experts to ensure our services are in keeping with the latest techniques and best practices.

Our consultants work with you and our SmartAssist team to ensure that your business and marketing goals are understood and that these are reflected in robust campaigns and automation.

When it's time for your internal resource to takeover, we will assist in transitioning those skills and knowledge to enable you to continue to maximise your use of marketing automation and the latest demand generation techniques.

**SmartAssist is designed to complement CRMT's DataStart Service. Please contact us for more information on our DataStart or SmartAssist Services.**

**“CRM Technologies have become an extension of the F5 team. In EMEA, they are my second marketing ops person to offload to when we need to deliver campaigns. In the longer term, CRM Technologies have helped to create a roadmap for our marketing automation journey, helping us to evolve as our knowledge increases and our business requirements change.”**

Kristen Petersen, Director, Demand Center & Marketing Operations, F5 Networks Inc.

## About CRM Technologies

CRM Technologies (CRMT) helps businesses align sales and marketing to increase demand and grow revenues through best practice consultancy, technical integration and outsourced marketing operations. As one of the first specialist marketing operations agencies in the UK, we have led the way in helping all types of businesses transform traditionally siloed sales and marketing activities into integrated programmes that deliver Return on Investment.

Our teams provide tailored services and solutions that support every stage of the marketing automation journey, combining consultancy with technical and operational expertise in leading marketing automation platforms including Eloqua and **Marketo**, and CRM platforms such as Salesforce.com.

For more information, visit [www.crmtechnologies.com](http://www.crmtechnologies.com) or connect with CRM Technologies on one of the following social networks:



/crmtechnologies



/crmtechnologies



/company/crm-technologies

**CRM Technologies Ltd. UK**  
100 Longwater Avenue, Green Park  
Reading. RG2 6GP

E: [info@crmtechnologies.com](mailto:info@crmtechnologies.com)  
T: +44 (0) 118 945 0030

**CRM Technologies Ltd. US**  
555 California Street, Suite 4925  
San Francisco, CA 94104

E: [info@crmtechnologies.com](mailto:info@crmtechnologies.com)  
T: +1 415 659 1845