

Marketo Launches ‘Definitive Guide to International Market Entry and Expansion’

Submitted by: Devonshire Marketing

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Revenue Performance Management Leader Publishes New Guide on How to Formulate and Execute a Successful International Marketing Strategy for B2B Companies

Dublin, Ireland – 26 July 2012 - Marketo, the fastest-growing provider of Revenue Performance Management (RPM) solutions, today announced the online availability of ‘The Definitive Guide to International Market Entry and Expansion’, a comprehensive and insightful guide that provides practical advice and first hand experience on how to successfully expand internationally.

Aimed at the B2B market, the ebook helps the reader navigate the minefields and pitfalls potentially ahead when formulating and executing on a company growth strategy into a new territory. The challenge of the first 100 days within any marketing department, building awareness and driving demand generation activities to increase the bottom line can seem like a daunting task, but the guide provides insight into how to succeed and turn interest into engagement, and engagement into sales.

“This guide is essential for any marketer looking to expand into a completely new territory,” said Fergus Gloster, Managing Director EMEA for Marketo. “It will become the defacto guide on what to focus on and core activities within the first three months of business. With essentially a step by step outline of what to prepare for and how to form a comprehensive market strategy and go-to-market plan, it will help companies to take a step back, assess the market landscape and identify the opportunities before establishing the core infrastructure and aligning marketing strategy with sales accordingly.”

The Definitive Guide to International Market Entry and Expansion is the fifth addition to Marketo’s Definitive Guides series which includes the Definitive Guide to Lead Nurturing, the Definitive Guide to B2B Social Media, the Definitive Guide to Lead Scoring and the Definitive Guide to Marketing Metrics and Analytics.

The ebook is now available and free to download from Marketo’s site. Please visit:
<http://pages2.marketo.com/dg2-market-expansion.html>

About Marketo

Marketo is the leading provider of marketing software and offers the world’s first integrated solution for social marketing automation. Marketo’s powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company’s proven technology, comprehensive services and expert guidance helps thousands of enterprise and mid-market companies around the world turn marketing from a cost center to a business-building revenue driver.

Marketo was recently named one of “America’s Most Promising Companies” by Forbes Magazine, the fastest-growing private company of 2011 by the Silicon Valley Business Journal, and the “2011 CRM Market Leaders Awards Winner for Marketing Solutions” by CRM Magazine. For more information, visit

www.marketo.com, or subscribe to Marketo's award-winning blogs at blog.marketo.com.

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