

# Marketo Unveils All New Definitive Guide To Social Marketing

Submitted by: Devonshire Marketing Consultants Limited

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Comprehensive Best Practices Guide Sets New Standard for Driving Social Marketing ROI

Marketo, the leading provider of cloud-based marketing software, announced its all new Definitive Guide to Social Marketing. With 80+ pages of fresh content, expert insight and proven best practices, the latest in Marketo's series of industry-leading workbooks helps marketers understand how to make every marketing campaign social, and how to implement social marketing strategies to improve lead generation and revenue growth.

Today, social is more than just a channel or tactic; it is a strategy that should be present in every aspect of marketing. Marketo's Definitive Guide to Social Marketing explains how marketers can unlock the peer-to-peer communications and recommendations that are inherent in social to amplify the impact of every campaign. This guide is an all-purpose, go-to handbook that offers actionable strategies for all marketers, whether just starting out or already equipped with a well-defined social marketing plan.

In the past, marketers have thought of social marketing primarily as listening, responding, and publishing social updates. Although those are important, today's marketer also needs to incorporate social into every marketing strategy. The real promise of the social explosion for marketers isn't about updating a corporate feed; it's about turning fans and customers into an army of powerful brand advocates.

"People trust what their friends and peers have to say about a company much more than they trust what the company has to say about itself," said Jon Miller, vice president of marketing content and strategy at Marketo. "The Definitive Guide to Social Marketing shows companies how to tap into the power of peer-to-peer influence to amplify the reach and impact of every marketing campaign. It shares detailed strategies for leveraging the top social networks, and for adding a social component to every campaign you run."

REGISTER FOR THE DEFINITIVE GUIDE TO SOCIAL MARKETING WEBINAR

Key Items Discussed in the Definitive Guide to Social Marketing:

Why does my business need social?

Laying the foundation – Checklists, planning, team-building and content creation

Peer-to-peer social sharing – Social validation and influencer marketing

Social media channels and tactics

Tools – Monitoring, publishing and sharing applications

Incorporating social marketing into every funnel stage – Leads, opportunities and customers

Social's staggering ROI – Measurement and business results

All Marketo Definitive Guides, including the all-new Definitive Guide to Social Marketing, are free to download.

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About Marketo: Easy, Powerful, Complete.

Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fast-growing small companies and global enterprises alike. Marketo's marketing automation and sales effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

Known for providing breakthrough innovation and fueling explosive growth, Marketo was recently named one of "America's Most Promising Companies" "by Forbes, the #1 Marketing Software Vendor on the INC 500, and #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal. In both 2011 and 2012 the company received the CRM Market Leaders Awards Winner for Marketing Solutions by CRM Magazine. Salesforce.com customers also honored the company with two AppExchange Best of '11 Awards, for Best Marketing Automation Solution and Best Chatter Exchange.

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