

Marketo Rolls Out Industry's First Marketing Calendar to Fuse Planning and Execution

Submitted by: Devonshire Marketing Consultants Limited

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London, UK. — September 9, 2014 — In a move that will significantly streamline and improve marketing operations, Marketo Inc. (NASDAQ: MKTO), the leading provider of marketing software, today announced general availability of its Marketing Calendar. Now global marketing organisations, for the first time, have a comprehensive view of all activities across the organisation and a single platform on which programmes can be planned and executed. As a result, teams can coordinate and communicate more effectively and avoid scheduling conflicts and communication gaps.

The release of Marketing Calendar is in response to a critical need for innovative tools to help manage marketing activities. In fact, Marketo recently surveyed nearly 500 marketing professionals from companies and teams of all sizes. Ironically, 84 percent of respondents rated marketing calendars as “extremely important,” but over 70 percent admitted they are still using disconnected, rudimentary tools such as spreadsheets and whiteboards to plan and manage dozens of simultaneous activities resulting in poorly-timed or inconsistent messages and missed opportunities.

By giving users the ability to plan and execute within a single platform, Marketing Calendar uniquely offers:

A single source for all activities: Access all plans and activities via one, up-to-date system, from a regional demand generation plan to the contents and recipient list of an email

Specialised calendar views: Segment the calendar by things like channel, region or audience and share across the organisation to promote marketing efforts and drive alignment

On-the-fly program builder: Build and modify marketing programmes directly in the calendar with simple drag and drop functionality and coordinate them with other planned activities in real time

Here's what customers and industry experts are saying about the new Marketing Calendar. To learn more visit our [blog](#).

“Like most marketing teams, we’re running multiple campaigns simultaneously, and keeping each new campaign from interfering with the others is a challenge for our spreadsheet gatekeeper and our team,” said Amanda Wolff, executive manager of digital marketing at Elsevier Education. “Marketing Calendar gives everyone on the team the visibility they need to plan campaigns better from the start, so we can avoid scheduling conflicts and create a well-orchestrated experience for our customers. Having one, central source for campaign schedules saves us time and headaches.”

“SLI Systems works with a robust community of internet retailers and other e-commerce vendors, across multiple continents. We need best of breed solutions for managing our internal and outbound marketing programs,” said Melissa Davies, global marketing operations at SLI Systems. “Marketing Calendar lets me proactively share marketing plans by tailoring the views for peers, sales and executive leadership. The ability to streamline the sharing of information is invaluable.”

“The most significant challenge marketing professionals face is that their job, role and the expectations of them change so fast, it’s difficult to keep up,” said Dr. Natalie Petouhoff, vice president and principle analyst at Constellation Research. “Compounding this is a tendency for marketing teams to be siloed, making collaboration and results-driven execution that much more difficult. Marketing technology specifically designed to bridge the gap between planning and execution is essential and can help marketers thrive in this ever-changing digital world.”

About Marketo

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today's digital, social, mobile and offline channels, Marketo's® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalised interactions that can be optimised in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation®, a thriving network of more than 320 third-party solutions through our LaunchPoint® ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries. For more information, visit www.marketo.com

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