

WordPress-Marketo Connector

INTEGRATING WORDPRESS AND MARKETO

The WordPress-Marketo Connector enables you to automate content marketing processes by integrating WordPress and Marketo.

It allows you to notify subscribers about new blog posts, send weekly digests, enable prefill and progressive profiling with Marketo-embedded forms, and more.

The connector leverages Marketo lead data on landing pages built in WordPress.

This, in turn, promotes account-based marketing with real-time personalization, driving user engagement, and boosting conversions.

Benefits of the WordPress-Marketo Connector

- **Improve User Experience:** Showcase personalized content in real-time
- **Drive Subscription Rates:** Boost sign-ups based on visitor interactions
- **Automate Processes:** Automatically notify subscribers of new blog posts
- **Increase Website Conversions:** Improve lead conversion with pre-filled forms or progressive profiling
- **Boost Content Engagement:** Drive user engagement with personalized content

Features of the Connector



Send
Blog Updates



Schedule
Multiple Posts



Integrate
Marketo Forms



Implement Prefill
& Progressive
Profiling



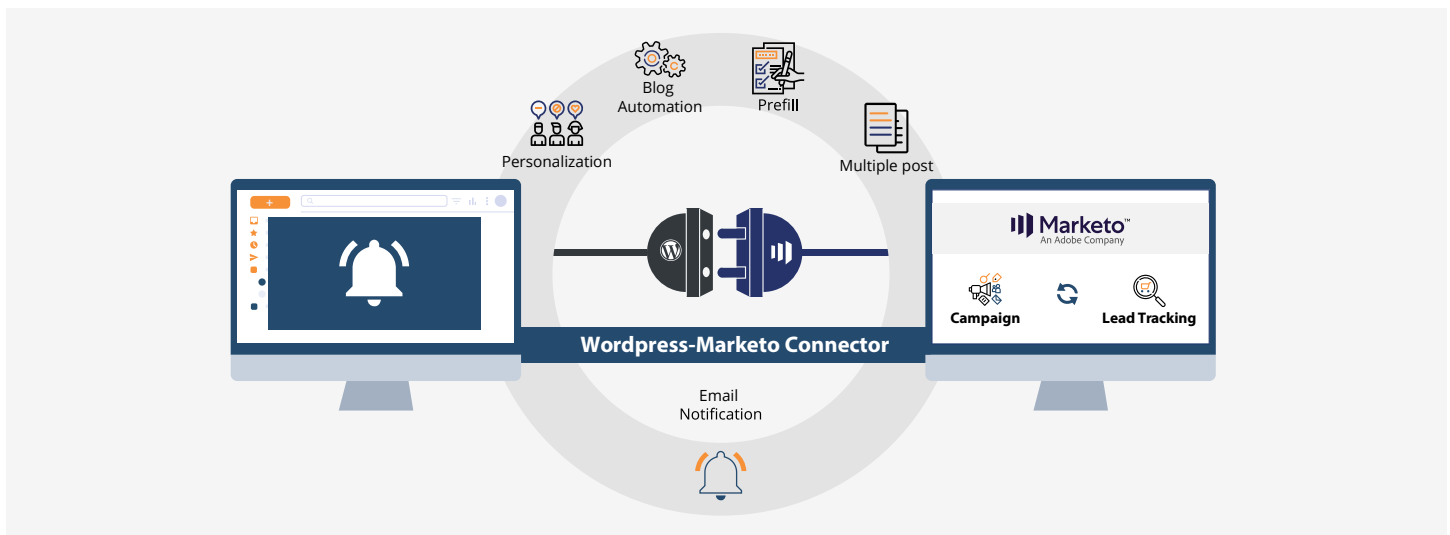
Localize
Websites



Showcase
Personalized
Content

Use-Cases of the Connector

- **Automate Newsletters:** Automate the process of notifying subscribers about new blog posts, articles, and newsletters at scheduled intervals.
- **Schedule Multiple Posts:** Select multiple posts from WordPress categories and automatically send email digests to subscribers.
- **Personalize Content:** Showcase content tailored according to visitor interest, geography, language, and more.
- **Maximize Sign-Ups:** Integrate Marketo's sign-up boxes according to visitor status.
- **Build Lead Intelligence:** Embed Marketo's smart forms into your WordPress website and build lead intelligence with progressive profiling.
- **Implement Pre-Fill:** Improve user experience by pre-populating form data.
- **Restrict Pre-Fill:** Lock fields in Marketo forms to get user data every time a user visits.



About Grazitti Interactive®

Grazitti Interactive can take on any complicated integration or implementation task to ensure you get the best return on investment when you implement Boomi. We can help you leverage Boomi's ETL, MTM, and API capabilities to integrate data and streamline processes.

 Get in Touch

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