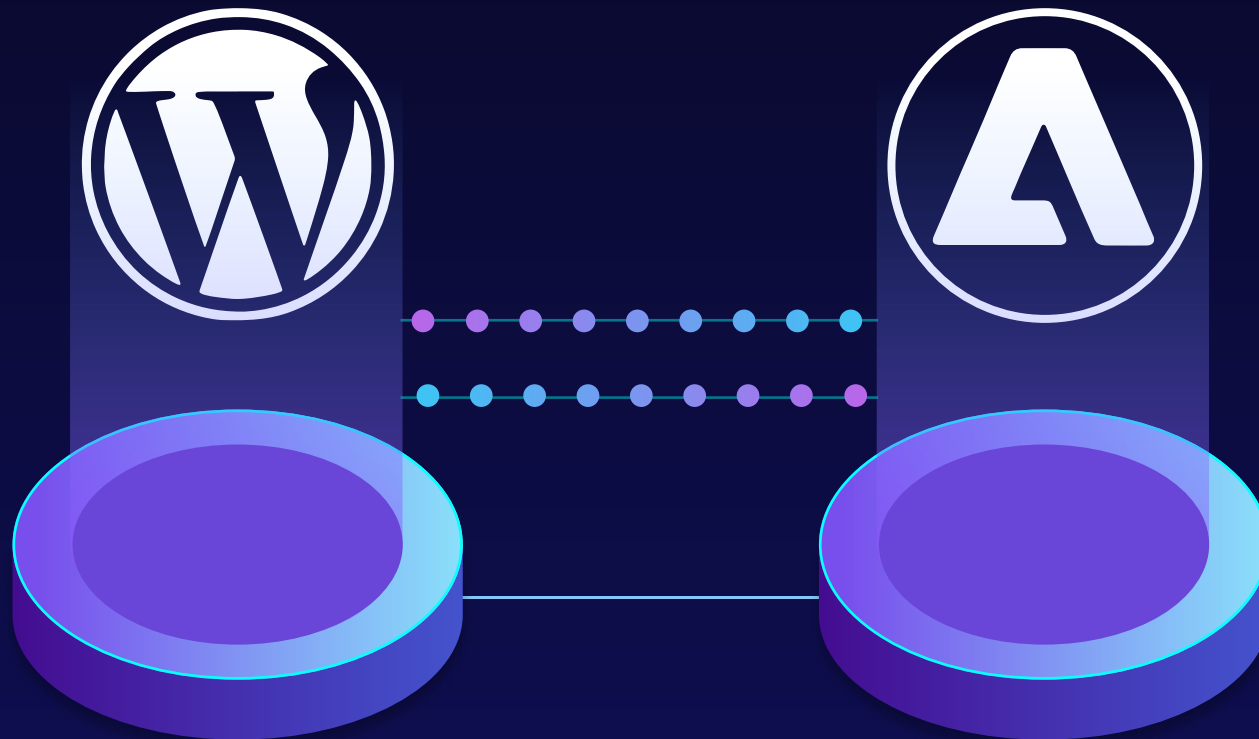


# A Comprehensive Guide to WordPress-Marketo Connector



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# Introduction

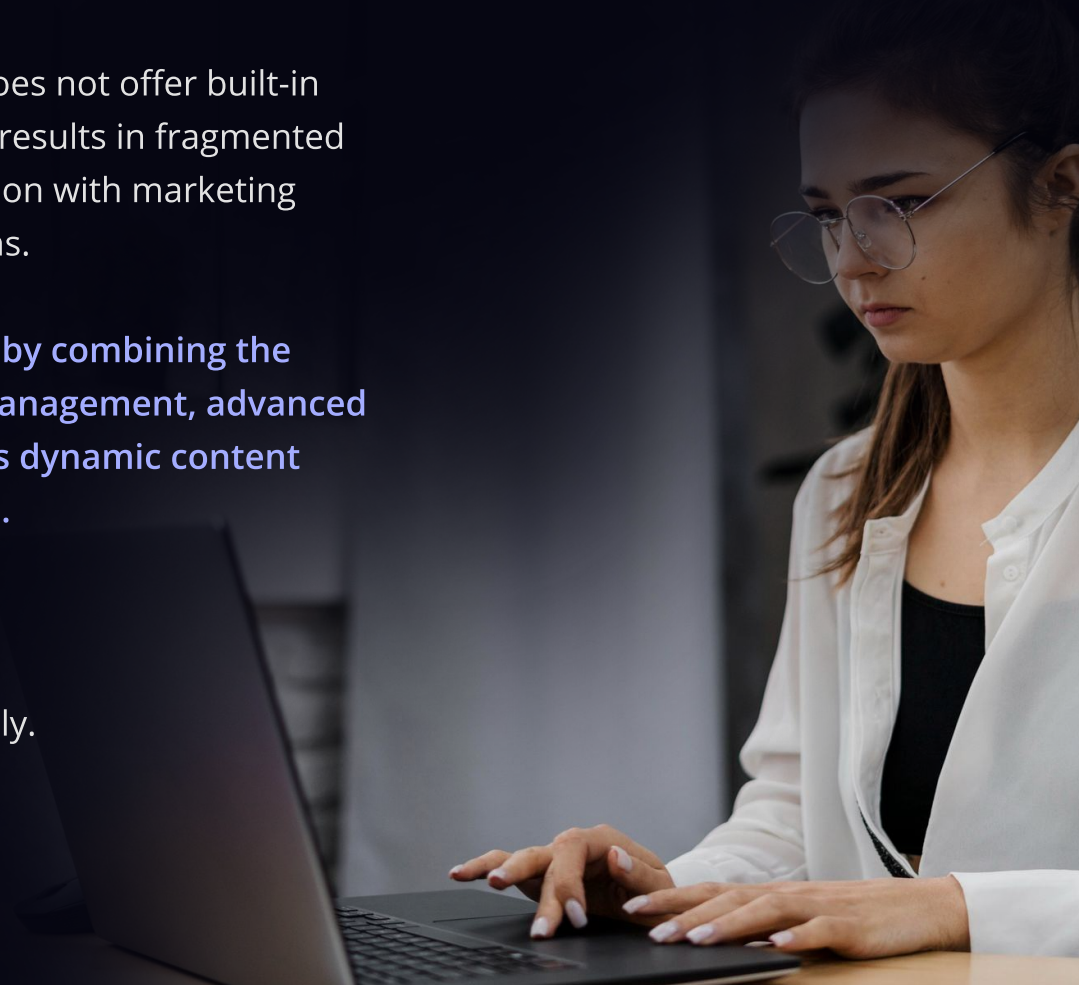
While WordPress excels as a dynamic content management system, it presents several marketing challenges that hinder optimal performance.

WordPress lacks advanced personalization capabilities, making it difficult to tailor content and marketing messages to individual users based on their behavior, preferences, or demographics.

Inefficient lead management is another issue, as WordPress does not offer built-in tools for lead scoring, nurturing, or automated follow-up. This results in fragmented data, as user interaction data becomes siloed without integration with marketing automation tools, leading to less effective marketing campaigns.

**Integrating WordPress with Marketo addresses these issues by combining the strengths of both platforms. Marketo's sophisticated lead management, advanced automation, and detailed analytics complement WordPress's dynamic content capabilities, ensuring websites are highly relevant to visitors.**

This synergy enhances user experience and drives superior marketing results, enabling organizations to optimize their strategies and achieve their business objectives more effectively.



# Why Integrate WordPress and Marketo?



## Elevate User Experience

Integrating WordPress with Marketo allows for the creation of highly personalized and dynamic web pages tailored to individual visitor preferences and behaviors. This means your website can adapt in real time to show content that resonates with each user, enhancing their journey and satisfaction. Personalized experiences keep visitors engaged longer, reduce bounce rate, and encourage repeat visits, fostering loyalty and brand affinity.



## Boost Content Engagement

With the robust content management capabilities of WordPress combined with Marketo's advanced marketing automation, you can deliver targeted content that meets the specific needs and interests of your audience. This integration allows for sophisticated segmentation and customization, ensuring that your blog posts, articles, and other content types are more engaging and relevant. Enhanced content engagement leads to higher interaction rates, improved SEO performance, and ultimately, better conversion rates.



### Automate Notification Processes

Marketo's powerful automation features, when integrated with WordPress, streamline your notification processes. Whether it's sending personalized email alerts for new blog posts, abandoned cart reminders, or follow-up emails after form submissions, this integration ensures timely and relevant communication with your audience. Automating these notifications saves time, reduces manual effort, and ensures consistent and effective engagement with your leads and customers, nurturing them through the sales funnel more efficiently.



### Accelerate Website Conversions

The synergy between WordPress and Marketo enables you to create highly effective landing pages with integrated forms, calls-to-action, and personalized content. By leveraging Marketo's lead scoring and nurturing capabilities, you can optimize these landing pages to capture more leads and drive conversions. The seamless flow of data between the two platforms ensures that you have a comprehensive view of your leads' behaviors and interactions, allowing for more informed and strategic decision-making. It also maximizes your marketing efforts, accelerating conversions and driving business growth.

# How Different Teams Benefit from WordPress-Marketo Integration





## Marketing Teams

Marketing teams can significantly streamline their lead generation efforts through the [WordPress-Marketo integration](#). They can capture leads using WordPress forms, which are then automatically synced with Marketo for seamless nurturing campaigns. This integration allows marketers to leverage Marketo's advanced email marketing capabilities and in-depth analytics to create targeted campaigns, track engagement, and measure the effectiveness of their marketing strategies. By automating these processes, marketing teams can focus more on creative strategy and less on manual data handling, leading to more efficient marketing operations.



## Sales Teams

Sales teams benefit from the WordPress-Marketo integration by gaining access to a steady stream of more qualified leads. Leads captured on WordPress are enriched with detailed behavioral data from Marketo, enabling sales teams to track the activities and engagement levels of each lead. This insight allows for more targeted and personalized sales outreach, improving the chances of conversion. Additionally, sales teams can prioritize leads based on their engagement scores and readiness to buy, making their efforts more strategic and effective.



## Content Teams

For content teams, the integration provides robust tools to track and analyze content performance and user engagement on WordPress websites. Marketo's analytics capabilities enable content creators to understand which pieces of content resonate most with their audience. By analyzing metrics such as page views, time spent on pages, and conversion rates, content teams can adjust their strategies to produce more compelling and impactful pieces. This data-driven approach helps in creating content that not only attracts visitors but also drives them towards conversion.



## Customer Success Teams

Customer success teams can gain valuable insights into customer behavior and preferences. By analyzing data collected through Marketo from interactions on WordPress, they can better understand customer needs and tailor their support and engagement strategies accordingly. This could include personalized follow-up emails, targeted support resources, and proactive engagement to address potential issues before they escalate. Such insights enable customer success teams to enhance the overall customer experience, leading to higher satisfaction and retention rates.



# Possible Ways to Integrate WordPress and Marketo



## 1. Via Custom Coding

Custom coding involves custom scripts to connect WordPress and Marketo. This approach allows for a tailored integration specific to your unique requirements.

### Steps Involved:

- **Identify Requirements:** Determine the specific data and actions you need to sync between WordPress and Marketo.
- **API Familiarization:** Understand both WordPress and Marketo APIs.
- **Development:** Write custom scripts to handle the data exchange.
- **Testing:** Thoroughly test the integration to ensure data is transferred accurately and reliably.
- **Maintenance:** Regularly update and maintain the scripts to keep up with API changes and new requirements.

### Challenges:

- Requires advanced programming skills
- Time-consuming development process
- High maintenance and debugging efforts
- Risk of errors and inconsistencies

## 2. Via Connector

A connector is a pre-built tool or plugin designed to facilitate the integration between WordPress and Marketo. Connectors streamline the integration process by providing ready-made solutions.

### Steps Involved:

- **Research Connectors:** Identify available connectors that meet your integration needs.
- **Install the Connector:** Download and install the chosen connector on your WordPress site.
- **Configuration:** Configure the connector settings to connect your WordPress site to your Marketo account.
- **Testing:** Test the integration to ensure it works correctly.

### Challenges:

- Finding a connector that meets all your needs.

# Benefits of Using a Connector Compared to Custom Coding



## Ease of Use

- Connectors are designed for users with limited technical expertise.
- Simple installation and configuration processes.



## Time Efficiency

- Quick setup compared to custom coding, which involves extensive development time.
- Faster deployment of integration



## Reliability

- Connectors are thoroughly tested for reliability and efficiency.
- Regular updates from the connector developers ensure compatibility with new versions of WordPress and Marketo.



## Cost-Effective

- While some connectors may have an upfront cost, they often prove to be more cost-effective in the long run compared to the expenses involved in custom coding and maintenance.



### Support and Documentation

- Connectors usually come with comprehensive documentation and customer support.
- Easier troubleshooting with access to dedicated support teams.



### Scalability

- Connectors are often designed to handle varying levels of data and can scale with your business needs.
- Built-in features to accommodate future requirements without extensive re-coding.



### Security

- Professional connectors adhere to high-security standards to protect data integrity.
- Regular updates to address potential security vulnerabilities.

While custom coding offers a highly tailored solution, it requires significant time, expertise, and ongoing maintenance. On the other hand, using a connector simplifies the integration process, provides reliability, and is generally more cost-effective. For most businesses, especially those with limited technical resources, using a connector is the preferred method for integrating WordPress and Marketo.

# The Top WordPress Marketo Connector for Accelerating Website Conversions

The Grazitti WordPress Marketo Connector streamlines your marketing efforts by integrating Marketo's lead data directly into WordPress landing pages. This integration supports **Account-Based Marketing (ABM) strategies**, enabling real-time content personalization for targeted prospects and leads, increasing engagement and conversion rates.



# Key features include:



## Automatic Blog Updates Via Email

Leverage the Marketo program and campaign to notify subscribers about the newly published blog or article automatically.



## Progressive Profiling Through Marketo-Embedded Forms

Provide users the convenience of pre-filled information. Customize dynamic fields to restrict and enable pre-filling on hidden fields.



## Marketo Lead Data for Content Personalization

Determine the interests of the users and provide the most relevant data or product recommendations to maximize conversions.



## Drag-and-Drop Interface

The plug-and-play solution is easy to configure and use with an interactive interface. Users can move things around with just a few clicks.



## Automatic Data Syncing Between Marketo and WordPress

Absolutely no code is required to enable automatic data flow between these two platforms.



## Multiple Posts Scheduling Using Digest

Scheduling multiple posts using selected categories is a breeze with Digest capabilities



### Easy Marketo Form Integration

Create shortcodes for Marketo forms for hassle-free Marketo form integration and add thank you messages or even pages associated with those forms.



### Conditional Blocks for Website Localization

Create conditional blocks through Marketo data to trigger specific actions and personalize the user experience on your website.

The WP-Marketo Connector simplifies the integration process without the need for coding, making content delivery more dynamic and engaging. It includes built-in marketing campaign features that enhance conversion rates and maximize ROI. This tool allows marketers to efficiently manage campaigns and enhance user interaction, providing a targeted content delivery solution that boosts conversion rates.

Wish to Accelerate Website Conversions With Future-Proof Integrations?

[Watch a Demo](#)



# Use Cases of WordPress Marketo Connector





## Newspaper Subscription

- Send emails or digests to subscribers automatically, based on selected category and scheduled time
- Create pop-ups, based on the user's interest, to increase user engagement
- Generate higher subscription rate by integrating Marketo-powered smart email subscription forms in your WordPress Website



## Personalized Product Offers

- Provide highly relevant product offerings based on previously browsed and purchased products
- Send personalized emails with special product offers and discounts to nurture your prospects
- Improve customer retention and build more customer loyalty with personalized products



## Content Localization

- Provide highly relevant product offerings based on previously browsed and purchased products
- Send personalized emails with special product offers and discounts to nurture your prospects
- Improve customer retention and build more customer loyalty with personalized products



## Event Management

- Send automated event updates to subscribers to increase user engagement and maximize conversions
- Keep subscribers informed regarding upcoming events with automated follow-up notifications
- Engage attendees and convert valuable leads by sending consistent updates regarding ongoing events



## Targeted Information

- Fetch user details from Marketo to personalize content for every user
- Deliver relevant content to prospects and maximize site engagement
- Schedule automated emails based on a specific category

# Things to Consider When Investing in a WordPress and Marketo Connector



## Expertise

Backed by a team of seasoned professionals, we bring years of experience and expertise to the table. Trust us to deliver a seamless integration solution that meets your unique business requirements.



## Reliability

Our connector is built with reliability and scalability in mind. Rest assured that your data is safe, secure, and always available whenever needed.



## Support

From implementation to ongoing support, our dedicated team is here to assist you every step of the way. Whether you have questions, need assistance, or want to explore new features, we're just a click away.

# Steps to Install WordPress-Marketo Connector

Your plugin is ready to use.



Click on Activate.



Go to the **Plugins** screen and find the newly uploaded Plugin in the list.



Extract the Plugin folder to your desktop.



Back up your web directory and store database.



Download your WordPress Plugin to your desktop.



With your FTP program, upload the Plugin folder to the wp-content/plugins folder in your WordPress directory online.

# Steps

1. After logging into your WordPress Administrator, click on the “WP for Marketo” menu.....
2. Under the WP for Marketo tab, click on the Configuration submenu and select the Configure tab to see the connector’s Marketo Rest API Authentication setting.
3. For configuration, the user needs to add the following details:
  - ✓ Munchkin ID,
  - ✓ Client ID,
  - ✓ Client Secret, of client’s Marketo installing
  - ✓ Purchase key, provided by Grazitti which is the unique purchase code of the client

There is another Tab, which is the program tab, where you can select all the programs from Marketo that you want to show in the notify and digest tab.

The screenshot displays the 'WP for Marketo' configuration interface. On the left is a dark sidebar menu with options: Dashboard, Posts, Media, Pages, Comments (6), Advertica Slides, Advertica Projects, Advertica Team, Contact, Appearance, Plugins, Users, Tools, Settings, WP for Marketo (highlighted), Configure, Emails, Forms, Personalisation, Logs, and Collapse menu. The main content area features the 'Grazitti Interactive' logo and three tabs: 'Configure' (highlighted with a red box), 'Marketo Programs', and 'About'. Below the tabs is the 'Set Marketo Configuration' section. A green message box states: 'Connector is already connected to Marketo. Please contact [support](#) for any queries.' The configuration fields are: 'Munchkin ID \*' (text input with value '10011001100110011001', label 'Marketo Munchkin Account ID'), 'Client ID \*' (password input, label 'Marketo Rest Client ID'), 'Client Secret \*' (password input, label 'Marketo Rest Client Secret Key'), 'Purchase Key \*' (password input, label 'Unique Purchase key'), and 'Marketo Timezone \*' (dropdown menu with value '(GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi'). A link for 'Authentication of marketo plugin through rest API.' is provided. The footer contains the copyright notice: 'Copyright (C) 2023 Grazitti Interactive. Copy and distribution of verbatim copies of this plugin is not allowed without permission of Grazitti Interactive.'

- Dashboard
- Posts
- Media
- Pages
- Comments 5
- Advertica Slides
- Advertica Projects
- Advertica Team
- Contact
- Appearance
- Plugins
- Users
- Tools
- Settings
- WP for Marketo
- Configure**
- Emails



- Configure
- Program**
- About

### Set Marketo Programs

Programs

Select a Program

- 01 Test Email Program
- 01. Email Send Program
- 01. Send Email 1

Refresh Records

*Program is required for notify and schedule*

Selected Programs

- 01. Email Send Program ✕
- 01. Send Email 1 ✕
- workshop french ✕
- Wordpress Marketo Connector Test clone1 ✕
- Wordpress Marketo Connector Live Demo ✕
- Wordpress Marketo Connector Demo 2 ✕
- Wordpress Marketo Connector Demo 1 ✕
- Wordpress Marketo Connector Demo ✕
- Wordpress Marketo Connector Demo 3 ✕

Edit

4. Under the “WP for Marketo tab”, click on the Forms submenu in the left sidebar and select the Pre Fill tab to disable or enable functionality on site.

The screenshot shows the WP for Marketo plugin settings interface. On the left sidebar, the 'Forms' menu item is highlighted with a red box. The main content area features a header with the 'Grazitti Interactive' logo and tagline 'Marketing for Digital Natives'. Below the header is a navigation bar with five tabs: 'Easy Marketo Forms', 'Form Pre-Fill' (highlighted with a red box), 'Restrict Fields', 'DDoS Configuration', and 'Address Auto-Complete'. The 'Form Pre-Fill' tab contains the following settings:

- Form Pre-Fill ?
- Enable: True
- Enable Not You: True
- Prefill Hidden Fields: True

A blue 'Submit' button is located below the settings. At the bottom of the page, there is a footer with the text 'Thank you for creating with [WordPress](#).', 'Version 6.2', and a copyright notice: 'Copyright (C) 2023 Grazitti Interactive. Copy and distribution of verbatim copies of this plugin is not allowed without permission of Grazitti Interactive.'



- When enabled, form fields will appear prefilled.

First Name: \*

Last Name: \*

Email Address: \*

[Not You?](#)

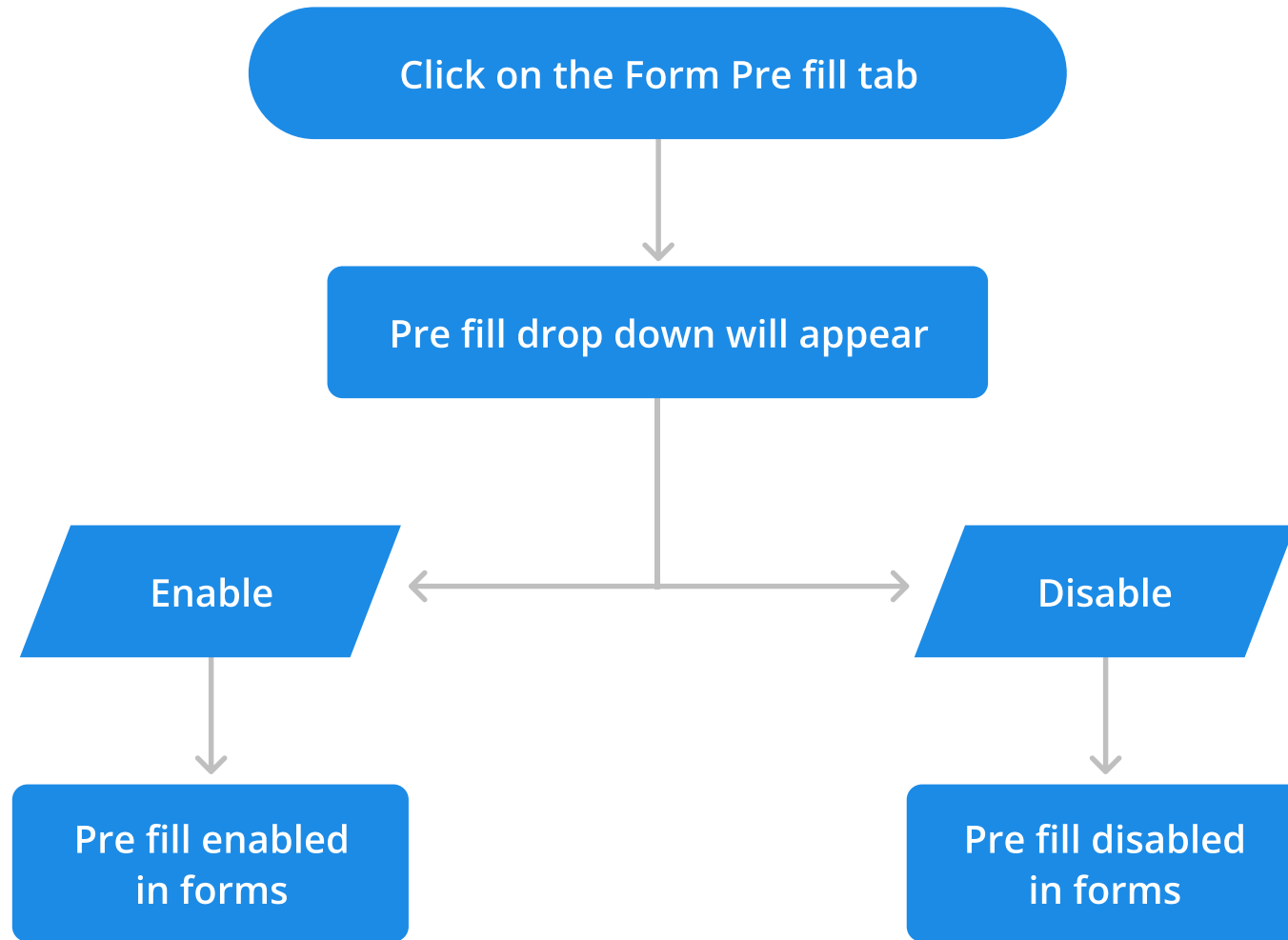
Industry: \*

Company Name: \*

Inquiry Type: \*

- If Enable value is set to false, Marketo forms won't come prefilled.

- Flow Chart Prefill



5. Under the WP for Marketo tab, select the forms submenu and click on the Restrict Fields tab to Restrict Pre-fill for your dynamic fields of Marketo Forms.

The screenshot displays the WP for Marketo plugin interface. On the left is a dark sidebar with navigation items: Posts, Media, Pages, Comments (5), Advertica Slides, Advertica Projects, Advertica Team, Contact, Appearance, Plugins, Users, Tools, Settings, WP for Marketo (highlighted), Configure, Emails, and Forms (highlighted with a red box). The main content area features the 'Grazitti Interactive' logo and a navigation bar with tabs: Easy Marketo Forms, Form Pre-Fill, Restrict Fields (highlighted with a red box), DDoS Configuration, and Address Auto-Complete. The 'Restrict Field' configuration page includes a title, a descriptive paragraph, an 'Add More Field' button, a 'Global Restrict' toggle (checked), a 'Form Restrict' section with two dropdown menus labeled 'Select Form' and 'Select Field', and a 'Remove' button. An orange 'Submit' button is positioned below the form fields. At the bottom, a footer contains the text 'Thank you for creating with WordPress.' and 'Version 6.2'. A copyright notice is also visible: 'Copyright (C) 2023 Grazitti Interactive. Copy and distribution of verbalim copies of this plugin is not allowed without permission of Grazitti Interactive.'

- The fields restricted will not appear prefilled.

**First Name:** \*

**Last Name:** \*  ←

**Email Address:** \*  ←

**Industry:** \*  ▼

**Company Name:** \*

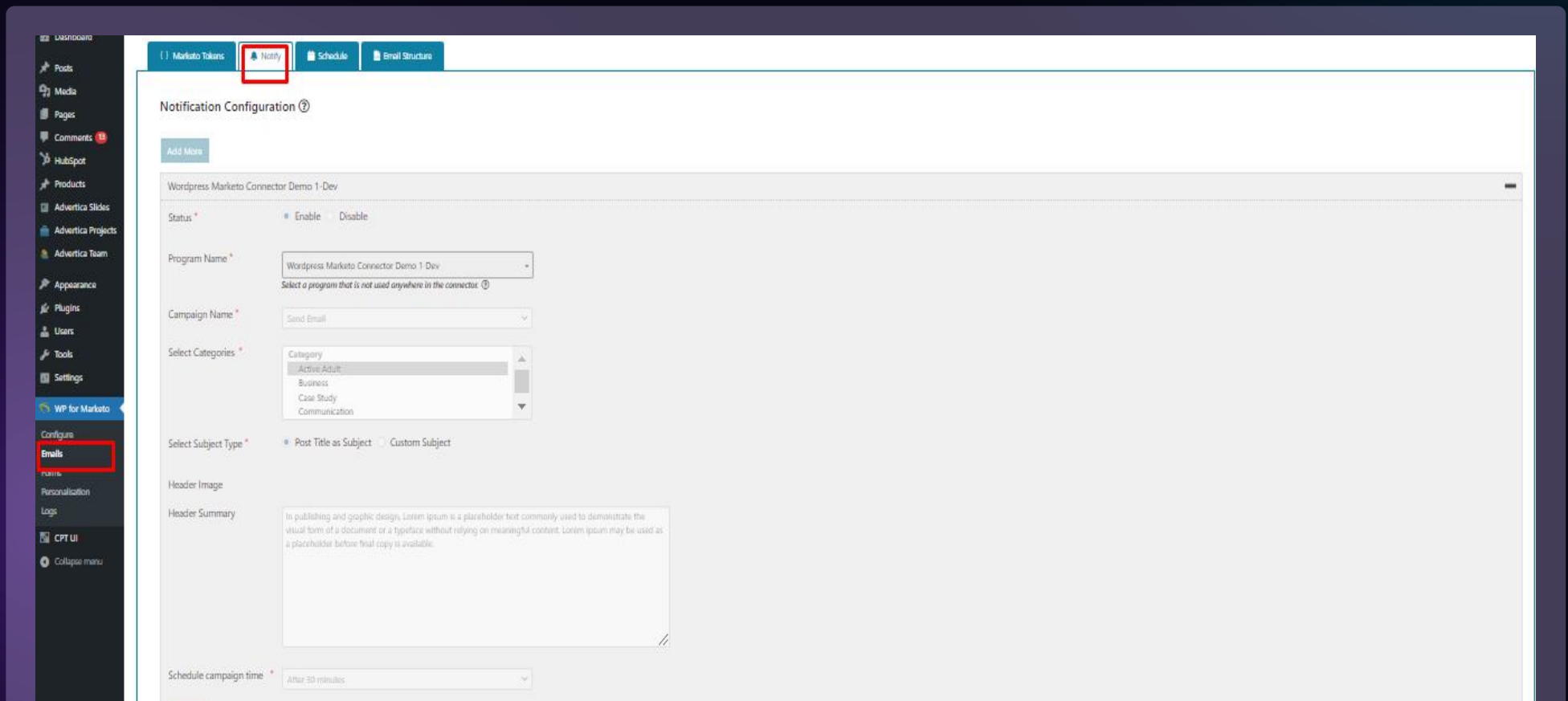
**Inquiry Type:** \*  ▼ ←

6. Under the WP for Marketo tab, click on the Marketo Tokens tab to provide Marketo tokens value.

The screenshot displays the WP for Marketo plugin interface. On the left is a dark sidebar menu with various WordPress and plugin options. The 'WP for Marketo' section is expanded, and the 'Emails' sub-option is highlighted with a red box. The main content area shows the 'Marketos Tokens' configuration page, which is also highlighted with a red box. At the top of this page are three tabs: 'Marketos Tokens', 'Notify', and 'Schedule', with 'Marketos Tokens' being the active tab. Below the tabs, the page is titled 'Marketos Tokens' and contains four input fields for configuring tokens: 'Header \*' with the value '{{my.Header}}', 'Header Summary \*' with the value '{{my.HeaderSummary}}', 'Subject \*' with the value '{{my.Subject}}', and 'Body \*' with the value '{{my.BodyContent}}'. Each field has a corresponding label below it: 'Marketos Token for Header Image', 'Marketos Token for Header Summary', 'Marketos Token for Subject', and 'Marketos Token for Body'. An orange 'Edit' button is located below the input fields. At the bottom of the page, there is a note: 'Link your marketo tokens you created in your programs with the plugin'. The footer of the page contains the copyright notice: 'Copyright (C) 2023 Grazitti Interactive. Copy and distribution of verbatim copies of this plugin is not allowed without permission of Grazitti Interactive.'

7. Under the 'Emails' submenu within the 'WP for Marketo' tab, the 'Notify' tab lets you configure automatic email notifications for subscribed users. These notifications inform them about new WordPress articles through a chosen Marketo program and campaign.

- ✓ All members of the smart list of selected campaigns will receive email notifications whenever the selected program is scheduled.
- ✓ The program will be scheduled whenever a new post will be published under the selected categories.
- ✓ There is an option for multiple notifications.
- ✓ You can select a maximum of 5 programs and set different campaigns based on different categories.



The screenshot displays the 'WP for Marketo' interface. On the left sidebar, the 'WP for Marketo' menu is expanded, and the 'Emails' option is highlighted with a red box. The main content area shows the 'Notification Configuration' page, with the 'Notify' tab selected and also highlighted with a red box. The configuration page includes a status toggle (currently 'Enable'), a dropdown for 'Program Name' (set to 'Wordpress Marketo Connector Demo 1-Dev'), a dropdown for 'Campaign Name' (set to 'Send Email'), a 'Select Categories' dropdown (showing 'Active Adult', 'Business', 'Case Study', and 'Communication'), a 'Select Subject Type' dropdown (set to 'Post Title as Subject'), a 'Header Image' field, a 'Header Summary' text area containing placeholder text, and a 'Schedule campaign time' dropdown (set to 'After 30 minutes').

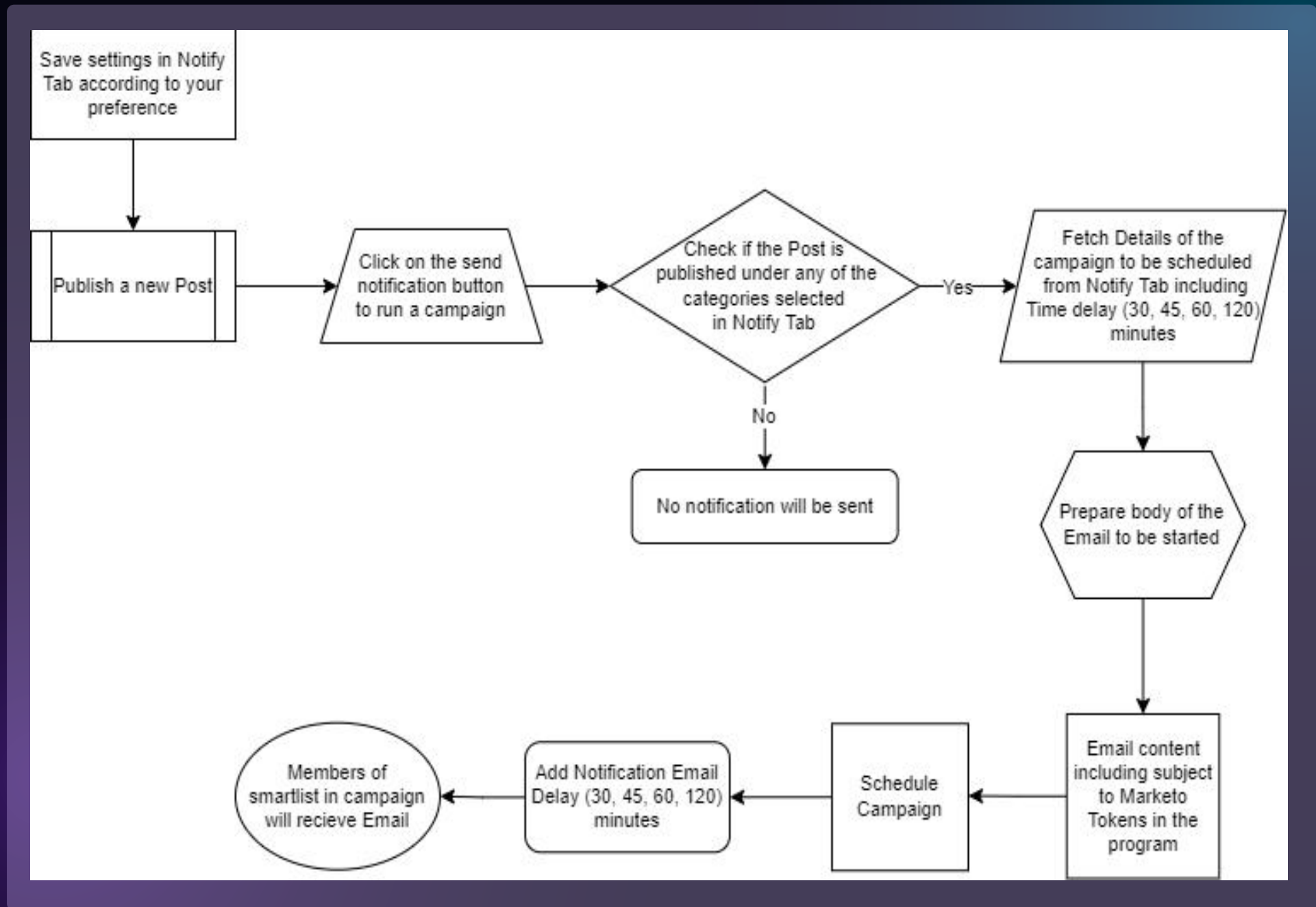
- ✓ As per the above configuration, if an admin user creates a blog or an article in the categories Active Adult, Business, Case Study, Communication, Cricket, Homeowner's Tips, Industry Updates, and Move-In Ready Homes then the campaign "Send Notify Email-Clone" will be scheduled.
- ✓ The subject token of this program will be set as per the post title.
- ✓ The header summary and image token will be updated in the Marketo email template.



When the admin user publishes a post in any of the selected categories, a message should come.

A screenshot of a WordPress dashboard. The left sidebar shows navigation options: Dashboard, Posts (highlighted), All Posts, Add New, and Categories. The main content area is titled "Edit Post" with an "Add New" button. A notification banner at the top of the main area reads "Marketo Campaign Scheduled Successfully." Below it, another notification says "Post published. [View post](#)". At the bottom of the main area, there is a "Publish" button and a "testing for element" label.

Flow diagram:





8. The "Schedule" tab allows you to send both manual and automatic digests. You can choose from two scheduling options:



### Automatic Digests

Select this option to configure automatic digest emails based on pre-defined settings.



### Manual Digests

Choose this option to manually schedule digest emails at your desired time.

**Selecting an Option:** When you first access the "Schedule" tab, no option will be pre-selected. Clicking anywhere on the tab will prompt you to choose between "Automatic Digests" or "Manual Digests." Depending on your selection, the corresponding settings area will appear below the selection menu.

### Automatic Digests

Add More: Up to 5 programs can be added.

Remove schedule: The current program will be deleted and the setting will be saved in the database when you hit the save schedule. Once you save programs in a database on "page refresh," it should come auto-filled.

Dashboard

Posts

Media

Pages

Comments 6

Advertica Slides

Advertica Projects

Advertica Team

Contact

Appearance

Plugins

Users

Tools

Settings

WP for Marketo

Configure

Emails

Forms

Personalisation

Logs

Collapse menu

Marketo Tokens

Notify

Schedule

Email Structure

Select your schedule  Automatic  Manual

### Automatic Schedule Campaign ?

Add More

Wordpress Marketo Connector Demo 2-Test

Program Name \*

Wordpress Marketo Connector Demo 2-Test

Select a program that is not used anywhere in the connector.

Campaign Name \*

Send Email

Subject of Email \*

thanks 32

Select Categories \*

Category

Active Adult

Business

Case Study

Communication

Number of Posts \*

10

Type of Posts \*

Latest

Time Period \*

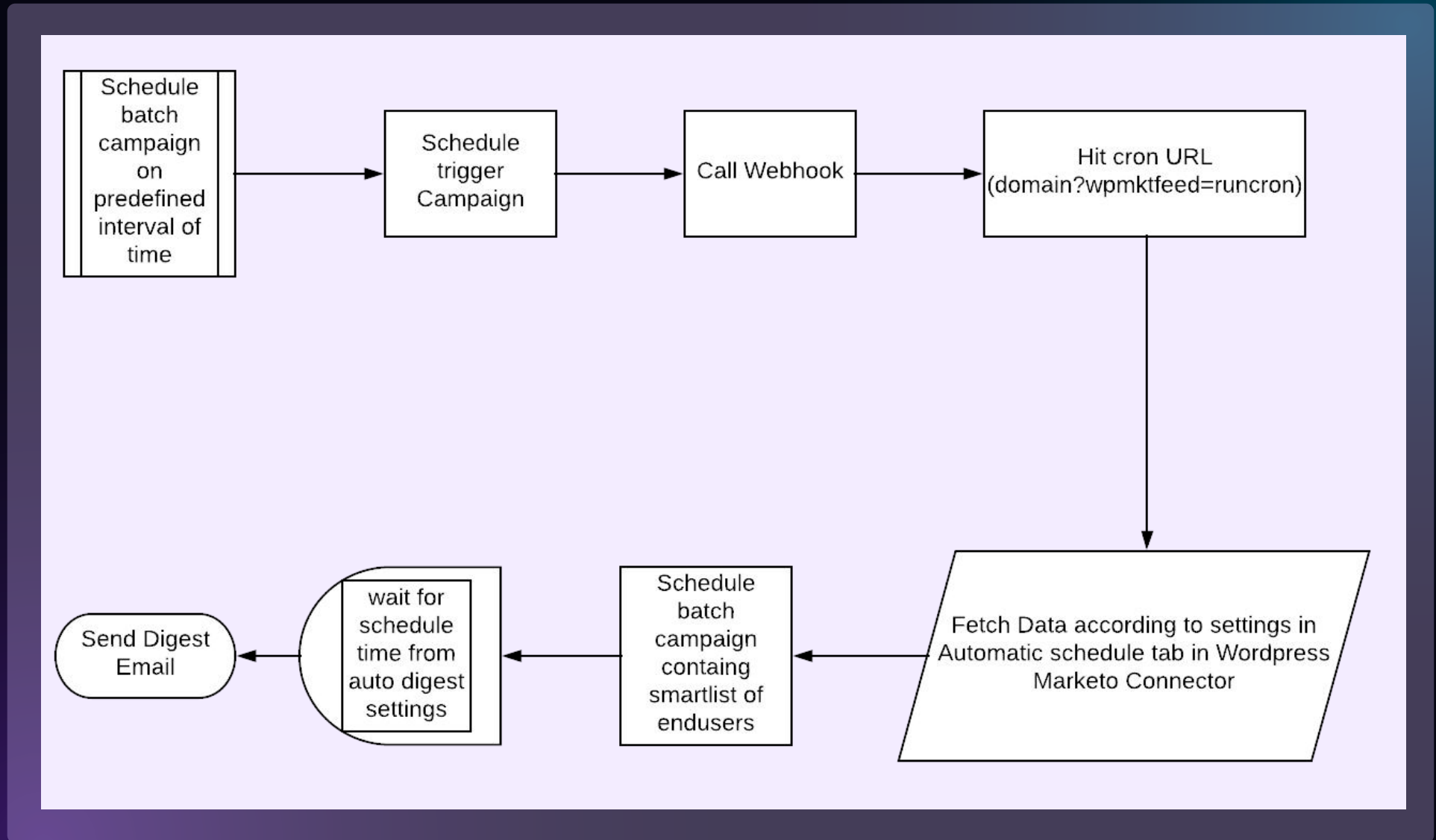
1 Month Ago

Schedule campaign time \*

After 30 minutes

Remove Schedule

Flow diagram:

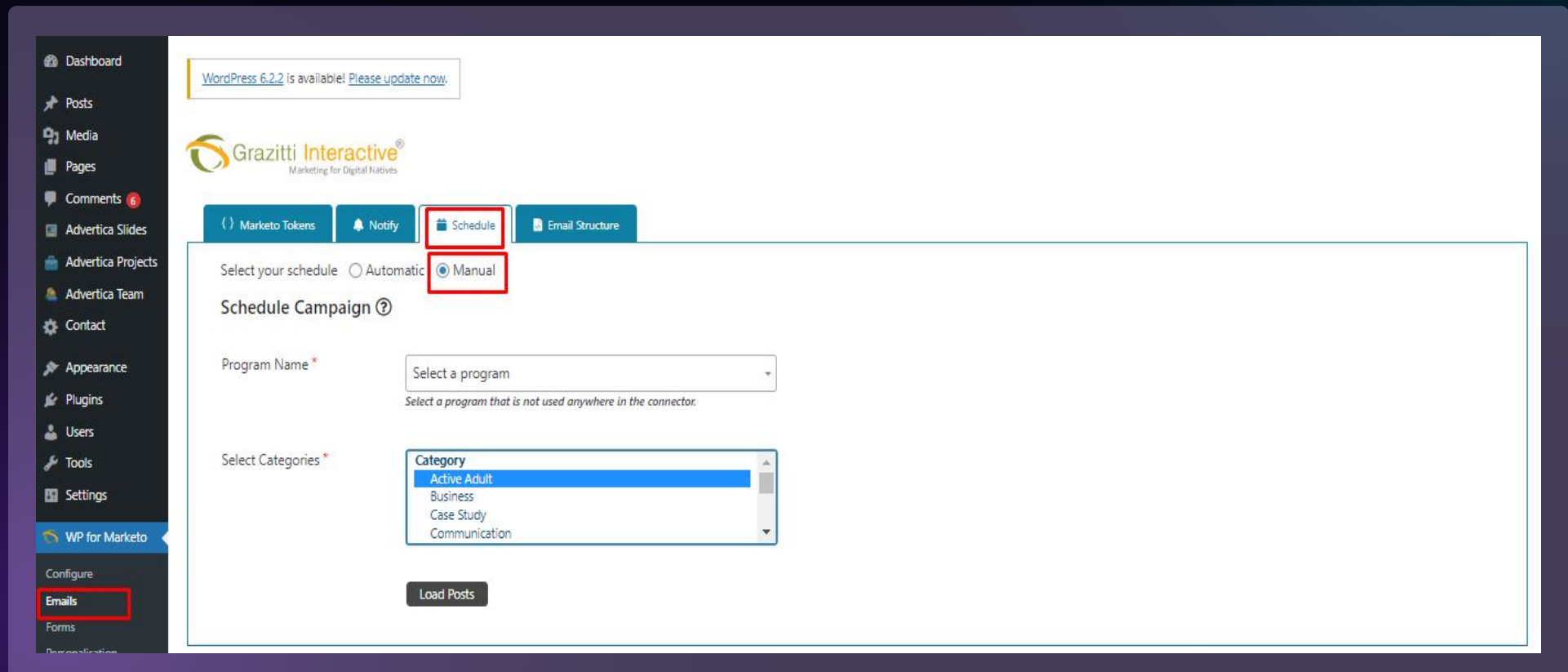


## Manual Digest

Program selection: Here, you can select a program; upon selection, the Campaign selection drop-down will appear in the next row.






Campaign selection: Here you can select the Campaign name.

Select Categories: Choose the category for scheduling a program from the multi-select dropdown. After selecting the category, click 'Load Posts'. Posts will then load in the next row with pagination.



The screenshot displays the 'WP for Marketo' interface. On the left is a dark sidebar with navigation items: Dashboard, Posts, Media, Pages, Comments (6), Advertica Slides, Advertica Projects, Advertica Team, Contact, Appearance, Plugins, Users, Tools, Settings, WP for Marketo, Configure, Emails (highlighted with a red box), Forms, and Personalization. The main content area features a notification for 'WordPress 6.2.2 is available! Please update now.' Below this is the 'Grazitti Interactive' logo and a navigation bar with 'Marketo Tokens', 'Notify', 'Schedule' (highlighted with a red box), and 'Email Structure'. The 'Schedule Campaign' form is shown with 'Manual' selected under 'Select your schedule'. The 'Program Name' field is empty with a dropdown arrow and a warning message: 'Select a program that is not used anywhere in the connector.' The 'Select Categories' field is open, showing a list of categories: 'Active Adult' (highlighted), 'Business', 'Case Study', and 'Communication'. A 'Load Posts' button is located at the bottom of the form.

The screenshot shows a WordPress dashboard with a sidebar on the left containing various menu items. The 'Emails' item is highlighted with a red box. The main content area displays a list of posts under the heading 'Posts'. The posts are:

- Select All
-  7 Benefits of Using Big Data for Businesses Testing of Forth Round  
Improved Customer Experiences and Customer Service Testing of Fifth Round
-  Ways Generative AI is Revolutionizing Content and Customer Experience - Test 1  
Ways Generative AI Can Transform Business's Operations - This is the Test 2
-  7 Reasons Why Businesses Choose Learning Management Systems (LMS) for Effective eLearning  
Reasons Businesses Choose LMS to Deliver an Effective eLearning Experience
-  This is the Title's A! B@ C# D\$ E^ F& G\* H(J) T= and Test + Retest  
Please add post excerpt to select this post.
-  This is test of the Marketo Timezone  
Here is the excerpt data

Subject: This will be the subject of the email.

Schedule Time: Select a time for the email trigger.

Select Timezone in Marketo: Select the timezone for the email trigger.

Header Image: The header token will be updated. This is not a required field.

Header Summary: Header Summary token will be updated. This is not a required field.

Preview Button: Here you can get a preview of the email. You can also reorder posts by simply dragging. After reviewing it, click on Schedule Campaign. Campaigns will be scheduled for selected program at selected times.

The screenshot displays the WordPress dashboard for the 'Grazitti Marketo Plugin'. The left sidebar contains navigation options: Dashboard, Posts, Media, Pages, Comments (5), Advertica Slides, Advertica Projects, Advertica Team, Contact, Appearance, Plugins, Users, Tools, Settings, and WP for Marketo. Under 'WP for Marketo', 'Emails' is highlighted with a red box. The main content area shows the 'Grazitti Interactive' logo and a navigation bar with 'Marketo Tokens', 'Notify', 'Schedule' (highlighted with a red box), 'Email Structure', and 'Logs'. Below this, the 'Schedule Campaign' section is active, with 'Manual' selected under 'Select your schedule'. The form includes fields for 'Program Name' (WordPress Marketo Connector Demo 2), 'Campaign Name' (Send Email), and 'Select Categories' (Active Adult, Business, Case Study, Communication). A 'Load Posts' button is present. The 'Posts' section shows '10 per page', 'Page 1 of 23', and a list of posts with checkboxes: 'Select All', 'lets check let's check', 'Please check Guys see the notification', and 'lets test lets test'.

Here, you can preview your selection:

**Schedule Campaign Preview** ✕

Program Name:

Campaign Name:

Category:

Subject:

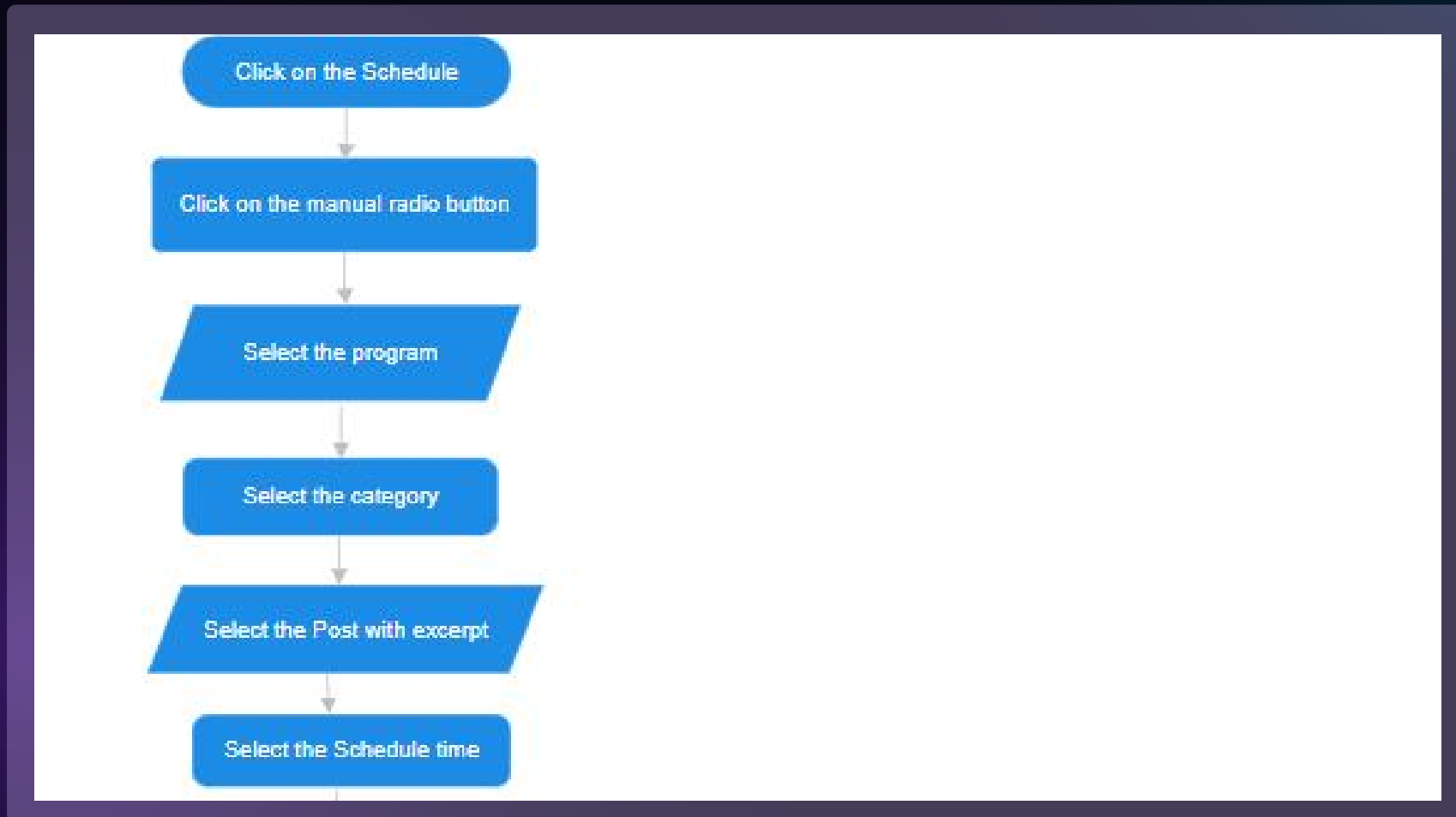
Schedule Time:

Select Timezone in Marketo:

[Preview Campaign](#)

You can easily reorder posts by dragging and dropping them.

- ✔ Subscribers in the chosen smart list will automatically receive a digest email whenever the corresponding program is scheduled.
- ✔ For automatic digests, scheduling occurs when the webhook is called, requiring settings to be saved.
- ✔ For manual digests, scheduling is done manually.





Here is the sample digest email:



## WORDPRESS PLUGIN FOR MARKETTO

Personalize your website in real time



### Preheader

Dear Parul,

testing for schedule



### 5 Easy Ways to Get Started with Grazitti's Wordpress Marketo Integration Connector

Marketo is a leading engagement tool that accelerates your digital marketing game, helping you gain more customers and prospects. Your marketing

9. Under the WP for Marketo tab, select the forms submenu and click on the “DDoS Configuration” tab to configure DDoS prevention.

Here, you can restrict any Marketo form submission if the number of hits exceeds the defined limit within a specified timeframe.

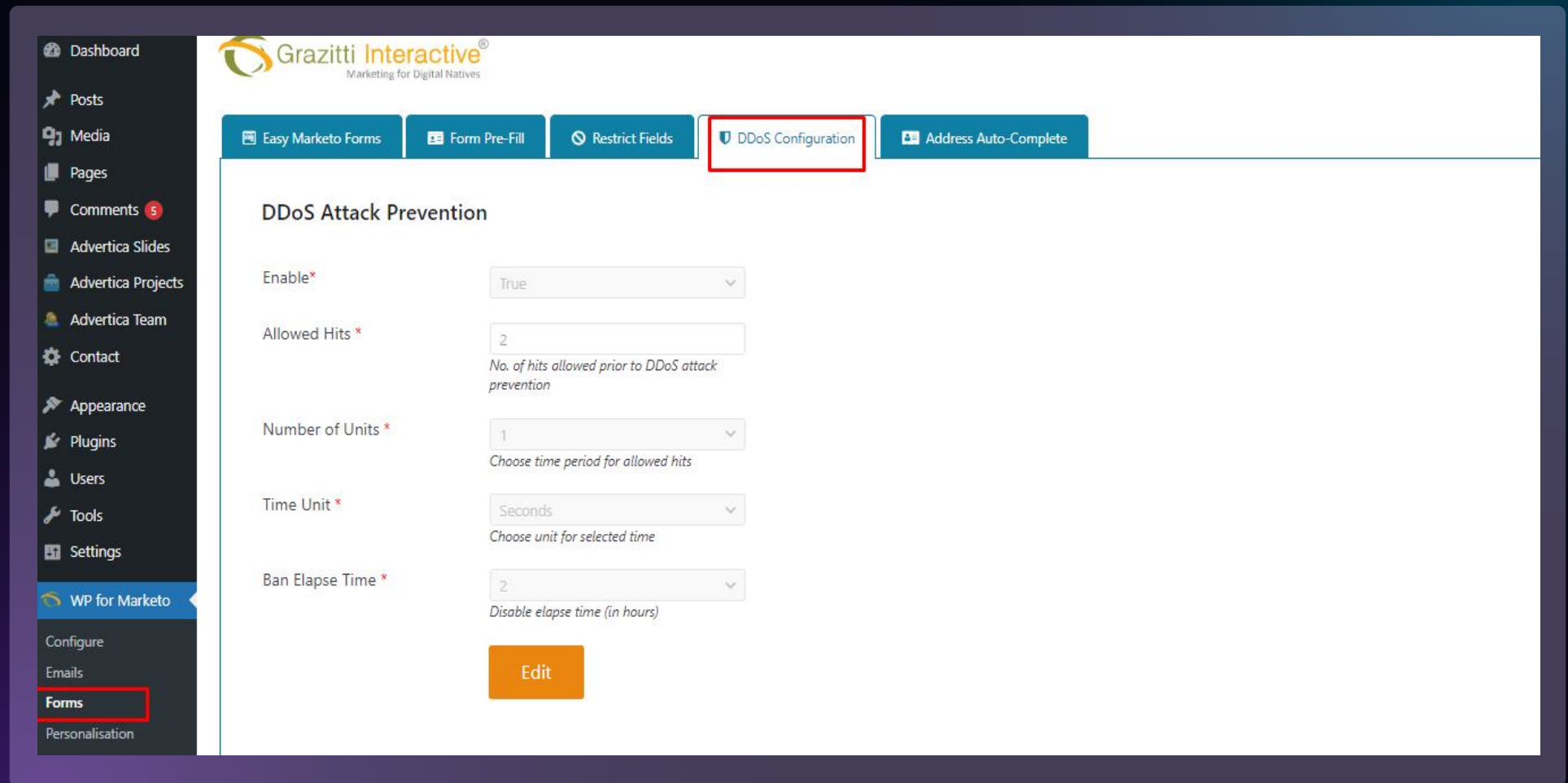
The screenshot displays the 'Grazitti Interactive' dashboard with the 'WP for Marketo' section active. The 'Forms' submenu is highlighted, and the 'DDoS Configuration' tab is selected. The configuration page, titled 'DDoS Attack Prevention', includes the following settings:

- Enable\***: True
- Allowed Hits \***: 2 (No. of hits allowed prior to DDoS attack prevention)
- Number of Units \***: 1 (Choose time period for allowed hits)
- Time Unit \***: Seconds (Choose unit for selected time)
- Ban Elapse Time \***: 2 (Disable elapse time (in hours))

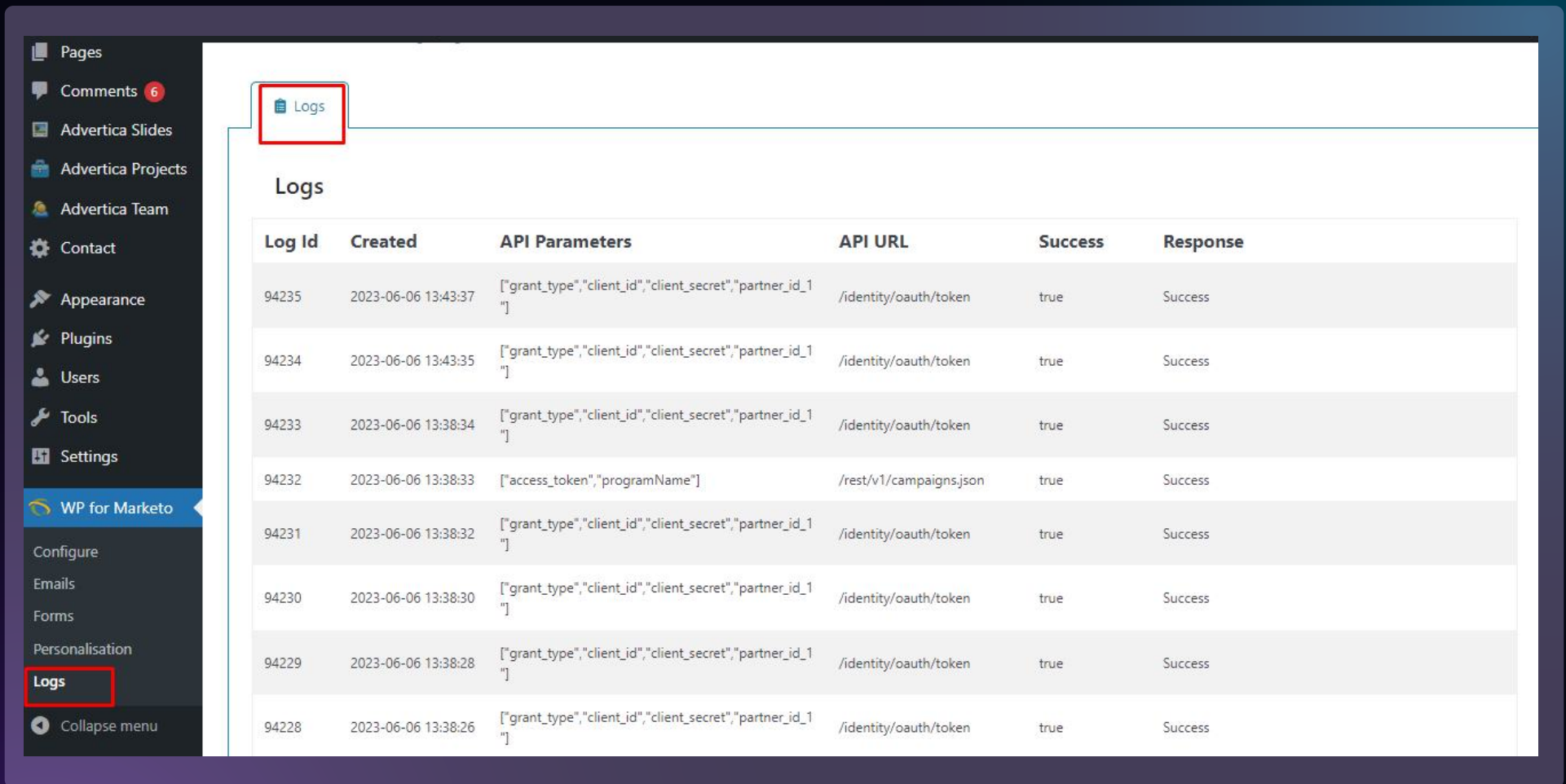
An orange 'Edit' button is located at the bottom of the configuration area.

10. Under the WP for Marketo tab, click on the Personalization submenu and select the Personalize tab to get information regarding the usage of the connector.

Here you can find the different shortcodes for content personalization.



11. Under the WP for Marketo tab, select the Emails submenu and click on the Logs tab to get the logs for REST API hits.



The screenshot displays the WP for Marketo interface. On the left is a dark sidebar with a menu. The 'WP for Marketo' section is highlighted in blue. Underneath, the 'Logs' option is selected and highlighted with a red box. The main content area shows a 'Logs' tab, also highlighted with a red box, which contains a table of REST API hit logs.

Log Id	Created	API Parameters	API URL	Success	Response
94235	2023-06-06 13:43:37	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94234	2023-06-06 13:43:35	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94233	2023-06-06 13:38:34	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94232	2023-06-06 13:38:33	["access_token","programName"]	/rest/v1/campaigns.json	true	Success
94231	2023-06-06 13:38:32	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94230	2023-06-06 13:38:30	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94229	2023-06-06 13:38:28	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success
94228	2023-06-06 13:38:26	["grant_type","client_id","client_secret","partner_id_1"]	/identity/oauth/token	true	Success

12. Under the WP for Marketo tab, select the forms submenu and click on the Easy Marketo Forms tab to embed Marketo forms on your WordPress website.

The screenshot displays the WordPress dashboard interface for the 'WP for Marketo' plugin. The left sidebar shows the 'Forms' menu item highlighted. The main content area features a top navigation bar with tabs: 'Easy Marketo Forms' (highlighted), 'Form Pre-Fill', 'Restrict Fields', 'DDoS Configuration', and 'Address Auto-Complete'. Below the tabs is the 'Easy Marketo Forms' section with an 'Add Form' button. A table lists the following forms:

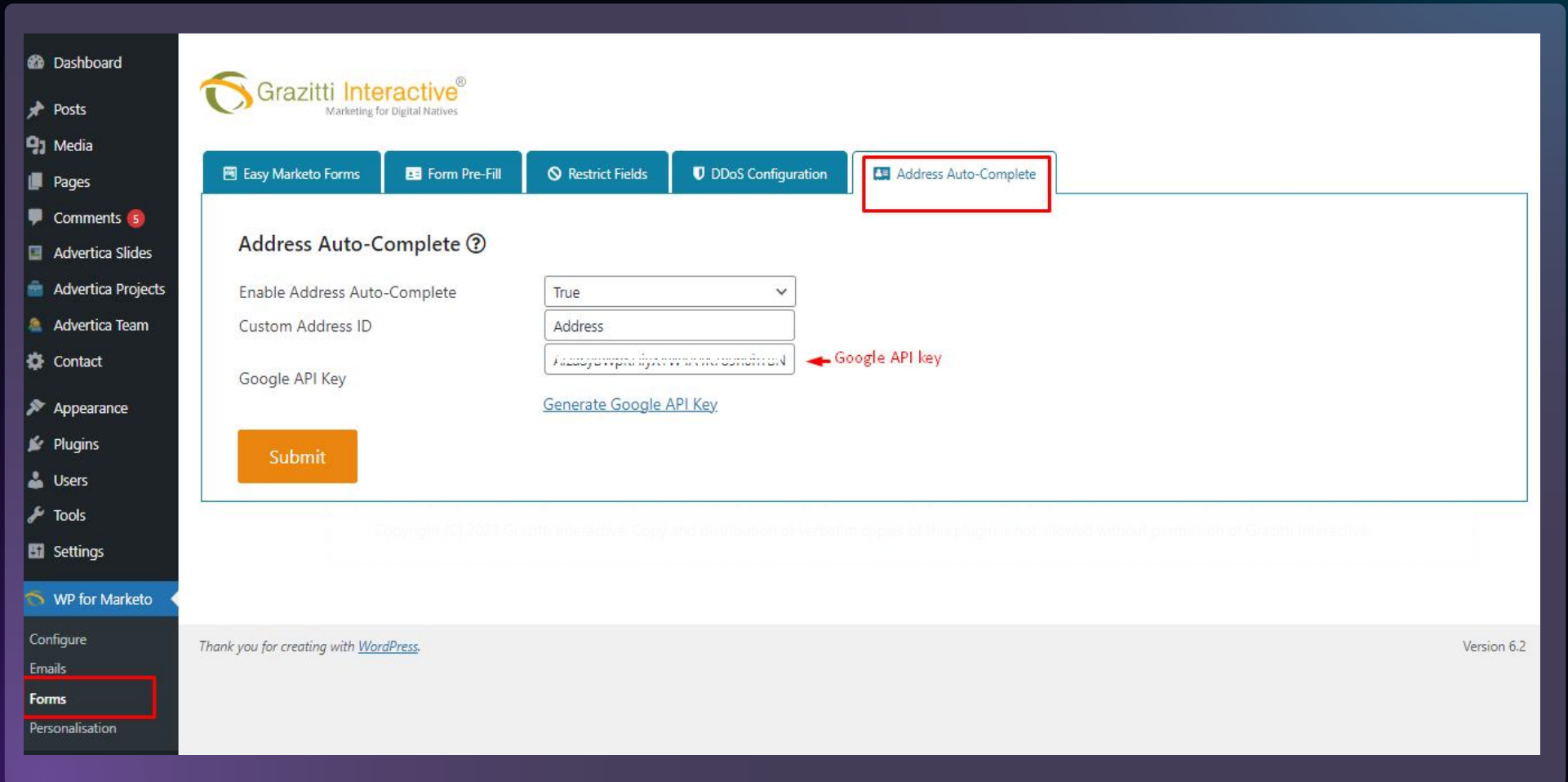
Form Name	Form ID	Marketo Form ID	Thank You Type	Shortcode	Action
Latest Form 1	42	1736	TyMessage	[wp_embedded_form id="42"][/wp_embedded_form]	
New T Form	41	1736	TyMessage	[wp_embedded_form id="41"][/wp_embedded_form]	
Re Program	40	1736	TyMessage	[wp_embedded_form id="40"][/wp_embedded_form]	
test	39	1736	TyLP	[wp_embedded_form id="39"][/wp_embedded_form]	
New Form E 1	38	1736	TyMessage	[wp_embedded_form id="38"][/wp_embedded_form]	

## Steps for using the Marketo form on the WordPress Page:

1. Log in to Marketo.
2. Navigate to the Design Studio.
3. Select the form you want to use on your WordPress page.
4. Click on "Form Actions" and choose "Embed Code."
5. Copy the embed code from Marketo and paste it into the form on your WordPress page.
6. Choose the type of Thank You message to display:
  - ✔ If redirecting to a Thank You landing page, enter the URL.
  - ✔ If displaying a Thank You message, type the desired message.
7. Save the form to generate a shortcode.
8. Copy this shortcode and use it on your web page.
9. When you preview the page on the front end, the form will appear.

13. In the WP for Marketo tab, select the "Forms" submenu and click on the "Address Autocomplete" tab.

This feature minimizes keystrokes and reduces typing errors in the address field of the form. Address autocomplete suggests addresses to users as they type. This ensures accurate and reliable address data by reducing errors and streamlining the input process.



The screenshot displays the 'Address Auto-Complete' configuration page within the WP for Marketo interface. The left sidebar shows the navigation menu with 'Forms' highlighted. The main content area features a header with the 'Grazitti Interactive' logo and a row of tabs: 'Easy Marketo Forms', 'Form Pre-Fill', 'Restrict Fields', 'DDoS Configuration', and 'Address Auto-Complete' (which is selected and highlighted with a red box). Below the tabs, the 'Address Auto-Complete' settings are shown, including a title, a dropdown for 'Enable Address Auto-Complete' set to 'True', a text input for 'Custom Address ID' containing 'Address', and a text input for 'Google API Key' containing a placeholder key. A red arrow points to the 'Google API Key' field with the text 'Google API key'. A 'Generate Google API Key' link is positioned below the key field. An orange 'Submit' button is located at the bottom left of the settings area. The footer contains a copyright notice for Grazitti Interactive and the version number 'Version 6.2'.

# Wrapping Up

Integrating [WordPress](#) and [Marketo](#) offers a powerful solution for businesses seeking to optimize their marketing efforts through enhanced website functionality and dynamic content delivery. [Grazitti's WordPress Marketo Connector](#) exemplifies this by seamlessly merging Marketo's lead management and automation capabilities with WordPress's robust content management system.

This integration not only simplifies marketing workflows but also enables sophisticated personalization, ensuring that visitors receive highly relevant content. Features such as automatic blog updates, personalized product offers, event management, and progressive profiling through Marketo-embedded forms empower businesses to deliver targeted content, drive user engagement, and boost conversion rates.

With easy installation, real-time data syncing, and enhanced content localization, the WP-Marketo Connector proves to be an invaluable tool for marketers aiming to create impactful and efficient campaigns, thereby maximizing return on investment and supporting sustained business growth.