



Creating Seamless Data Sync Between WordPress and Marketo for Exceptional Marketing

THE CUSTOMER

The customer is a leading motorsport entertainment provider. They deliver interactive and exhilarating motorsport-based championships, news, and more to fans. They are sponsored by renowned names such as Coca-Cola, Foxtel, Ford, Red Bull, and more. In 2021, they successfully hosted 32 races across 12 events.

THE CONTEXT

The customer is using the WordPress platform for managing their business website. As they conduct various championships and motorsports events frequently, they needed a convenient way to keep their customers updated. So, they decided to implement an automatic newsletter for sending out emails regarding their upcoming and ongoing events to increase the number of attendees.

THE OBJECTIVE

The goal was to consistently send interactive and personalized emails to the end customers regarding their upcoming and ongoing events. But, it became challenging as their customer data was on Marketo and the email content was on the WordPress website. So, they decided to bi-directionally integrate their WordPress and Marketo business solutions.

HIGHLIGHTS



100% Established bi-directional integration between WordPress and Marketo



30% Improved engagement rate with consistent updates



40% Better open rate with interactive emails



25% Increased ROI through ads-incorporated emails

THE SOLUTION

With Grazitti's assistance, the customer was able to:



We leveraged WordPress Marketo Connector to establish bi-directional data flow between platforms and improve marketing efforts via high-performing emails.



The first challenge was to select the content type to send. We added a 'blog post category' option to enable a particular category selection.



Sending out emails manually at ideal times was crucial but impractical. So, we provided a recurring newsletter with an email scheduling feature.



Marketo doesn't support ads in emails that the customer wanted to incorporate. So, we embedded custom code to send out emails with ads.



Embedding videos to emails was not feasible. So, we enabled shortcode links that would redirect recipients to the videos.



To measure the impact of their newsletter, the customer wanted to track the traffic. We configured UTM links for better tracking.

THE OUTCOME

The customer was able to create a bi-directional integration between their website and marketing utility. The seamless data flow empowered them with an automatic email newsletter and higher ROI. Moreover, they successfully enhanced the interactivity of their newsletter by incorporating videos in the emails.

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