

# Product Docs

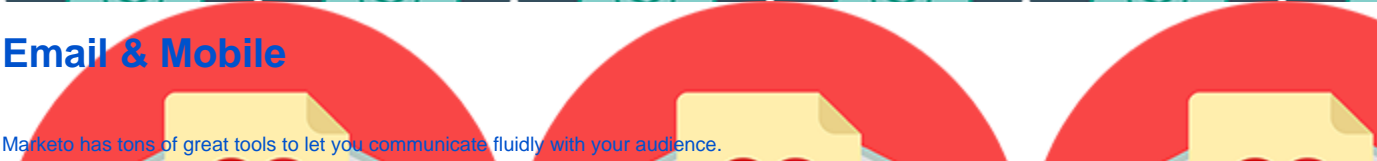
There are a few key elements to learning Marketo. Learn these and you'll be halfway to mastering Marketo.

## Core Concepts



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## Email & Mobile



Marketo has tons of great tools to let you communicate fluidly with your audience.

## Demand Generation



Make landing pages with custom forms & social widgets.

## Personalization



The more individualized the marketing, the more likely they will be to respond.

## Reporting



Actionable insights. You can even have item delivered right to your inbox.

## Administration



If you are in the admin club, here is everything you need to know.

## Additional Apps



Lead management isn't the only thing we're good at.

## CRM Sync



This is where the magic happens.