

Product Docs

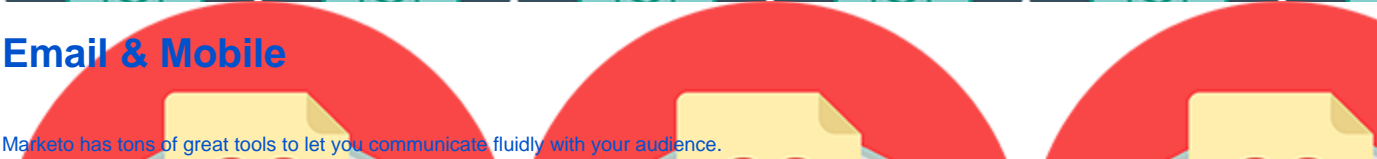
There are a few key elements to learning Marketo. Learn these and you'll be halfway to mastering Marketo.

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.