

Personalize an Email

Mission: Make your emails personal by adding data tokens



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

Prerequisites

- [Get Set Up and Add a Person](#)
- [Send an Email Blast](#)
- [Drip, Drip, Nurture](#)

What's in this article?

Step 1: [Select an Email to Personalize](#)

Step 2: [Make the Salesperson the Sender](#)

Step 3: [Add the Lead's Name to the Email](#)

Step 1: Select an Email to Personalize

1. Select one of the nurture emails created in the [previous quick win](#) and click **Edit Draft**.

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Marketing Activities...

Marketing Activities

- Data Management
- Joe Test
- Justin
 - Test Emails
- Keith
 - Lead Lifecycle
- Learning
 - Lead Scoring
 - My Email Program
 - My Nurture Program
 - My Nurture Email 01**
 - My Nurture Email 02
 - My Program

My Nurture Email 01

Email Actions Edit Draft Preview Email

My Nurture Email 01

Type: Email
Status: Approved

Summary

Template:
Sales Insight:
Text Only:
Operational:

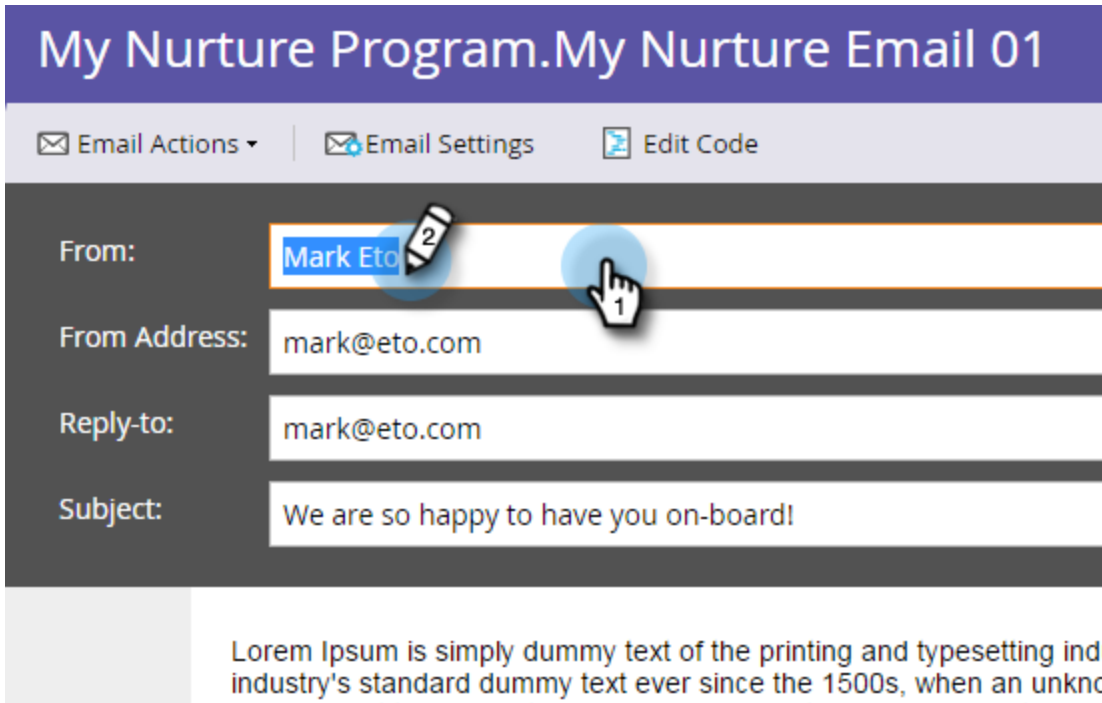
Note

This creates a copy of the email as a draft. You must approve the draft for the changes to go live.

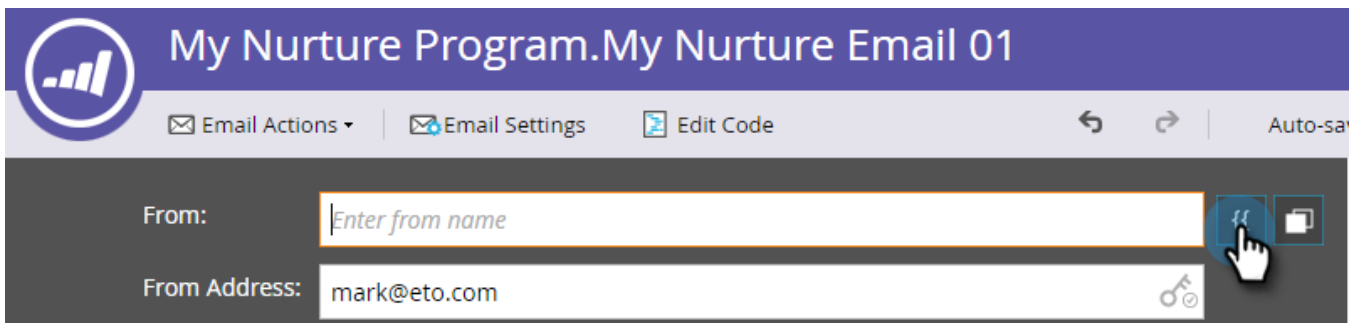
If you haven't enabled a pop-up blocker, the email editor will open in a new tab/window. Otherwise, click **Edit Draft** twice.

Step 2: Make the Salesperson the Sender

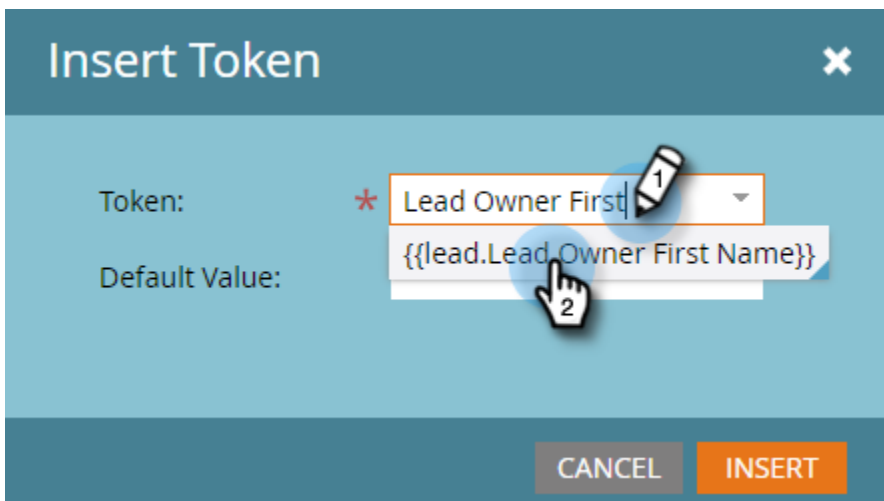
1. Select the **From** field, highlight and **delete** the current name.



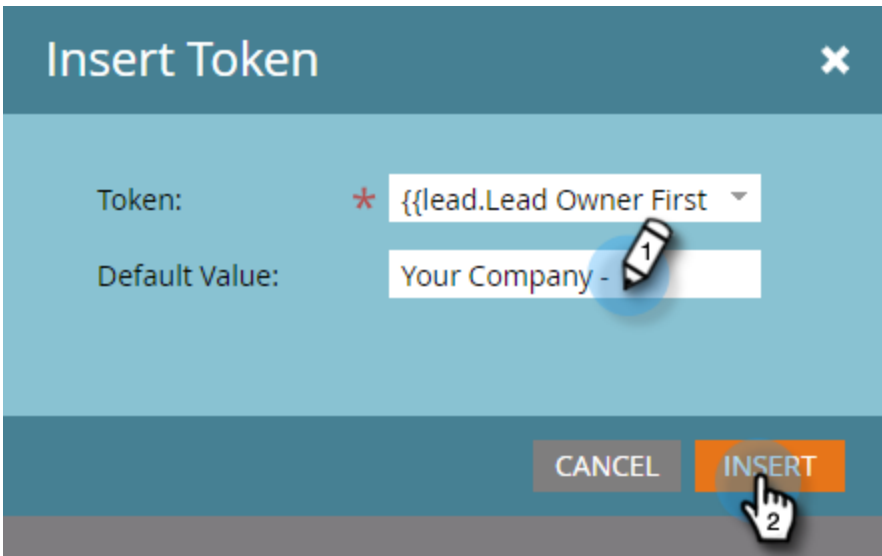
2. Click the **Token** icon to the right of the **From** field.



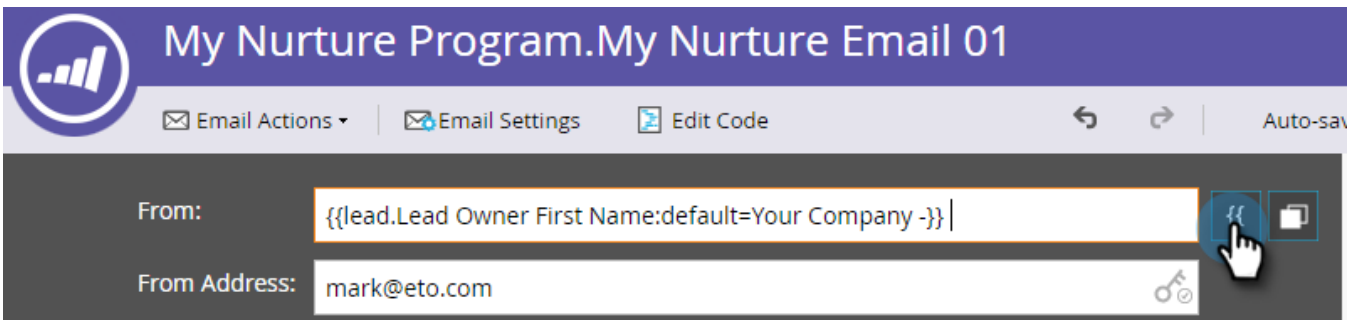
3. Find and select the **{{lead.Lead Owner First Name}}** token.



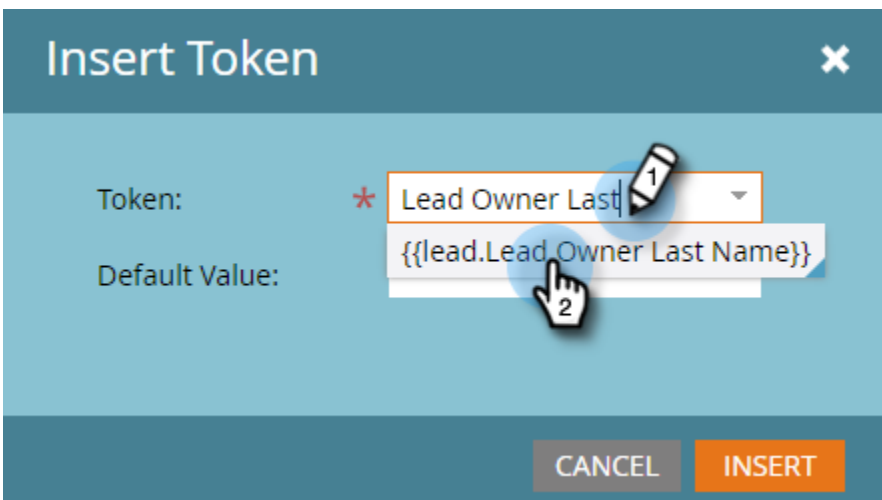
4. Type your company name and a dash for the **Default Value** to ensure something is displayed in case the sale rep's first name is unavailable. Click **Insert**.



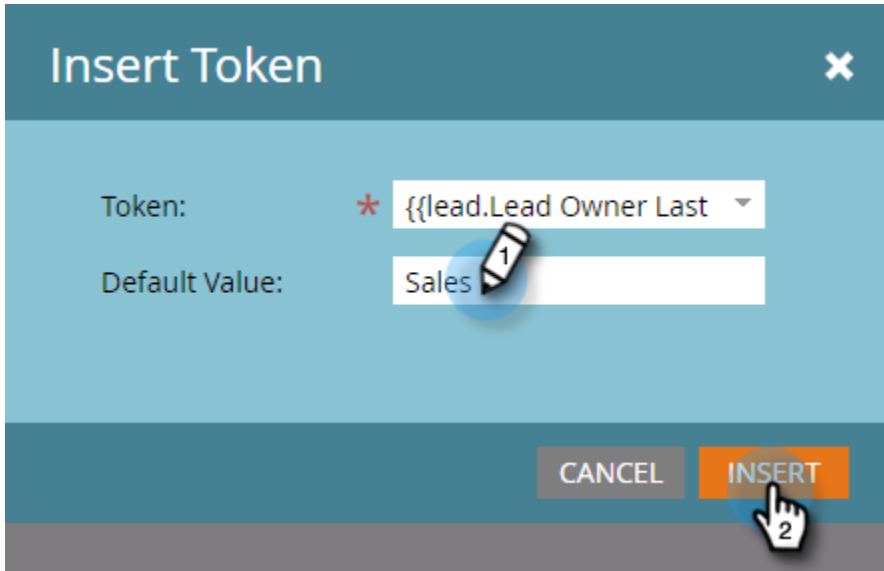
5. Hit the space bar in the **From** field, making sure the cursor is flashing one space after the token you just inserted. Then click the **Token** icon again.



6. Find and select the **{{lead.Lead Owner Last Name}}** token.



7. Type "Sales" for the **Default Value** and click **Insert**.



Insert Token

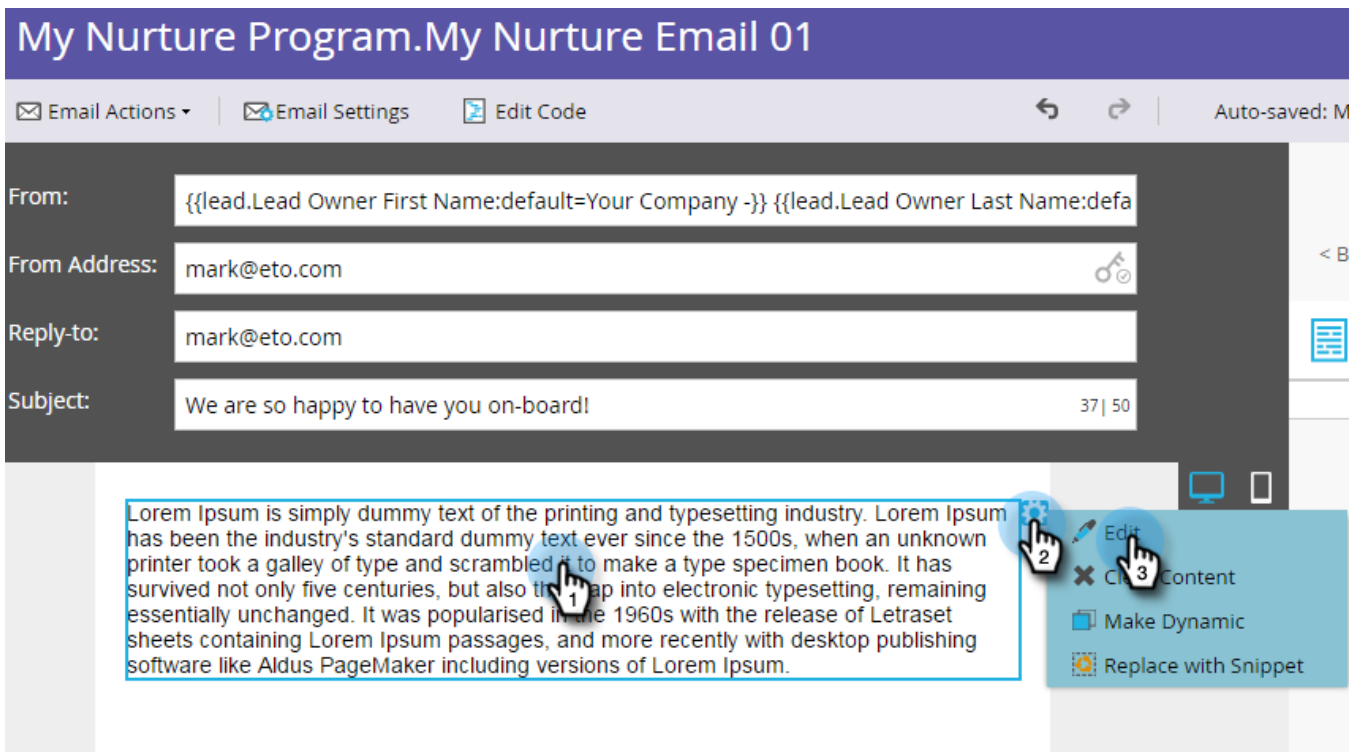
Token: * {{lead.Lead Owner Last

Default Value: Sales

CANCEL INSERT

Step 3: Add the Lead's Name to the Email

1. Select the top editable section, click the gear icon and select **Edit**.



My Nurture Program.My Nurture Email 01

Email Actions | Email Settings | Edit Code | Auto-saved: M

From: {{lead.Lead Owner First Name:default=Your Company -}} {{lead.Lead Owner Last Name:default=Your Company -}}

From Address: mark@eto.com

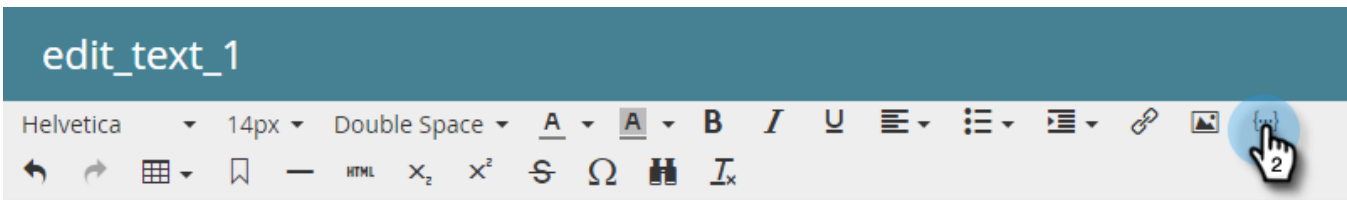
Reply-to: mark@eto.com

Subject: We are so happy to have you on-board! 37 | 50

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Edit
Clear Content
Make Dynamic
Replace with Snippet

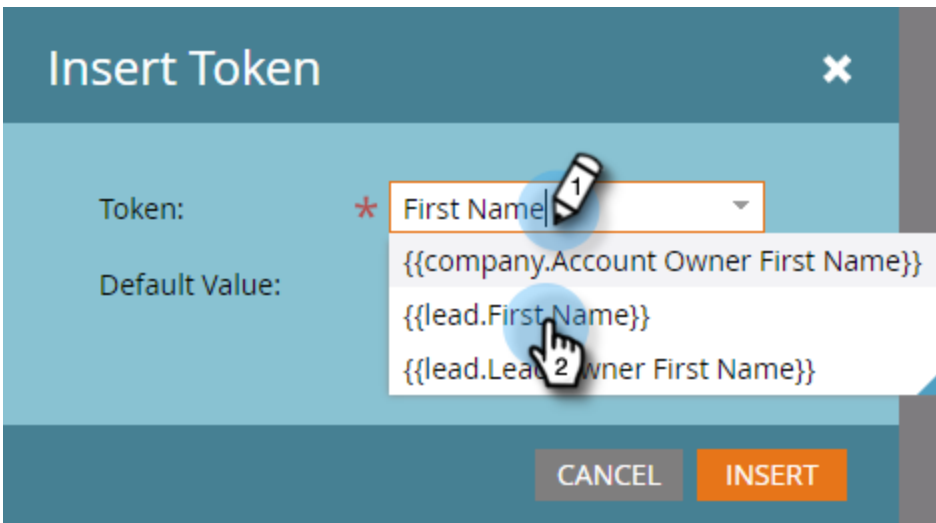
2. Add a space after "Hello" and place your cursor in front of the comma, then click the **Insert Token** icon.



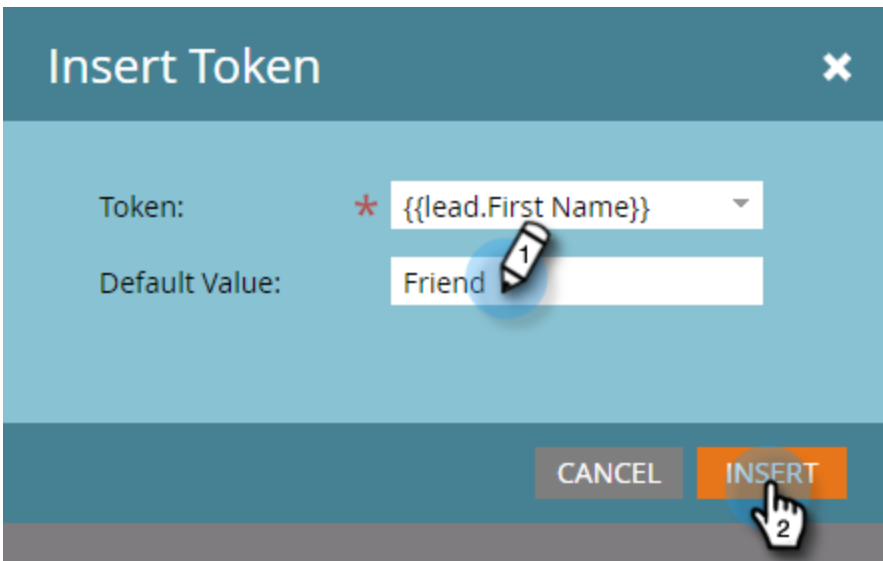
Hello

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dur 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not onl leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

3. Find and select the **{{lead.First Name}}** token.



4. Enter "Friend" (or any label you'd like) in the **Default Value** field and click **Insert**.





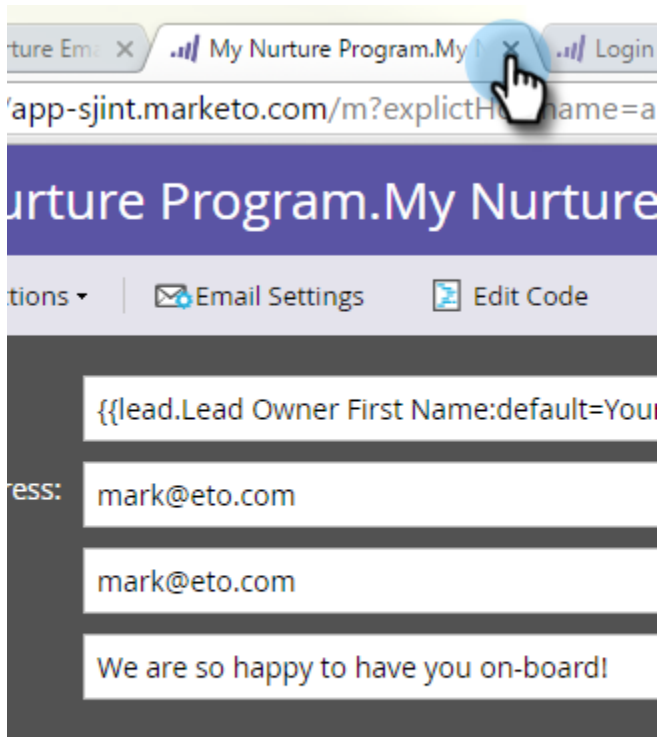
Tip

Always include a default value for tokens; this ensures the default value will be displayed in the email if some part of the personal information is missing.

5. Click **Save**.



6. Close the email editor tab/window.



Hello {{lead.First Name:default=Friend}},
Lorem Ipsum is simply dummy text of the printing
been the industrv's standard dummy text ever sin

7. Under **Email Actions**, select **Approve Draft**.

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 - My Nurture Email 01**
 - My Nurture Email 02
 - My Program

My Nurture Email 01

- Email Actions
 - Preview
 - Unapprove
 - Download HTML
 - Send Sample
 - Clone
 - Delete
 - Move
 - New Test
- Draft Actions
 - Edit Draft
 - Preview Draft
 - Send Sample of Draft
 - Approve Draft
 - Discard Draft



Tip

Need a quick refresher on how to send yourself the email? See [Send an Email Blast](#).

Watch a Video

Mission Complete

Congratulations, you've personalized your email!

Mission 6: Drip, Drip, Nurture

Mission 8: Alert the Sales Rep