

Core Marketo Concepts

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

Smart Campaigns

A row of six purple circles, each containing a glowing yellow lightbulb icon.

Used with Smart Lists, these let you automate almost any flow of actions.

Smart Lists & Static Lists

A row of three dark teal semi-circles, each containing a white clipboard icon with a grey clip.

Defines a set of people in your database and listen for specific behaviors.

Programs

A row of three yellow semi-circles, each containing a black folder icon with a white handle.

These are like folders. Almost everything you do will be inside a program.

Marketing Calendar

A row of five green semi-circles, each containing a white calendar icon with a red header and the number '26' on a white page.

Helps marketing teams coordinate their activities inside a calendar view.

Mobile Apps

A row of six light blue semi-circles, each containing a white smartphone icon with a colorful app grid on the screen.

Take Marketo on the go!

Miscellaneous

A row of three grey semi-circles, each containing a pattern of small, colorful diamond-shaped confetti pieces in orange, teal, and red.

Stuff we thought you should know.