

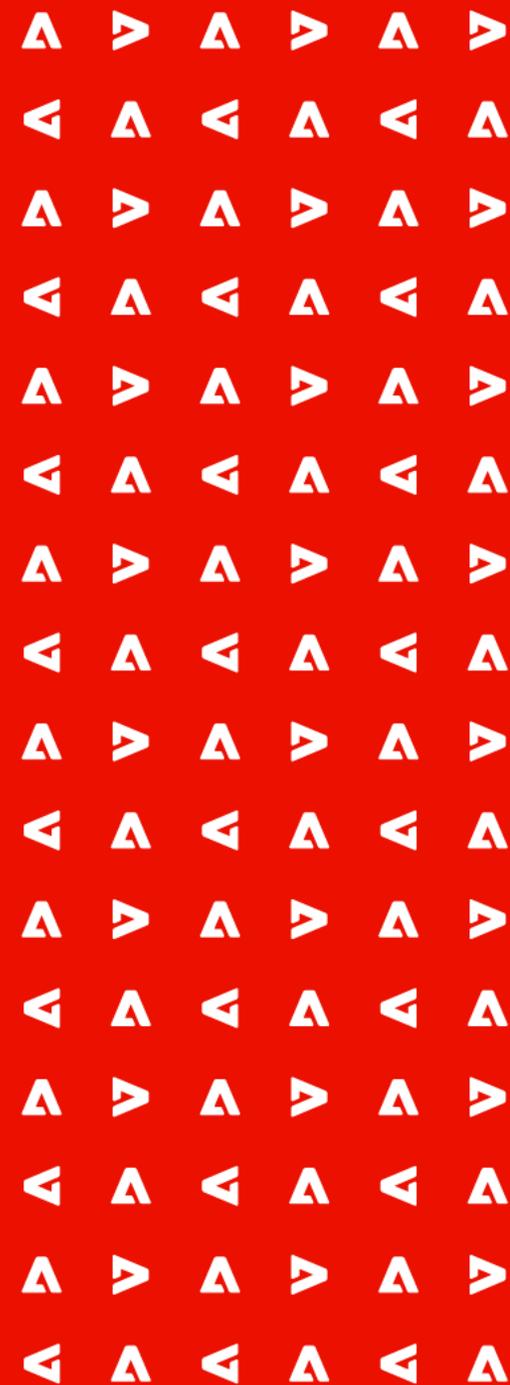


Investing in Yourself; Adobe Marketo Engage Certification

Brandon Benjamin | Founder | The Marketing Ops Coach

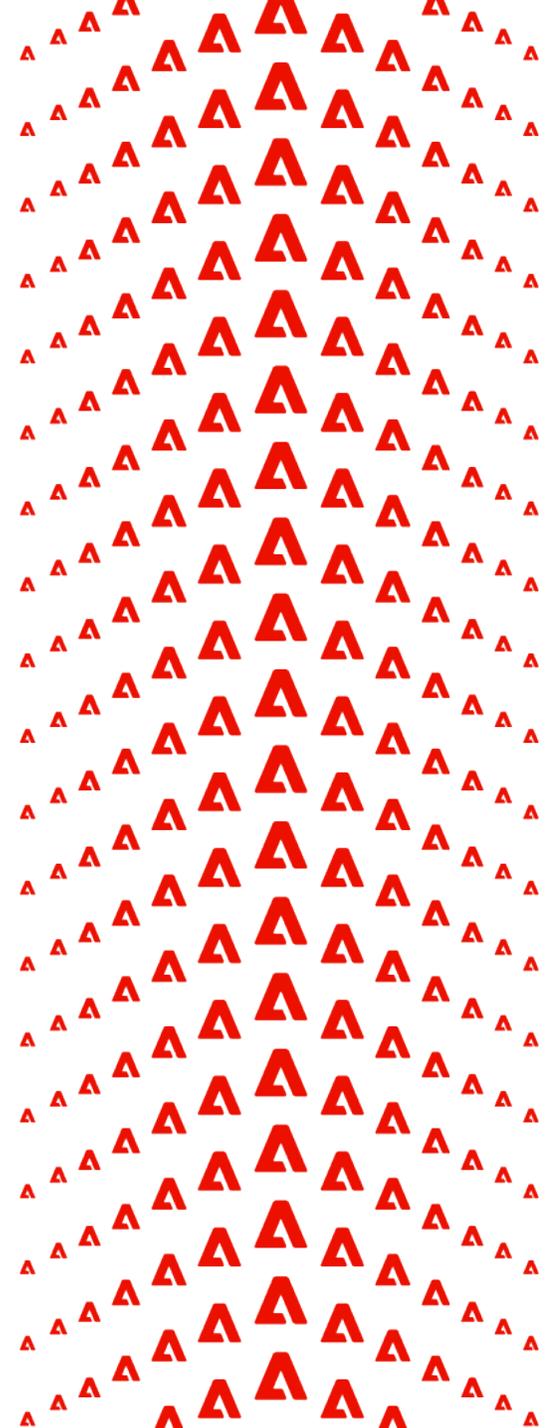
Brooke Bartos | Director of Marketing Operations & Analytics | EngageSmart

Evan Kubitschek | Senior Manager, Marketing Operations | Pendo



Agenda

Introductions	Meet the Champions	9:00am-9:05am
Certification Process	How to become certified	9:05am-9:10am
Results	How has being certified helped me	9:10am-9:25am
Next Steps	What can you accomplish with your certification	9:25am-9:45am
Q&A	Ask your questions	9:45am-10:00am



Introductions



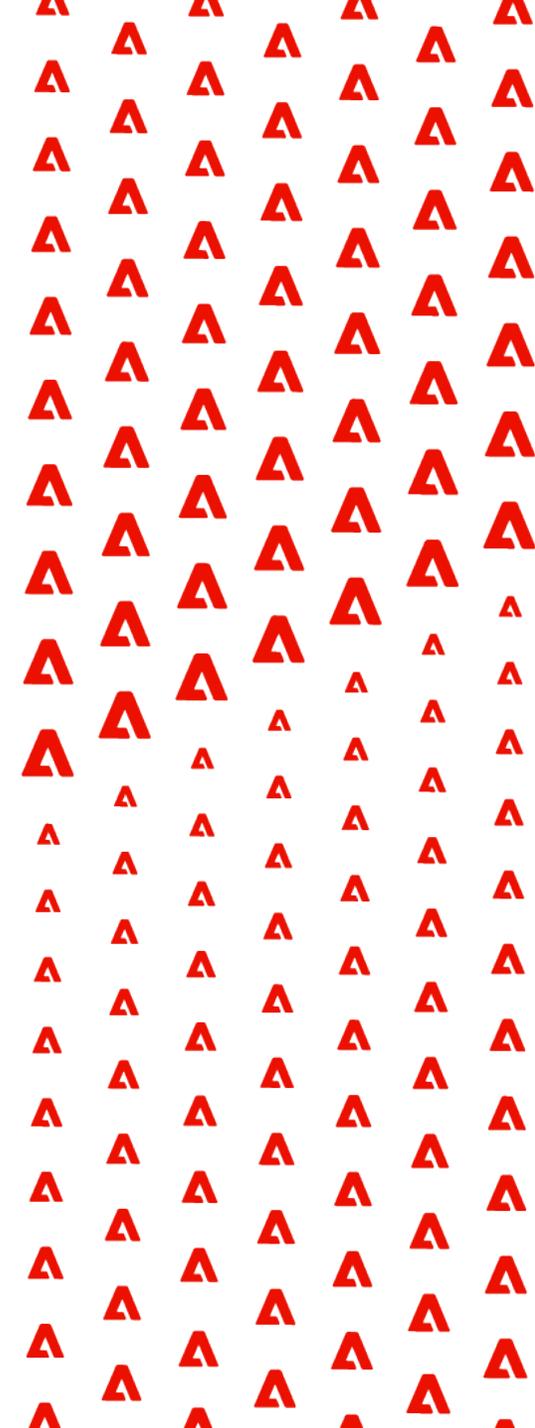
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Pendo



Certification Process

How I became an Adobe Marketo Engage Certified Expert

- How many years of experience with Marketo did you have before taking the exam?
- What was your approach to preparing and studying for the exam?
- Any tips to overcome exam anxiety?
- What was the test like?
- Tips and tricks for taking the exam?





Certification Results

How has the certification helped me:

- How has being certified helped your utilization of Marketo?
- What has the certification done for your career?
- Did being certified help you to become an Adobe Marketo Engage Champion?
- How have you leveraged your Marketo certification to help others better adopt the product?

Next Steps

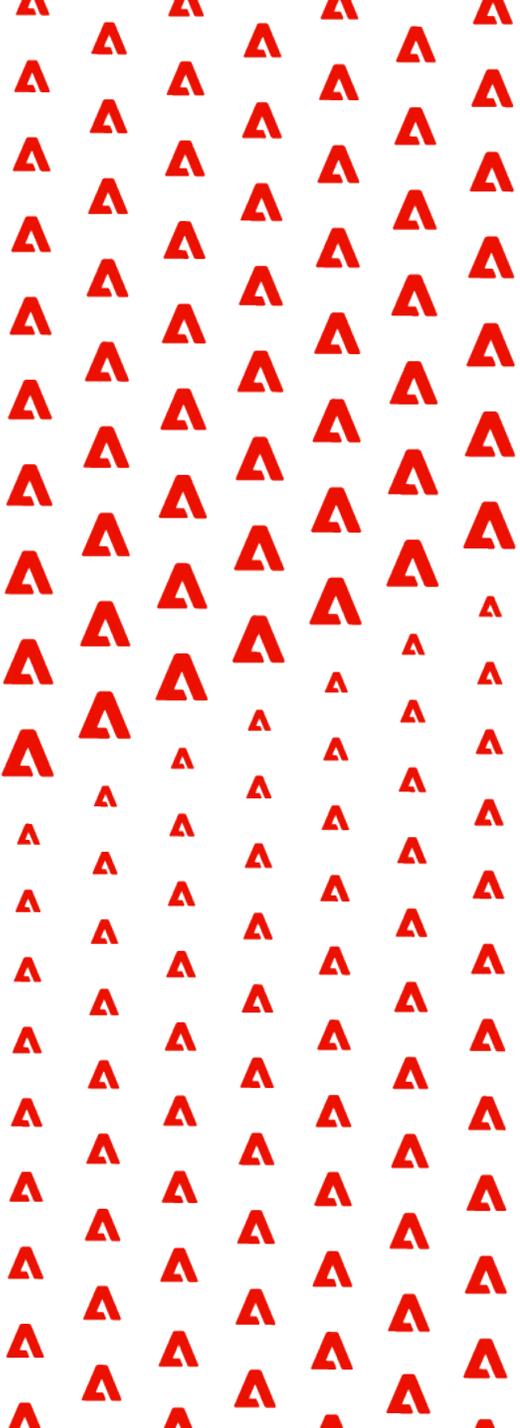
- I have my certification, now what?
- Have you built your personal brand around the Marketo Expert Certification?
 - Have you ever thought about becoming a Marketo Certified Architect?
 - Can you encourage others within your team to get certified to increase your organization's visibility and credibility?
 - What do you have planned for your future?



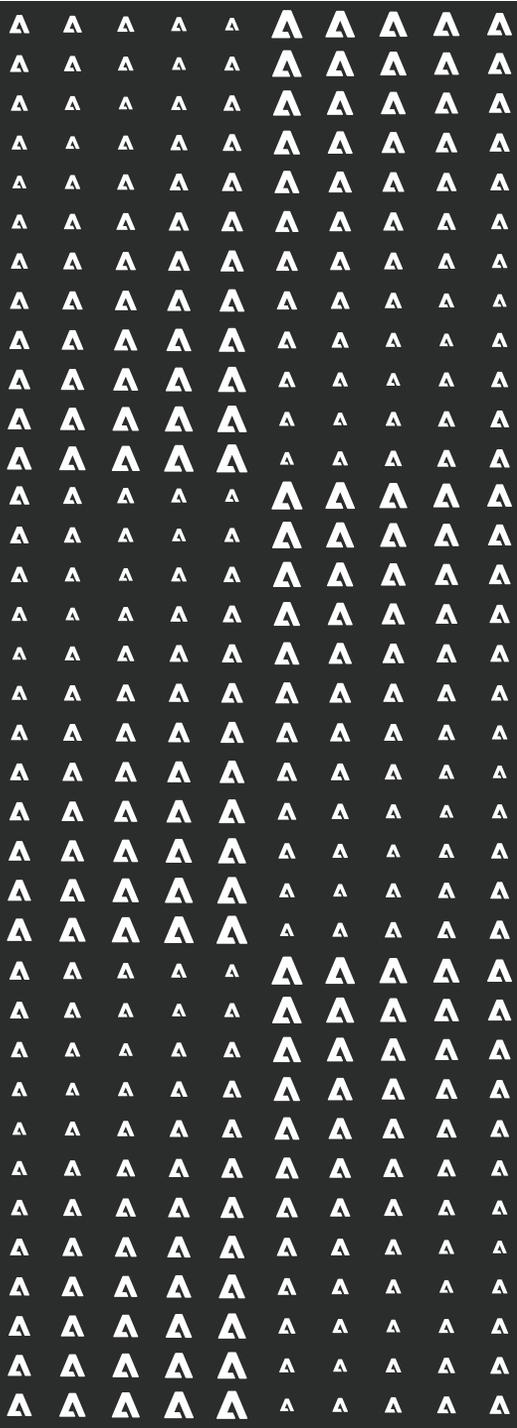


Questions & Answers

Appendix



Salaries with and without Adobe Marketo Engage Certification



Title: Marketing Operations Specialist

- Salary based on if you **DO** have your Marketo Certified Expert:



- Salary based if you **DO NOT** have your Marketo Certified Expert:



Title: Marketing Automation Specialist

- Salary based on if you **DO** have your Marketo Certified Expert:



- Salary based if you **DO NOT** have your Marketo Certified Expert:



Title: Marketing Operations Manager

- Salary based on if you **DO** have your Marketo Certified Expert:



- Salary based if you **DO NOT** have your Marketo Certified Expert:



Title: Marketing Automation Manager

- Salary based on if you **DO** have your Marketo Certified Expert:



- Salary based if you **DO NOT** have your Marketo Certified Expert:



Title: Senior Manager, Marketing Operations

- Salary based on if you **DO** have your Marketo Certified Expert:



- Salary based if you **DO NOT** have your Marketo Certified Expert:



Title: Senior Manager, Marketing Automation

- Salary based on if you **DO** have your Marketo Certified Expert:

Average Salary (all submissions) \$127,500.00	Average Total Compensation (including bonus, stock, etc) \$142,000.00	Survey Submissions 4
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- Salary based if you **DO NOT** have your Marketo Certified Expert:

Average Salary (all submissions) \$122,500.00	Average Total Compensation (including bonus, stock, etc) \$139,166.67	Survey Submissions 3
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Data provided by;

Sara McNamara's Marketing Operations

Salary Survey Results Dashboards

