



YOUR GUIDE TO

Oktopost's Integration with Marketo



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What is Oktopost

Oktopost is the only social engagement platform that is architected for B2B companies. Our two core solutions are:

1. SOCIAL MEDIA MANAGEMENT

Oktopost's sophisticated social media management tools enable B2B marketers to execute a data-driven social media strategy by scheduling large volumes of content, engaging with audiences at scale, and measuring valuable performance metrics.

2. SOCIAL EMPLOYEE ADVOCACY

Oktopost's robust employee advocacy solution allows B2B companies to amplify their social reach and attract qualified leads by enabling employees to share branded content to their personal social networks.

What is the Oktopost–Marketo integration

Within Marketo, the data used to score, nurture, and attribute leads is currently collected from your email clicks and opens, website visits, and CRM.

By integrating Marketo with Oktopost, you can introduce a whole new dimension of social media engagement data to create more meaningful interactions with your prospects and customers.

With every social engagement, Oktopost appends the given activity to known leads within Marketo. As a result, you can drastically improve the way you nurture, score, and attribute leads, increasing the overall value of your Marketo instances:

LEAD NURTURING

Target leads with hyper-personalized content based on their social media engagement.

LEAD SCORING

Build a scoring model that prioritizes social touch-points, and in turn, drives more qualified leads.

LEAD ATTRIBUTION

Accurately attribute demand generation to social media activities – and give social media the credit that it deserves.

LEAD SEGMENTATION

Segment audiences according to their interactions with social content, networks, and campaigns.

What you need to get started

Prior to setting up the integration, you must be familiar with both Marketo and Oktopost. Next, you will need to have the following items:

1. Admin access to Oktopost
2. Admin access to Marketo
3. Marketo forms installed on your website or landing pages
4. [Social profiles connected](#) to Oktopost
5. A [CNAME](#) set up in Oktopost
6. [Oktopost conversion tracking](#) installed on your website or landing pages

How to set up the integration

1. Create Custom Service in Marketo

In Marketo, go to Admin > Integration > LaunchPoint and [create a new custom service with REST API access](#).

The API Only User in Marketo should have the following permissions:

API ACCESS

- Read-Write Activity
- Read-Write Activity Metadata
- Read-Write Person

2. Connect Oktopost to Marketo

Once the Custom Service is set up, go back to Oktopost → App Settings → Integrations, click on Add Integration, select Marketo from the list and enter your Client Id, Client Secret, and Munchkin Account ID from Marketo.

Once Marketo is connected to Oktopost, you'll be able to configure the integration settings.

3. Sync Custom Activities

By turning this option ON, Oktopost will automatically create new custom activity objects in Marketo and will send custom activity data to Marketo whenever it detects a social activity by a known lead. The custom activity types include:

TYPE	FILTER	TRIGGER
Social link click	Clicked on a social link	Clicks on a social link
Social like	Liked a post	Likes a post
Social comment	Commented on a post	Comments on a post
Social share	Shared a post	Shares a post
Social mention	Mentioned on a social network	Mentions on a social network
Social direct message	Sent a direct message on social	Sends a direct message on social

Each custom activity type will contain detailed information and analysis about the activity, allowing to score and nurture based on social activities. [See full lead activity reference here.](#)

4. Track Social Clicks

By turning this option ON, the Marketo Munchkin code will be triggered whenever someone clicks on a shared okt.to link. Marketo will treat this as a web page visit and allow you to create reports, campaigns, and programs based on the redirect URL, containing details on the link and post that were clicked on.

For example:

http://ok.domain.com/social/Twitter/My-Campaign-Name/Oktopost/blog,short/ui/uWy9DY?utm_campaign=My-Campaign-Name&utm_term=blog,short&utm_medium=Social&utm_source=Twitter

Please note that in order to use this option you will need to [set up a CNAME](#). For more information about the redirect link structure please read the [following article](#).

5. Web Personalization

Oktopost's integration with Marketo's Web Personalization feature will trigger the Web Personalization tracking code on every social click. This will allow you to personalize your website content based on visitors' social interests.

To use this option, you will have to retrieve your Web Personalization **Account Id** and **Host** from the tracking code, and enter them into Oktopost. For example:

```
<!-- RTP tag -->
<script type="text/javascript">
  (function(o,h,s,f,i){c[a]=e[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
  c[a].a=i;var q=h.createElement("script");q.async=true;q.type="text/javascript";
  q.src=f+'?ald='+i;var b=h.getElementsByTagName("script")[0];b.parentNode.insertBefore(g,b);
})(window,document,"rtp", //rtp-cloud5.marketo.com/rtp-api/v1/rtp.js, "sewnice");

  rtp('send','view');
  rtp('get','campaign',true);
</script>
<!-- End of RTP tag -->
```


How to check the integration is working

First, follow these steps:

1. Go to your website and fill a Marketo form
2. Click on a shared link from Oktopost
3. Go to Marketo, find the lead record and look for a Social Click custom activity under the Activity Log tab



Troubleshooting

If you have any questions or issues please feel free to contact our support at tickets@oktopost.com or call us: +1 (646) 559-6157.