Simplifying Marketo Landing Page Development and Content Update for MariaDB with Drupal

68% ⬆
Cost
Reduction

42% ⬆
Increased
Profits

39% ⬆
More
Productivity

THE CUSTOMER

The customer is an open source relational database management system (DBMS), with more than 12 million users worldwide. It is a community-developed software fork of MySQL intended to remain free under the GNU GPL. It is secure at the enterprise-level and trusted by the world's leading brands.

THE CONTEXT

The customer needed separate Marketo landing pages to manage their events for different regions such as Europe and North America. They had to rely on their development team to create a new page for every new event, as well as, their Marketo development team to create a new Marketo page every time they needed to promote their wide range of products.

THE OBJECTIVES

The customer wanted a modern, scalable CMS solution that could help them deal with any kind of content update—whether event details, products, services, news, or press releases. They also required a template-based system that wouldn't require them to create a new Marketo page every time they wanted to add events or promote their products.

THE SOLUTION

- To provide the customer with a comprehensive solution for separate Marketo landing pages, we created a new page for their events called Roadshow in Drupal 8. This contained separate tabs for Europe and North America, with a list of cities for both the continents, which acted as a template.

- On the back-end, the admin can add all the details related to Registration, Agenda, Venue, and Speakers for any city. They can even remove an event after its completion.

- On the front-end, the user can register simply by selecting the city and filling out the Marketo form available.

- The customer can now easily track all registered users for the event in Marketo.

- On the other hand, we provided a template-based solution to the customer for product promotion. We created a custom Marketo landing page template in Drupal, with fields such as Title, Marketo Banner Background Image, Landing Page Banner Title, Landing Page Content Left, Marketo Form Title, Marketo Form ID, and Marketo Form Key.

- Using it, their team of administrators can easily create multiple Marketo landing pages without any help from the development team.

- A similar Thank You page template helps the admin quickly change the Title, Background Color, Background Image, Download Page Title, and Downloadable Resource Content Field (Download Resource URL).

- Every time a user fills out the Marketo form on the landing page for product promotion, a custom Thank You page is created from where the user can download the particular product.

- We further ensured a strong role-based system, so that the admin can access and make iterations on the back-end, based on their role.

- Apart from the above, we have been maintaining the customer's website while also providing them with the best custom solutions that meet their requirements.

THE OUTCOME

- Template elements were now manageable from the back-end

- Less iteration in landing page development

- Reduced cost for multiple page creation

- Lesser time consumption in conversion from Marketo landing page to Drupal landing page