
Centre Of Excellence Guide

What is the CoE?

The Centre of Excellence (or CoE) is a folder within Marketo that contains a series of pre-built programs - all built to best practice - that you can clone, and use as the basis for your own programs.

This guide tells you what each of the program types is, and provides a link to a checklist - to make sure you have everything covered when creating a program.

What programs does the CoE contain?

The CoE contains the following programs - a description of each is given below, along with a checklist of things to look for when using each program type:

[A/B test](#)

[Email](#)

[Email + Follow up](#)

[Event](#)

[On 24 Event](#)

[Nurture](#)

A/B test

A/B tests help you choose the ideal content for emails using email programs. The test is run on a small group of people, and the winning email of the two emails will be sent to the rest of members of this program.

- Subject Line
- Whole Email
- From Address
- Date/Time

[Link to checklist](#)

Email

Email Programs are the quickest and easiest way to send emails to a group of people. Use these for general email communications, newsletters, updates etc.

[Link to checklist](#)

Email + follow up

The Email + Follow up Program is simply an Email Program (described above) with an additional follow up email, which you can schedule to be sent a set number of days after the initial email send.

[Link to checklist](#)

Event

The Event Program is used to manage all physical (non-webinar) events; handling the send of the invitation, confirmation, and reminder emails, as well as providing the option for registrants to cancel.

[Link to checklist](#)

On24 Event

On24 Event Program is a regular event program integrated with on24 webinar to manage all webinar events.

[Link to checklist](#)

Nurture

Engagement programs are designed to market to new people by presenting content to them in a systematic way. The goal is to attract engagement (opens/clicks) over time, in turn increasing brand awareness and educating prospects on our products.

[Link to checklist](#)