



YOUR COMPLETE ROADMAP TO BECOMING A MARKETO ADVOCATE

Join Advocate Nation and Share Your Expertise, Grow Your Personal Brand, and Become an Expert Marketo Marketer!

The goal of Marketo's Customer Advocacy Programs is to help customers showcase their success with the Marketo platform and engage with The Marketing Nation. Here's your roadmap as you progress through your Marketo journey.

COMMUNITY
The Marketing Nation Community is an online hub for new and veteran Marketo users to ask questions, engage with Marketo Support, and help each other be more successful Marketo users.

MARKETO USER GROUPS (MUGs)
MUGs are in-person regional meetups held by Marketo users around the world to share best practices, problem solve, and network.
[Sign up for MUG email communications](#)
No local MUG? No problem!
[Sign up for Virtual MUG email updates](#)

PURPLE SELECT
Purple Select is our way to reward you for being an advocate of Marketo. Complete fun challenges to earn points for awesome prizes.

CUSTOMER REFERENCE PROGRAM
Our Reference Program allows you to share your Marketo experience and best practices with prospective and fellow customers on a private reference call.

CUSTOMER STORIES & VIDEO TESTIMONIALS
Whether you've had an extraordinary onboarding experience or you've had extraordinary results using the Marketo platform, we want to hear about it!

CUSTOMER EXPERIENCE FEEDBACK OPPORTUNITIES
Help us improve your customer experience by sharing your Marketo journey from onboarding to advocacy by speaking to our Customer Adoption team or writing us a 3rd party review.

MARKETO CHAMPION PROGRAM
The Marketo Champion Program is an elite user community uniting Marketo's most passionate and strategic customers and partners. You must apply to become a Marketo Champion, and applications open during the last quarter of every calendar year.

BENEFITS AND REWARDS

GROW YOUR CAREER, NETWORK WITH PEERS, EARN SWAG

Have any questions? Contact us at customermarketing@marketo.com

