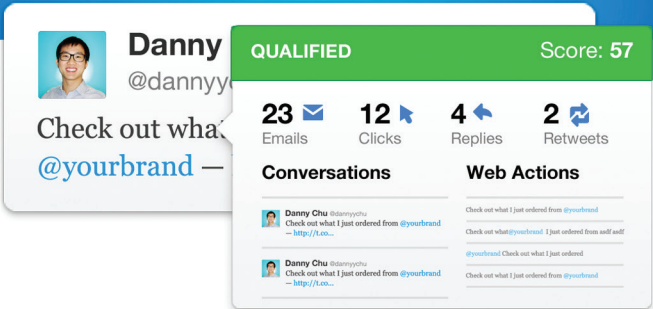


Enhance Marketo with Social Actions



Discover New Prospects, Qualify More
Leads, Drive Informed Conversations





Capture insights that accelerate conversions by synchronizing followers, mentions, and audience segments between Argyle Social and Marketo.





Danny
@dannyy

Check out what [@yourbrand](#) —

QUALIFIED Score: 57

23  Emails 12  Clicks 4  Replies 2  Retweets

Conversations

-  **Danny Chu** @dannyychu
Check out what I just ordered from [@yourbrand](#) — [http://Le...](#)
-  **Danny Chu** @dannyychu
Check out what I just ordered from [@yourbrand](#) — [http://Le...](#)

Web Actions

- Check out what I just ordered from [@yourbrand](#)
- Check out what [@yourbrand](#) I just ordered from self and
- [@yourbrand](#) Check out what I just ordered
- Check out what I just ordered from [@yourbrand](#)

Drive Lead Scoring with Social

- **Score Leads with Key Social Metrics**, and customize the value of certain social interactions.
- **View Complete Social History in Marketo** for a full view of a lead's engagement with your brand.
- **Push Leads Down the Funnel** by prioritizing social users with higher engagement.



@dannyychu Great! @lauracoggins will follow up and set up a trial!

Reply

Engage Prospects via Social

- **Target Segments of your Social Audience** with automatic groupings.
- **Deliver Individualized Messaging** by reviewing social, email, and web actions together.
- **Drive Consistent Conversations** by connecting prospect assignments across all channels.