



Cloudwords for Marketo Quick Start Guide



September 2013

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Introduction

Marketing on a global scale requires reaching multilingual audiences with marketing materials in their own language. But localizing marketing content—and all of the different assets associated with a global marketing campaign—is a slow, costly and cumbersome process.

Marketo's world-class marketing automation software enables marketers to engage customers and drive revenue. However, to localize marketing assets in multiple languages requires Marketo customers to copy and paste their source content into a document they send to their translation vendors, and then copy and paste all the translated materials back into Marketo. The process is time-consuming and prone to error when managing translation in just one language. Imagine multiplying this process in 5, 10 or even 30 different languages!

Cloudwords, using its best-in-industry integration knowledge and API, has made translating Marketo assets easier. It allows marketers to significantly accelerate and simplify the process of translating all types of marketing materials—regardless of file or content type—including email, html, video, audio, PDFs, landing pages, snippets, and more.

Through our own easy-to-enable Marketo integration, you can:

- Automatically send content to Cloudwords and route it to the translation vendor(s) for the job, and
- Seamlessly sync translated content back into Marketo.

Through the Cloudwords for Marketo integration, you will:

- Pick what Marketo assets (landing pages, forms, emails, snippets) you want to send out for translation
- Route those assets to the translation vendor(s) of your choice
- Review the translated content directly in Marketo once your translation vendor has delivered the translated content into Cloudwords. No more copy and paste for exporting your Marketo assets or importing them back once translated!

Since the Cloudwords for Marketo integration manages your translation process via Cloudwords, you enjoy all the standard benefits of Cloudwords:

- Timesaving project management and workflow
- Vendor management
- Cost-saving benefits of centralized Translation Memory, and more.

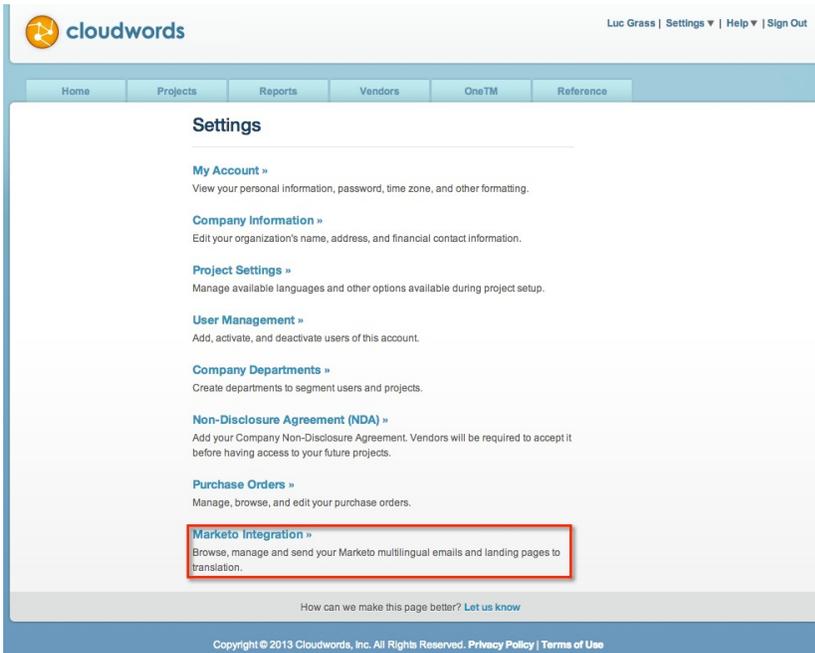
Cloudwords also sends your Marketo assets to translation vendors via XLIFF, a translation industry XML standard file type that helps simplify the process by driving down translation costs and time.

Enabling the Cloudwords for Marketo Integration

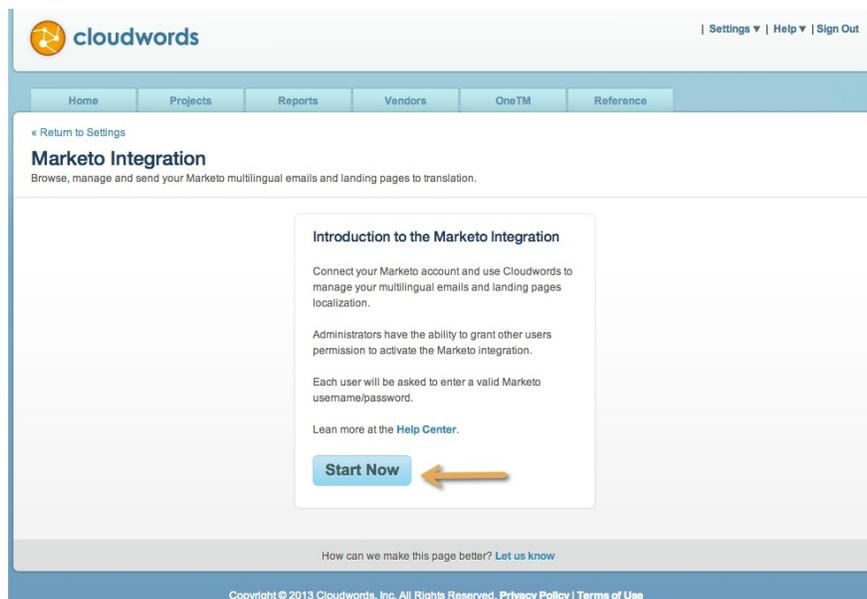
Before being able to configure and use the Marketo integration, you will need to contact your Cloudwords representative or send an email to support@cloudwords.com and request that the integration is enabled for your account.

Once your Cloudwords account has been granted access to the Marketo integration, you must follow the instructions below (Note: You must be an Administrator in Cloudwords to have access to the settings and configuration steps):

- 1) **Log in** to your Cloudwords account, go to the **settings** page and click on the **Marketo Integration** link.



- 2) The **first time** you access the Marketo Integration configuration page; you will see an Introduction text. Click the **Start Now** button to enable the integration in your account. Note: This is a one-time action.



3) On the **Marketo Integration configuration** page, you will have the following options:

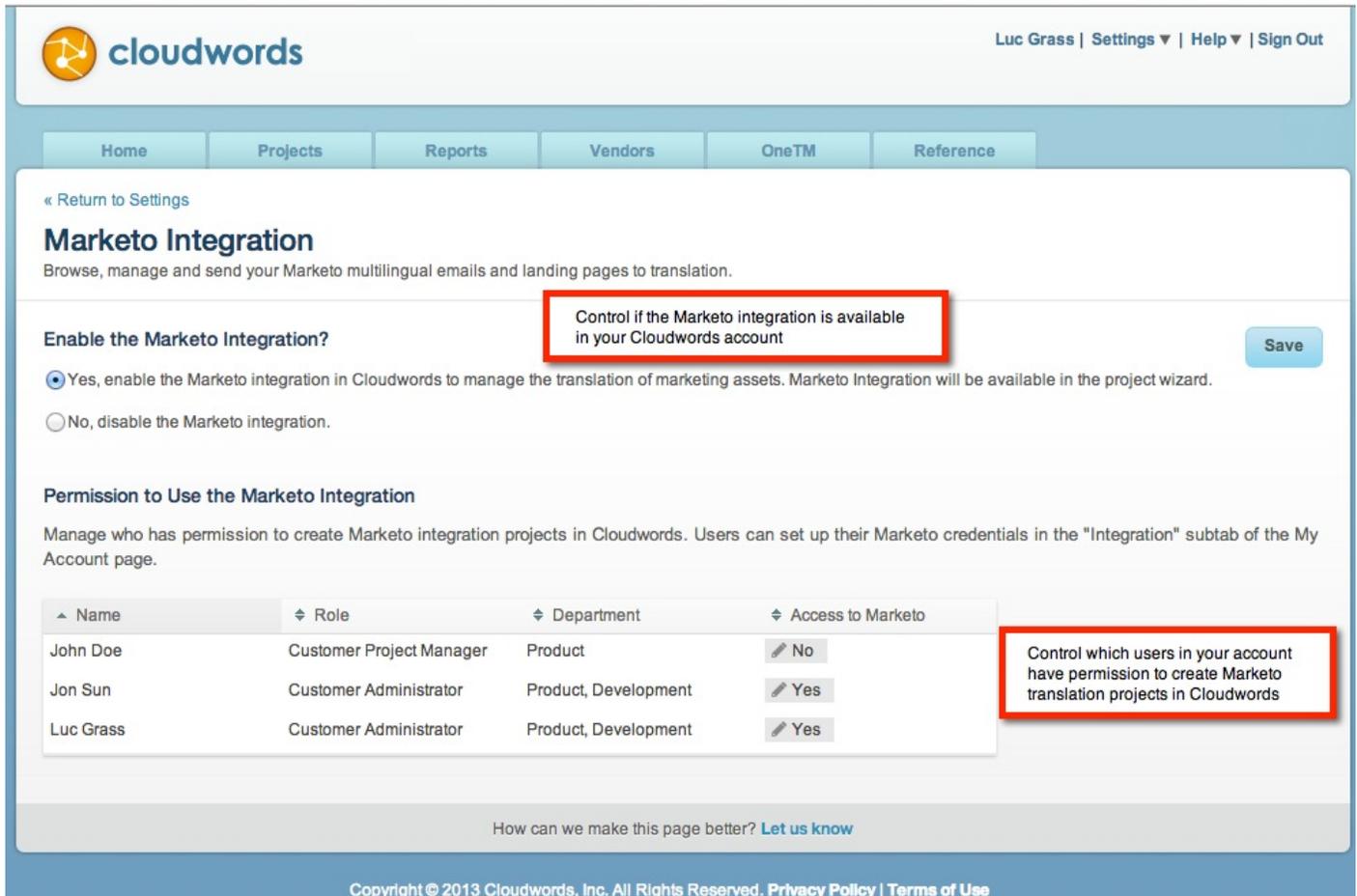
3.1) Enable the Marketo Integration?

Select the **Yes** option to make the integration available to users who have been granted permission to use it. Select the **No** option to completely disable the Marketo integration from your Cloudwords account.

3.2) Permission to Use the Marketo Integration

Here is where you manage who has permission to create translation projects that include Marketo assets in Cloudwords.

The **list of users** will only show the name of those who can create translation projects in Cloudwords, together with their Role, Department(s) they can access (in case your Cloudwords account has been divided into Departments) and if they have been granted permission to use the Marketo Integration.



cloudwords Luc Grass | Settings ▼ | Help ▼ | Sign Out

Home Projects Reports Vendors OneTM Reference

« Return to Settings

Marketo Integration

Browse, manage and send your Marketo multilingual emails and landing pages to translation.

Enable the Marketo Integration? Control if the Marketo integration is available in your Cloudwords account Save

Yes, enable the Marketo integration in Cloudwords to manage the translation of marketing assets. Marketo Integration will be available in the project wizard.

No, disable the Marketo integration.

Permission to Use the Marketo Integration

Manage who has permission to create Marketo integration projects in Cloudwords. Users can set up their Marketo credentials in the "Integration" subtab of the My Account page.

| Name | Role | Department | Access to Marketo |
|-----------|--------------------------|----------------------|-------------------|
| John Doe | Customer Project Manager | Product | No |
| Jon Sun | Customer Administrator | Product, Development | Yes |
| Luc Grass | Customer Administrator | Product, Development | Yes |

Control which users in your account have permission to create Marketo translation projects in Cloudwords

How can we make this page better? [Let us know](#)

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Using the Cloudwords for Marketo Integration to Translate Marketo Assets

Congratulations, you are now ready to localize your Marketo assets for the global audience easily and seamlessly. To start, login to Cloudwords and click on the **Start a New Project** button. Under the **Content Source** option, choose **Marketo**.

Create Your New Project

Basic Information

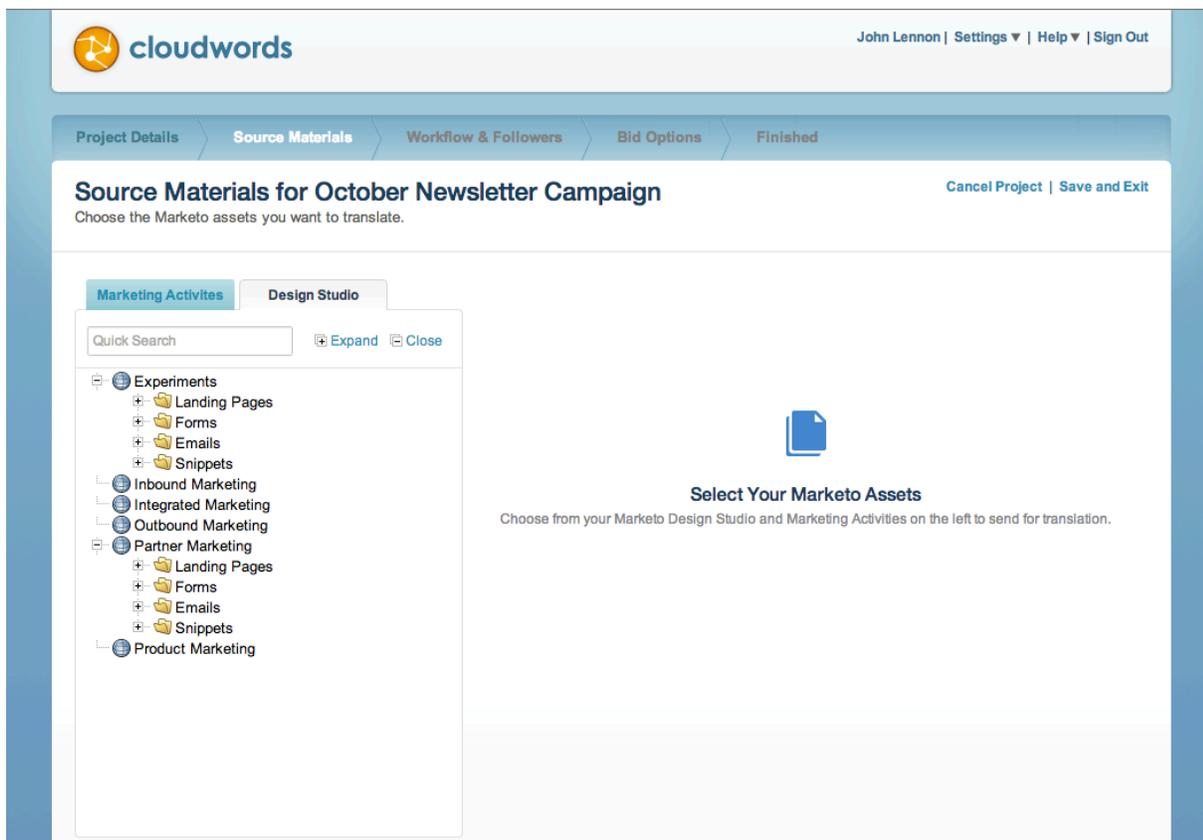
Content Source *

Marketo

Fill out the remaining information for your project and click **Next**.

If this is the **first time** you are creating a Marketo project, you will be prompted to login with your Marketo account username and password. Once you have logged in, Marketo may require you to authorize access for the new device. You will receive an email from Marketo with an authorization code – just copy and paste that code into the box in Cloudwords to complete the process.

You will then be able to access your Marketo assets directly within Cloudwords, and choose the desired assets to send to translation.



The screenshot displays the Cloudwords web interface. At the top, the Cloudwords logo is on the left, and the user name 'John Lennon' with links for 'Settings', 'Help', and 'Sign Out' is on the right. Below the header is a navigation bar with tabs for 'Project Details', 'Source Materials', 'Workflow & Followers', 'Bid Options', and 'Finished'. The 'Source Materials' tab is active. The main content area is titled 'Source Materials for October Newsletter Campaign' and includes a 'Cancel Project | Save and Exit' link. A left-hand sidebar contains two sections: 'Marketing Activities' and 'Design Studio'. Under 'Marketing Activities', there is a 'Quick Search' box and a list of asset categories: Experiments (with sub-items: Landing Pages, Forms, Emails, Snippets), Inbound Marketing, Integrated Marketing, Outbound Marketing, Partner Marketing (with sub-items: Landing Pages, Forms, Emails, Snippets), and Product Marketing. The 'Design Studio' section is currently empty. The main workspace area is titled 'Select Your Marketo Assets' and features a large blue document icon and the instruction: 'Choose from your Marketo Design Studio and Marketing Activities on the left to send for translation.'

Frequently Asked Questions

Q: What types of Marketo content can I send to translation using the Cloudwords for Marketo integration?

A: Cloudwords for Marketo supports the translation of Marketo landing pages, forms, emails, and snippets.

Q: I have a Marketo landing page that contains an embedded form or snippet. How do I make sure they are all translated?

A: Simply select your desired landing page and send for translation. Cloudwords will automatically figure out any embedded forms or snippets and include them in your project.

Q: Does Cloudwords support Marketo asset segmentations?

A: Yes, Cloudwords will automatically extract all variants of the content and send for translation.

Q: Where can I find the translated version of my assets?

A: Upon translation delivery from your project's translation vendor, Cloudwords will automatically sync the content back to Marketo and create a translated clone of your original content. The translated versions will be located in the **Cloudwords** folder next to your original content in Marketo.

Q: What status will the translated assets be in Marketo?

A: The translated clones will remain in **draft** status in Marketo, with the exception of the translated snippets that will be in the **approved** status. This is necessary for in-context review because when a snippet is embedded in a landing page, Marketo will only show the approved version.

Q: Are change orders supported for Marketo projects?

A: No, change orders are not supported.

Q: How do I request changes to the translations delivered by the vendor?

A: Once you have reviewed the translations in Marketo, you can send the vendor a revision request in Cloudwords. To do so, go to your project in Cloudwords, access its Translations tab and click the **Request Revision** button.

Who to contact for help

Send us an email at support@cloudwords.com in case you have any questions or comments regarding the way the Marketo Integration works.