



WORKING TOGETHER - WORDPRESS & JOOMLA



PRESENTED BY **HASSAN BAWAB**, CEO OF MAGICLOGIX

WWW.MAGICLOGIX.COM



INTEGRATE MARKETO INTO WORDPRESS IN MINUTES!

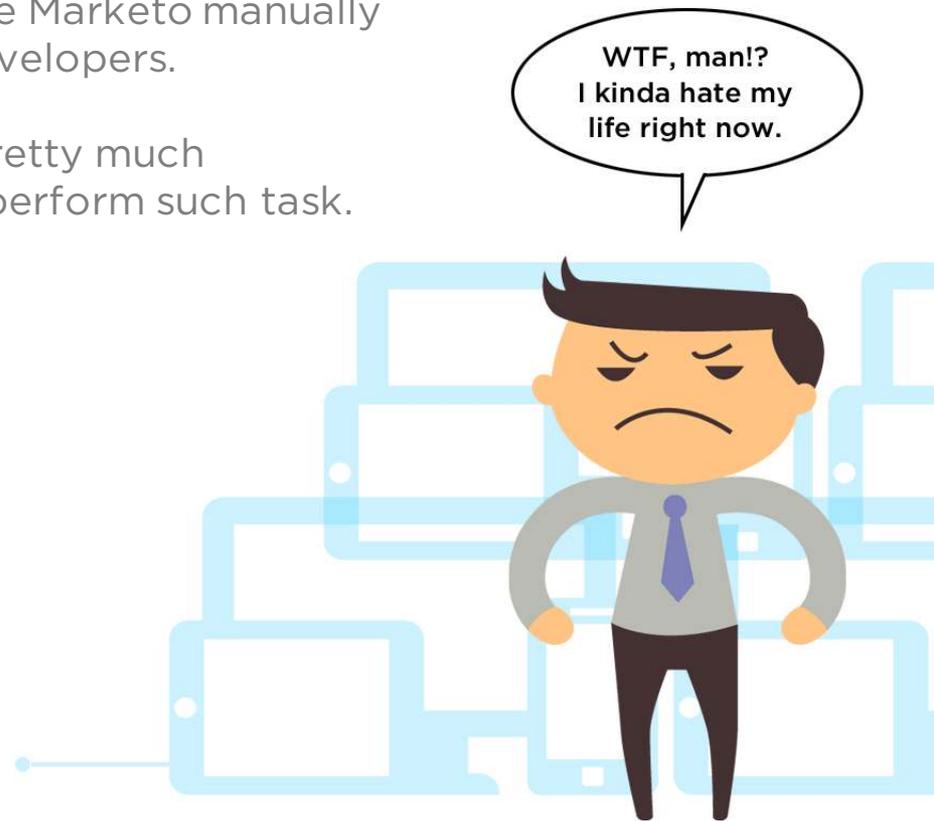
ABOUT WORDPRESS

WordPress is the most popular content management system around. It's completely open source and has been utilized for almost every website imaginable, from personal blogging sites all the way to Fortune 500 companies. It's the largest self-hosted blogging tool in the world.

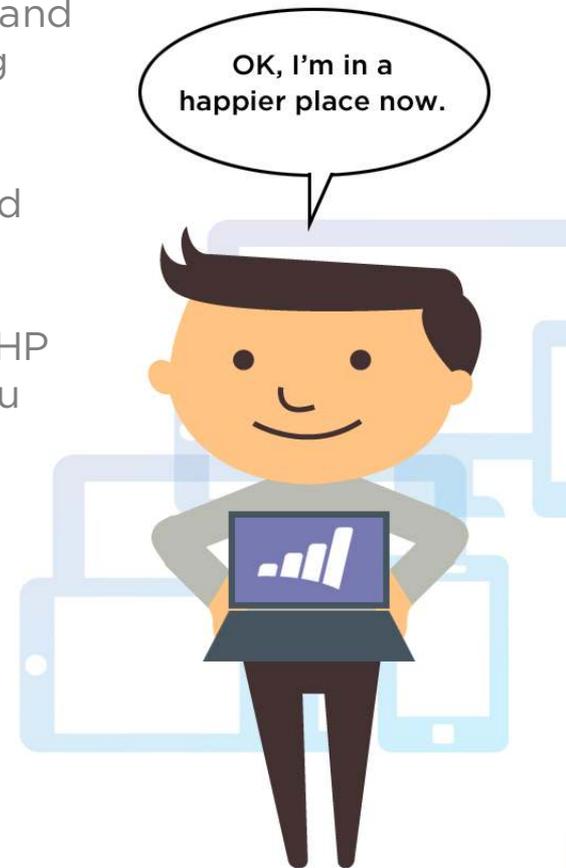
OBJECTIVES

MSync leverages Marketo API and allows a WordPress to work natively with Marketo like never before. The lead data actions result in a streamlined process for your sales and marketing staff.

- Currently customers are forced to integrate Marketo manually into their WordPress CMS by relying on developers.
- The process is very time consuming and pretty much dependable on your developers ability to perform such task.
- EXPENSIVE!



- Create custom forms right inside Marketo. Using the same fields that your Marketo instance has, you can create more flexible and WordPress native forms right inside Wordpress without using JavaScript.
- Embed munchkin.js to track leads. Now you don't have to add the tracking code manually.
- Modify lead data before sending to Marketo. Because it's a PHP application, you can clean/enhance your lead data before you send to Marketo. Contact support for customization.
- Push leads to Marketo automatically. All leads created in the forms are pushed to Marketo.
- Embed forms into any post, page or widget, allowing you to create Marketo Landing pages right inside Wordpress.



Hello how are you?

Have a project that requires a magician's touch? Contact us today to find out how our team of experts can provide your ideal solution.

Email Address *

Email Address

First Name *

First Name

Last Name *

Last Name



SIMPLY DRAG & DROP TO CREATE MARKETO FORMS

Munchkin Account ID

123-ABC-456

Copy Munchkin Account ID from the Munchkin tab.

For the next two settings, you need to create a new custom service. Please follow the tutorial [Here](#)

Client ID

851aa3af-8aa9-4025-97bf-2bc3a5fbdea1

Copy Client ID from Service Detail

Client Secret

7819e426f8e811e4a3221697f925ec7b

Copy Client Secret from Service Detail

IMMEDIATELY TRACK YOUR LEADS WITH MUNCHKIN



AUTOMATICALLY PUSH LEADS TO MARKETO



TURN LEADS INTO BUSINESS SUCCESS!

1. Go to Plugins page in WordPress
2. Select "Add New"
3. Select "Upload"
4. Browse for and select "msync.zip"
5. Click "Install"
6. Activate plugin
7. Enter your Marketo API credentials in the plugin settings page.
8. Click on "Test Connection" to make sure plugin is able to talk to Marketo. If the test connection fails, please refer to the troubleshooting section below.
9. Click "Sync Fields"

1. **I don't see any fields in my form builder:** Make sure you have synced fields in the settings.
2. **I cannot sync fields:** Make sure to follow the instructions <http://developers.marketo.com/blog/quick-start-guide-for-marketo-rest-api/>. You need to make sure the API user you have created has the correct permission.
3. **How do I embed forms into a page:** You should use a shortcode like this to embed forms you created in the plugin. `[marketo form="1"]` where 1 is the ID of the form you created from the wordpress form builder.
4. **When I use `[marketo form="1234"]` using the form id from Marketo, it doesn't work:** This feature is being worked on and it will be added in the next version of the plugin.

Rich text editor toolbar with two buttons: "Add Media" and "Add Marketo Form". A mouse cursor is hovering over the "Add Marketo Form" button. Below the buttons is a standard rich text editor toolbar with icons for bold, italic, text color, bulleted list, numbered list, quote, link, unlink, table, and table of contents.

Choose Form ✕

Select the appropriate form you wish to use.

Contact Form ▾

Simply select the form template you think will fit best to use it within this post. If you need to edit a form or create a new form type, go to the MSync tab and either edit an existing one or create a new one.

Insert Form

Rich text editor toolbar with two buttons: "Add Media" and "Add Marketo Form". Below the buttons is a standard rich text editor toolbar. The text area contains the code `[marketo form="1"]`, which is highlighted with a red rectangular box and a red wavy underline.



INTEGRATE MARKETO INTO JOOMLA IN MINUTES!

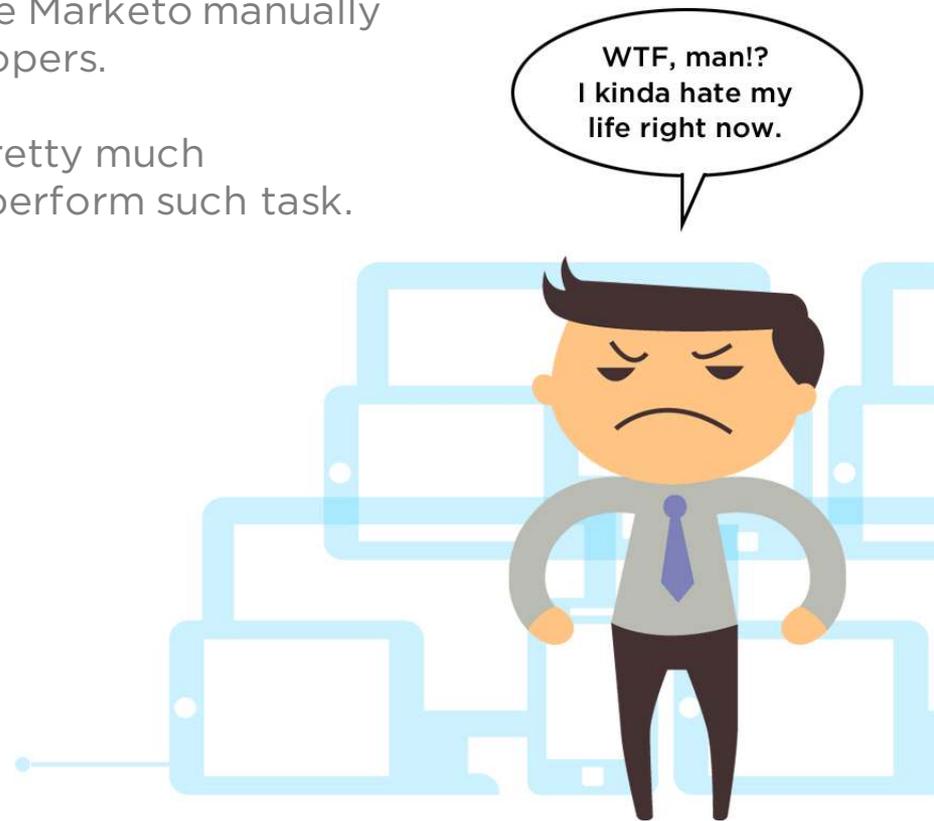
ABOUT JOOMLA

Joomla is an award-winning content management system that has been used to build countless websites and online applications. It is open source and is widely known for its ease of use. It has been the preferred CMS for plenty of corporate websites, personal websites, government applications, small business websites and beyond. .

OBJECTIVES

MSync integrates Marketo forms within Joomla and allows the user to take advanced actions on lead tracking data with ease. The forms are native, pure PHP and are secure. The lead data actions result in a streamlined process for your sales and marketing staff.

- Currently customers are forced to integrate Marketo manually into their Joomla CMS by relying on developers.
- The process is very time consuming and pretty much dependable on your developers ability to perform such task.
- EXPENSIVE!



- Embed munchkin.js to track leads
- Modify lead data before sending to market
- Push leads to Marketo automatically
- Drag/Drop, Add, Change custom fields
- Embed forms

With MSync, your Marketo lead tracking and form integration within Joomla just got much easier.



Yeah, Man!!!
That's What I'm
Takin' about!



Contact Form

First Name

Last Name



SIMPLY DRAG & DROP TO CREATE MARKETO FORMS

⦿ MUNCHKIN_CODE

✓ Save & Close

✗ Close

DETAILS

MUNCHKIN_ACCOUNT_ID:

MUNCHKIN_USER_ID:

ENCRYPTION_KEY:

SOAP_ENDPOINT:

IMMEDIATELY TRACK YOUR LEADS WITH MUNCHKIN

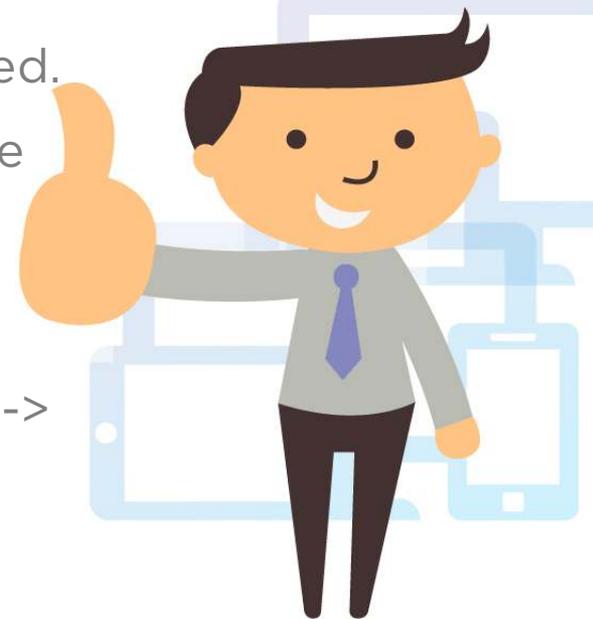


AUTOMATICALLY PUSH LEADS TO MARKETO



TURN LEADS INTO BUSINESS SUCCESS!

1. To install the extension, go to Admin -> Extension Manager. Locate the zip file and click "Upload & Install."
2. Go to the Manage tab in the same page and locate the newly added extension. Make sure it is enabled.
3. Go to Admin -> Plugin Manager. Click the manage tab on this page and locate the "Content - Load Marketo Form" plugin. Make sure it is enabled.
4. The new extension can be accessed from Admin -> Components -> com-msync



5. Click on com-msync menu and fill in the Marketo API user credentials.
6. Click on the New button in the form page.
7. Create form by drag-dropping fields and changing field settings.
8. Forms can be embedded to Articles by using shortcodes like `{mkto}contact_ID{/mkto}` where ID is the form id.
9. If everything is set up correctly, you should see the Marketo form on the frontend.



RESOURCES:

- <http://launchpoint.marketo.com/magic-logix/1975-mysync/>
- <http://launchpoint.marketo.com/magic-logix/1993-msync-joomla/>

ANY QUESTIONS?



Thank
you

