



Marketeto's Marketing Nation Community FAQs

Last updated: 4/04/2015

- **What's happening and when is it happening?** In early May, we will launch the New Marketo Marketing Nation Community platform.
- **Why are you moving to a new platform?** To improve the community experience and provide more ways for you to connect, learn, and collaborate with other marketers. Also, there will be more ways for customers to showcase success and enhance their careers.
- **What are some of the benefits of the new Community?**
 - **Enhanced Search:** The number one request was 'improve your search engine!' So we did. You can now you can search for people, content and places. Note, however, that developing a good search experience requires tweaking the engine over time.....so continue to look for improvements.
 - **Expert Search:** You can search for a Marketo expert, such as a Champion, Certified Expert or Marketo User Group Leader
 - **Digital Marketing Content:** The old community focused mainly on product related information. Our goal with the new site is to create an environment where the more advanced marketers can teach and share their experiences with others in the Community.

- **Enhanced Content:** Now it is easier to add and embed Word documents, PowerPoint presentations, Videos and PDF files.
 - **Direct Messaging:** If you have a connection with someone online -- yes you can follow people now! -- you can send them a message to their community inbox without leaving the Community.
 - **Notifications:** There will now be a powerful way to keep track of discussions and trending topics. It is worth spending some time and learning some of the cool features of this area.
 - **Get Involved place:** We will have a central place highlighting all the different ways you can participate in the Nation. These include: User Groups, Roadshows, Webinars, Virtual Events, Purple Select and more.
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- **How will we know when the new Community will be launched?** You will receive another email reminder a few days before the launch. There will also be ongoing updates about Community throughout the year.
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- **What happens to my old community activity?** We will migrate all discussion threads and ideas from 2013 to the new site.
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- **Will I maintain my points?** Your total points will be migrated from the old Community to the new Community platform
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- **What will happen to my badges?** They will not be migrated because we are re-designing the badge and point system. So you will have new badges and missions to earn.

- **What happens to the old Community?** Approximately 24 hours before we launch the new site, we will make the old Community into a *Read-Only* site (you will not be able to post a discussion or add an Idea). The sole exception is that you will be able to still open and read Cases. When we launch the new site, we will redirect all existing links to the new Community.
- **How do I continue to get information about the new community?**
Bookmark this FAQ and via email. We will update this FAQ periodically!

Support Specific FAQs

- **What about the Support information?** All Support information will be integrated into the new Community Platform. You can find your support group and information in the Products & Support place. Here you can find Support Solution articles, open and manage cases and the Marketo User Manual.
- **What is a Support Solution?** Support Solution is the new name given to the knowledge articles in the Marketing Nation. These are articles that are created and managed by Marketo Support.
- **How will a customer submit a support case?** Customers will be able to submit a case to support using the Account Group's Case Connector -- connecting Community and Salesforce. This can be accessed from a customer's Secret Group or from their Create action.

- **How does a customer review their support cases?** The Case Connector provides a case list that gives a customer visibility into their Open Cases, Closed Cases, Company Open, Company Closed, and Pending Fix cases.
- **How will a customer manage their support contacts?** The Case Connector app will also feature the ability to manage the list of authorized support contacts.
- **How will a customer search for knowledge base articles?** Knowledgebase articles in the Marketing Nation are known as Support Solutions and can be searched for in the Support Solutions space in the Marketing Nation.
- **What should I do if a customer reports that they are unable to log into the Marketing Nation?** You can either send an email or have the customer send an email to supportfeedback@marketo.com. Situation Management cases will be used to triage Marketing Nation access issues.

Final Note: Building a Nation is never easy. Yes, there will be some growing pains along the way, but overtime the new Community should get better and better. Once we launch, we hope you find it a great place to connect, share and learn with your peers.