


Mavlers 
A brand of Uplers



Who we are

Mavlers - your reliable Marketo partner

Mavlers is a full-service martech agency, providing all digital marketing and technology services under one umbrella.

We specialize in email marketing and have a robust team of 150+ email experts. With certified Marketo experts on the team, we can help you in executing your email marketing strategy seamlessly in the leading marketing automation platform.



Marketo™
An Adobe Company
CERTIFIED ASSOCIATES




Adobe | Marketo Engage

Bronze Partner

Here's how we help you with Marketo



Build Marketo
email templates



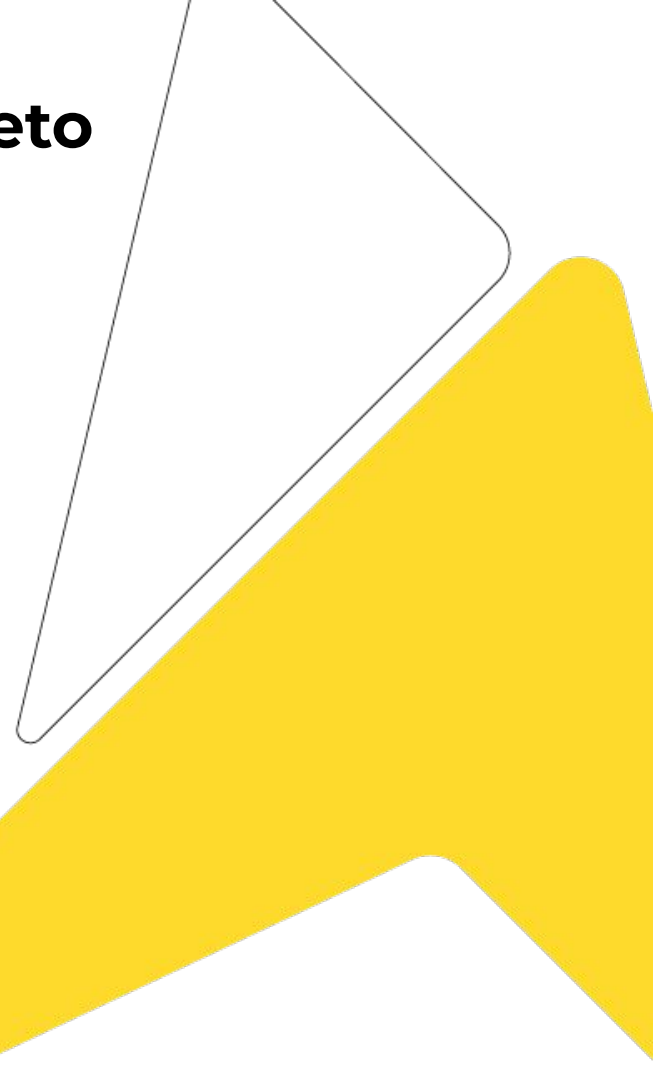
Manage your Marketo
email campaigns



Set up Marketo
email automation



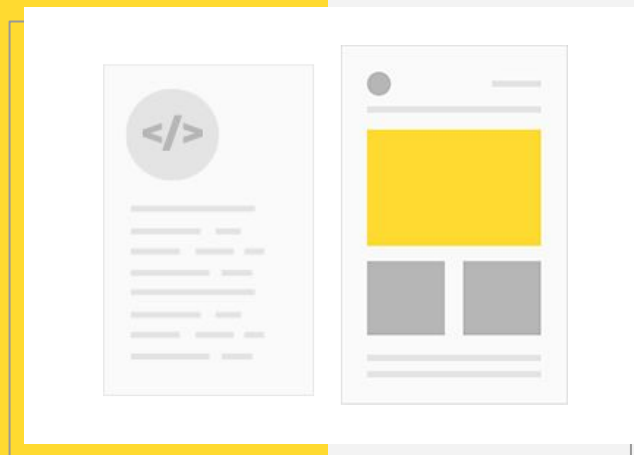
Migrate to or from
Marketo



01 Build flawless email templates

Keeping your brand guidelines in mind, our Marketo email designers and developers design and hand-code flawless email templates. As renderability bears a huge significance in email design, we test the Marketo templates in more than 40 different email clients.

Furthermore, we also test them on 15+ devices to ensure they are responsive and look good irrespective of the screen size.



Technical proficiency

- Hand-code and integrate email templates in Marketo
- Test templates for renderability in 40+ email clients
- Expertise in tools like Adobe Creative Suite, Sketch, Invision, Figma, Zaplin
- Create editable and dynamic email templates
- Identify and solve complex rendering issues in email clients
- Expertise in creating modular and interactive email templates
- Research on delivery issues and provide solutions around it
- Setting up automation and email marketing journeys in Marketo

HTML email

Modular templates

Interactive emails

Master templates

Dynamic Content

02 Set up automation workflows

From setting up email campaigns, our Marketo Automation Specialists create complex workflows that would ensure seamless automation.

Our Marketo Certified Associates have vast experience in creating intricate and highly personalized workflows for hassle-free automation and integration. We constantly strive to deliver a relevant and hyper-personalized experience to the subscribers.



Technical proficiency

- Setup, execute and manage email automation programs
- Manage copy, design, coding, deployment, testing of automation emails
- Skilled in setting up all types of workflows/journeys in Marketo
- Import, segment list and work on data hygiene and validation
- Keep check on deliverability of emails
- Manage and create multi-channel automation programs
- Skilled in A/B & multivariate testing of emails
- Marketo Landing page creations via free form Template, Form, snippets, My token creation to be used globally or locally.
- Analyse and optimize performance of workflows
- Troubleshoot technical issues related to HTML templates, list segmentation and other aspects of email execution, as required

Workflow set-up

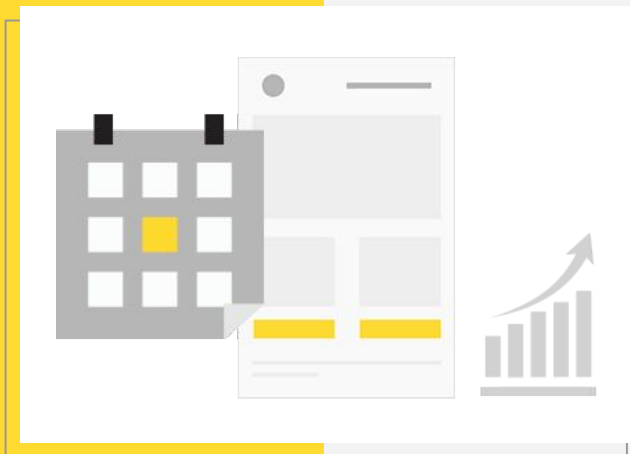
Customized workflows

Workflow optimization

Customer retention

03 Manage Marketo campaigns

Our Marketo Certified Associates will handle the complete execution of your email campaigns. We will create and deploy email campaigns and also analyze and optimize the performance of your email campaigns.



Technical proficiency

- Plan and maintain your email calendar
- Deploy email templates in the marketing automation platform
- Test and verify pre-header, copy, links and check for renderability
- Drive optimization to ensure growth through continuous testing, customer segmentation, creative partnership, and landing page optimization
- Build cohesive customer experience across channels.
- Analyze campaigns and provide recommendations to improve

Campaign set-up

Assets management

Validation & scheduling

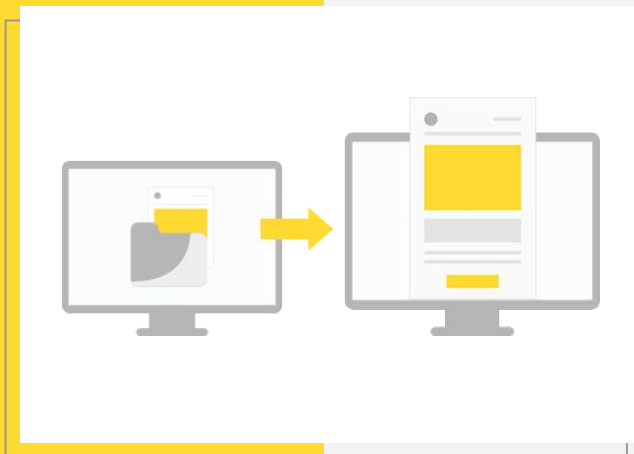
Reporting & analysis

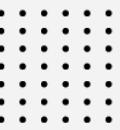
Timeline management

04 Migrate to or from Marketo

We can make switching to and from Marketo a cakewalk for you and assure you of a pleasant migration experience.

Our team of Marketo experts can also help in seamless integration of Marketo to any third-party tools.





Technical proficiency

- Ensure hassle-free migration from current ESP to Marketo or vice versa
- Migrate Assets, Templates, Emails, Folder structure, Marketing Automation workflows and Campaigns, Reports, lists
- Seamlessly integrate your third-party tools with your ESP
- Provide documentation and training to help you understand the new system making data flow easy for you

Data Integration

ESP Migration

The background features a collage of images showing people in a meeting, overlaid with a large yellow diagonal shape. The text "Engagement models" is centered in the yellow area.

Engagement models



One-off projects

- **Build email template** : We code visually appealing email templates that are in perfect sync with your brand guidelines and render well across 40+ email clients and 15+ devices. You can either share your brief with us or the PSD, Sketch, AI, or PDF file and we will build a customized Marketo email template for you.
- **Automation set up** : Our experts possess extensive knowledge about how to create complex workflows that would ensure seamless automation and integrations. We strive to set up flawless automations so that you can deliver a relevant and hyper-personalized experience to your subscribers.
- **Manage your email campaigns** : Besides crafting hand-coded email templates, we can carry out the complete execution of your email marketing strategy, starting from email design to its deployment, automation, integrations, and optimizing it as per the performance reports.



Retainer engagement

- Ideal when you need recurring support, month on month, to drive your marketing strategy and deliver consistent results for your campaigns. When you are not looking to hire/onboard an expert but need long-term, continual support for you email marketing needs.

Applicable to all the services starting from email templates to campaigns to automation, we can help you through our retainer engagement model.



**Dedicated resources and
teams**



Whether you want to hire one expert or build an entire email marketing team, this engagement model can prove advantageous for your business.

When you hire a dedicated resource or team, they work only on your project. Hire a resource when you want to cut hiring cost, or need a helping hand, or need an expert team to meet aggressive deadlines.



Why go for dedicated resources

- No hiring hassles
- Overcome the lack of right resources
- Access to right resource, at the right time, and right Price
- Low risk and greater predictability of the project outcomes
- Delegate & manage priorities on your own terms
- Scale up / down quickly
- Educate the resources as per your processes, practices, PMS, and tools.
- Complete ownership of the solutions developed
- Reduction of annual operating cost
- Faster turnaround time & increased productivity



The background of the slide is a collage of yellow-tinted images. The images show students in a classroom, some looking at a screen, some talking, and some in a group setting. The text 'Why Mavlers' is centered in the middle of the collage in a bold, black, sans-serif font.

Why Mavlers



Team of 150+ email experts



Team with expertise and experience in Marketo



Team aligned with your processes



Flexibility of hiring part-time/full-time resource



No long-term contract



5000+ global customers





Testimonial



We are rated 5 out of 5

821

Trustpilot reviews



ORACLE®



Ogilvy

Brands we have worked with...



ORACLE

Disney



Ogilvy



Y&R



Datarati

Penguin
Random
House



Testimonial



They have been fantastic, great to work with, and very efficient at delivering results.



Spencer Mann

VP Marketing, Acima Credit



facebook



acima

How Mavlers helped Weight Watchers

Challenges:

- They required a reliable ESP Migration provider.
- They were looking for a quality email development partner.
- Wanted quick turnaround time for email templates.

Solution:

- Developed 1900+ email templates for Weight Watchers till date.
- Assisted them with the fastest turnaround time in the industry of 8 hours
- Migrated from SFMC to Braze ESP.

[Read More](#)



Pricing

Email Marketing Packages

Essential email marketing	Pro email marketing	Enterprise email marketing	CRM migration and integrations
<p>2-4 email campaigns Static emails</p> <p>Designed for businesses seeking a strong beginning in email marketing, offering setup for welcome journeys, feedback emails, and monthly newsletters.</p>	<p>4-8 email campaigns Static + Personalized</p> <p>For advanced email marketing: personalized campaigns for events, loyalty, and multi-channel journeys (email & SMS), tailored to clear marketing goals.</p>	<p>4-8 email campaigns Static + Personalized + Dynamic</p> <p>Leverage CRM for ROI-focused email marketing, crafting personalized/dynamic emails for product recommendations, managing browse/cart abandonment, and more.</p>	<p>Migration from or to any CRM Integrations in SFMC</p> <p>If you are looking to migrate from your existing ESP to a CRM or from a CRM to any ESP, or require assistance with integrations in SFMC to drive higher ROI.</p>
\$299 - \$599	\$799 - \$1599	\$1199 - \$2399	Custom pricing

Note: The factors affecting pricing are no. of emails, design and coding requirements, dynamic data, technical readiness for the campaigns.

Hire a dedicated managed email expert

We offer flexible hiring options for various email marketing roles, catering to both part time and full time requirements. Enhance your expertise with our specialists who work as an extension of your team.

	Part Time	Full Time
Email developer	\$1500 – \$2400	\$2500 – \$4000
Marketo campaign manager/ automation expert	\$2400 - \$3900	\$4000 – \$6500

Note: Factors that influence price are experience, expertise, local time availability and rare skill set in the market.

Contact us for a CUSTOM QUOTE

contact@mavlers.com

US : +1 213 674 6665

UK : +44 20 3286 7410

AUS : +61 08 7200 6665

