

QUICKSTART

PARDOT ONBOARDING

You've acquired Pardot and now you're ready to get your team up and going quickly. Our team is here to help. With our Pardot QuickStart you get a straightforward, defined project so you are up and running on Pardot quickly – optimizing your marketing automation and processes. You will receive a dedicated project manager and analyst who will kick-off your project with a workshop to understand your requirements and marketing strategy.

► WHAT'S INCLUDED:

TECHNICAL SETUP

Installation of the Pardot Connector for Salesforce	Lead and Contact Field Mappings
Mapping CRM Custom Fields to Pardot Custom Fields*	Lead and Contact Page Layouts Updated in Salesforce
Setup of Pardot Users	Database Import from Salesforce

MARKETING SETUP

2 Email Template Setup	2 Dynamic List Setup
1 Landing Page Setup	10 Page Scoring Rules
1 Form Setup w/ 2 Dynamic Fields	1 Email List Setup
2 Automation Rules Setup	1 Engagement Program Setup

TRAINING

3 Training Sessions up to 2 Hours (up to 6 total hours)	15 Days of post implementation support
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PRICE: \$4,500 (TIMELINE: 4-6 WEEKS)

*Up to 15 fields