



QUICKSTART

**PARDOT**

Send customers the right message at the right moment using intelligent marketing automation!



pardot

# THE APPHIENZ BRAND



Our Salesforce support keeps you connected to the data that matters so you can take your company to new heights.

YOUR SALESFORCE PARTNER FROM INCEPTION TO SUPPORT!

**2014**  
Year Established

**100+**  
Project Completed

**99%**  
Customer Satisfaction

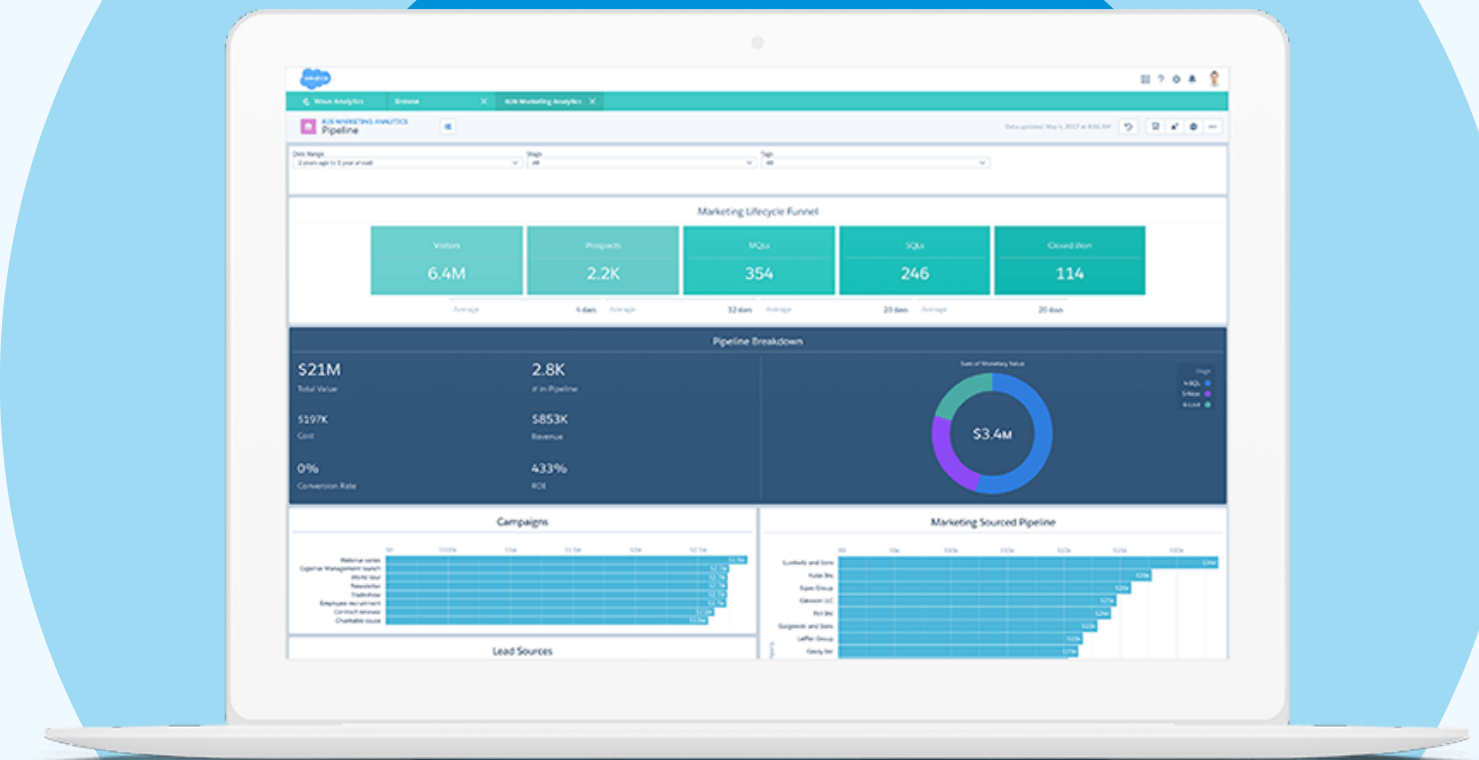


# WHAT IS PARDOT?

Pardot is a marketing automation platform by Salesforce offering email automation, targeted email campaigns, and lead management for B2B sales and marketing organizations.

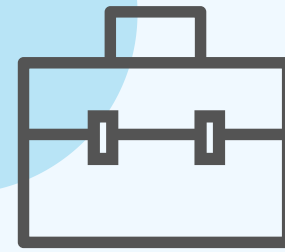
**CREATE MEANINGFUL CONNECTIONS, GENERATE MORE PIPELINE, AND EMPOWER SALES TEAMS TO CLOSE MORE DEALS**

**Automate Your Marketing  
Generate More Leads  
Calculate More ROI**

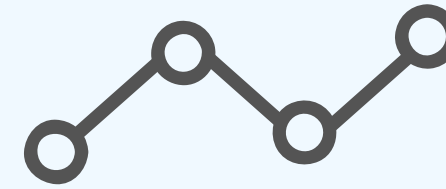


# WHY APPHIENZ?

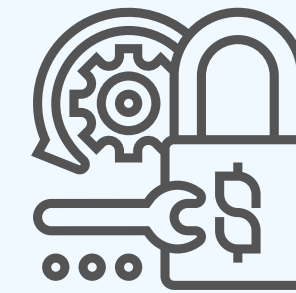
- Our QuickStart packages are designed to set up Salesforce Pardot quickly and efficiently
- We decode your initial Salesforce requirements and pain points through technology and process expertise



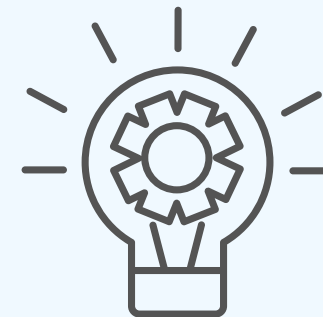
Quality Work



Efficiency



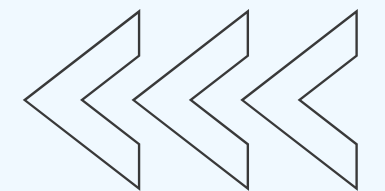
Fixed Price



Innovation

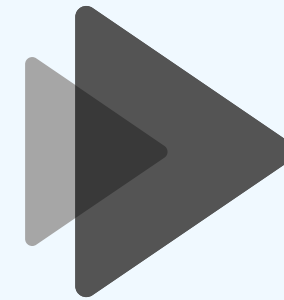


Certified Salesforce  
Experts



# THE PROCESS

To make the process efficient we have divided it into four parts.



## DISCOVER

- Project Kick-off Session
- Requirements Gathering

## DESIGN

- Users & Permissions
- Designing a Solution

## DEVELOP

- Configuration of standard objects
- Package requirements
- Reports & dashboards

## DEPLOY

- Training and User Guide
- Post-Go-Live Support

# PARDOT QUICKSTART

Get your Pardot up and running in  
just **50 hours**.

## Discover & Design

Kick-off meeting  
Requirements Gathering  
Pardot Admin User Setup & Installation  
Users & Permissions

## Develop

- Domain & Tracking URL Set up
- Website Tracking
- Static Website Contact Form Integration
- Data Sync with SF
- Custom Fields Mapping
- Branded Preference Center
- Branded Subscription Page
- List Segmentation
- Campaign Sync
- Standard Scoring & Grading
- Social Media Connectors
- Form Handler & Landing Page
- Branded Email Template
- Branded Autoresponder Template
- Automation Rule
- Engagement Journey

## Deploy

User Guide and Training  
Go-Live Support

# ADD-ONS

Duplicate Lead/Contact Notification Workflow – 5 hours

*Notifies Sales team whether an inquiry is new or existing*

Advanced Engagement Journey using a workflow – TBD

*6 Week email automation with 6 emails, 1 form, and 1 landing page.*

Webinar Integration (Zoom or Go to Webinar) with Journey Automation – TBD

*6 Week journey from webinar registration, attendee/absentee communication, and automation.*

Calendly Integration and Automation – TBD

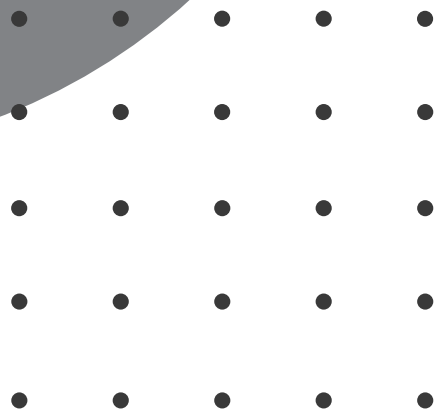
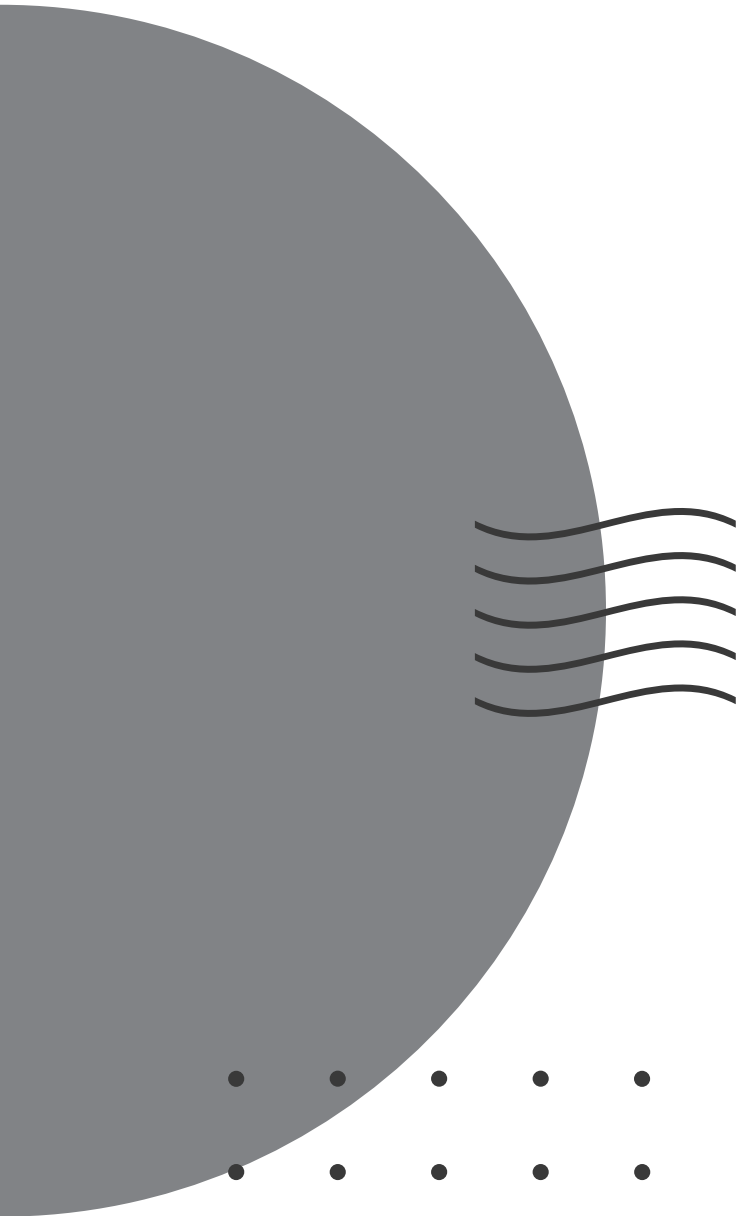
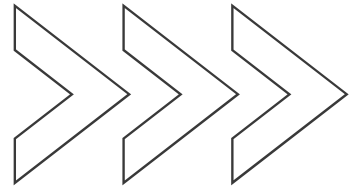
*Book an appointment automation*

Digital Marketing Integration and Reporting in Salesforce – TBD

*Revenue Report, Campaign performance dashboards.*

Email Performance Reporting in Salesforce on Campaign Level– 6 Hour





Connect with us today to know more about our Marketing Cloud QuickStart packages!



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