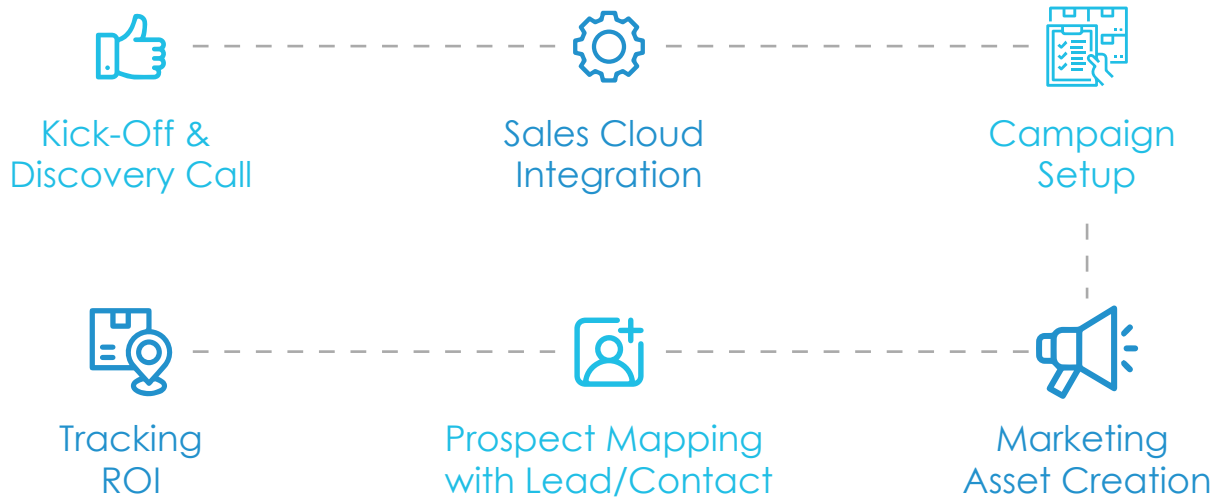# Pardot

Empower your team to nurture leads, close more deals, increase revenue, and maximize business efforts through AI-powered automations.

PARDOT QUICKSTART PACKAGE

Pardot gives you a central location to manage the success of your projects and reports. It tracks prospects as they interact with your company across all your marketing channels so you can tailor your outreach.

Kick-Off & Discovery Call	Sales Cloud Integration	Campaign Setup
Tracking ROI	Prospect Mapping with Lead/Contact	Marketing Asset Creation

PRICE
$5,000

DURATION
2-WEEKS

PREREQUISITES

- Customer to provide courtesy/temporary login access

- Customer to provide business and configuration requirement overview

- Customer to allocate around 10 hours of meeting time with Salesforce resources within predefined duration

Two Weeks Project Duration Components	
Discovery & Solution Designing	Requirement gathering and comprehensive solution design
Implementation	Features to help you start your cloud flow
User Acceptance Testing	Funcionalities approvals
Deployment	Deploy the functionalities to the production environment
Training & Documentation	One complimentary remote training session with documentation
Post Deployment Support	Post go-live support

What's Included?
Connect Salesforce & Pardot environment
Map prospect, account & opportunity with Salesforce
Create a total of 5 marketing assets using email template, form, form handlers and landing page
Devise an automation, and engagement strategy
2 drip programs for dormant leads
Report on campaigns along with ROI statistics
Advise on data import, user setup, custom fields, and campaigns

ADDITIONAL ITEMS

Process Automation

Pardot Einstein Analytics

Setup Engagement Model