

QUICK START

Guided Self-Learning

The Quick Start program is a basic engagement best for small businesses looking for a rapid implementation. During this guided self-learning program, your implementation manager will lead training calls to get you up and running on the main functionality of Pardot.

\$4,000

HANDS ON

Instructor Led Product Training

Maximize your utilization of Pardot in the Hands On program, our most popular training package. You will dig deeper into the features and functionality of Pardot through focused training calls. You will also benefit from custom asset creation, as well as a strategic workshop.

\$8,000

ALL IN

Strategic Consulting & Product Testing

The All In program combines comprehensive product training with the latest in marketing automation strategy. It fosters a relationship between a new Pardot customer and a dedicated implementation project manager. The core of the process is regular focused product training sessions. You will also benefit from optional strategic workshops and custom asset creation.

\$12,000

ULTIMATE

Enterprise Solutions

For large, international enterprises, the successful rollout of a marketing automation platform is greatly increased when working with experts who have done it before. The Ultimate program includes on-site product training and extensive asset creation.

\$24,000

A Guide to Pardot Implementation Pricing

An investment in B2B marketing automation is an incredibly important decision for a modern organization and the implementation is directly related to the foundation for a fully aligned sales and marketing team to streamline the lead-to-revenue process.

Cheshire Impact is the most experienced **Salesforce Pardot implementation partner** for organizations from the smallest SMB to the largest Fortune 50 enterprise.

Not only is Cheshire Impact a trusted implementation partner, orchestrating over 2,500 implementations, but every member of our certified Salesforce Pardot team of experts can empathize with your team as they all have been through implementations as users in their previous organizations.

“Cheshire Impact did a great job throughout the entire implementation and made the launch extremely successful.”

PROJECT PLANNING

- ▶ Dedicated Implementation Expert
- ▶ Project Management Tool
- ▶ Project Kickoff Call
- ▶ Regularly Scheduled Training Calls
- ▶ Project Wrap Up Call With Next Steps for Strategy
- ▶ Email Support Throughout Length of Project

SALESFORCE INTEGRATION

- ▶ Update Lead and Contact Page Layouts¹
- ▶ Map CRM Custom Fields to Pardot Custom Fields¹
- ▶ Enable Salesforce User Sync¹
- ▶ Initial Configuration of Campaigns¹
- ▶ Engagement History Setup on Campaigns for Salesforce Lightning¹

TECHNICAL SETUP

- ▶ Account Setup & Provisioning¹
- ▶ Implement Website Tracking Code to Log Visitor Activity¹
- ▶ Create Vanity Tracker Domain (CNAME) for Branded Pardot Hosted Links¹
- ▶ Implement Email Authentication for Email Delivery Optimization¹
- ▶ Guide Setup of HTTPS Enablement¹

MARKETING SETUP & INTEGRATION

- ▶ Email IP Warm-up Guidance
- ▶ Email Template Setup²
- ▶ Form Template Setup²
- ▶ Landing Page Template Setup²

TRAINING

- ▶ Instructor-Led Webinars
- ▶ In-App Resources
- ▶ Online Documentation

(1) Completed by client with guidance from implementation contact
 (2) Number of assets based on program. Client must provide applicable HTML creative.

“Wow! Cheshire is fantastic... I've fired off multiple questions a day and they handle them quickly and like total rockstars. Just wanted to share some love.”

“My instructor is awesome. She is great to work with. Very helpful, prompt, supportive... Rock Star!!!!”

“Cheshire was extremely helpful throughout the entire implementation process. I was nervous about learning how to use Pardot and all of its functionalities. Coming out of the implementation, I feel like I have the foundation and tools to make the most of Pardot.”

IMPLEMENTATIONS TO DATE
2,500+
AVERAGE SATISFACTION RATING
9.7

CATEGORY	FEATURE	QUICK START	HANDS ON	ALL IN	ULTIMATE
BASICS	Project Management	✓	✓	✓	✓
	Pardot Account Setup ¹		✓	✓	✓
	Salesforce Integration ¹	✓	✓	✓	✓
	Technical Setup ¹	✓	✓	✓	✓
	Virtual Training Hours ²	5	8	12	24
EMAIL SUPPORT		30 DAYS	60 DAYS	60 DAYS	90 DAYS
STRATEGY	The Basics: Capture, Nurture, Automate	✓	✓	✓	✓
	In-Depth Learning: Lead Generation & Lead Nurturing		✓	✓	✓
	Open Discussion Tailored to Your Unique Business Processes			✓	✓
	Workshops: Lead Nurturing & Campaign Foundations		CHOOSE 1	BOTH	BOTH
	Two-Day Onsite				✓
CREATIVE ASSETS	Cheshire Power Landing Page Template	1	2	4	6
	Cheshire Power Email Template	1	2	4	6
	Website Form Layout ³	1	1	2	4
	Custom Landing Page ⁴		1	2	4
	Custom Email Template ⁴		1	2	4

(1) Completed by client with guidance from implementation manager

(2) Up to these number of hours may be spent as directed or requested.

(3) Client must provide applicable HTML creative at least one week prior to graduation date. Builds include up to two rounds of edits.

(4) Client must provide design direction and necessary logos/guidelines at least one week prior to graduation date. Builds include up to two rounds of edits.

Kick-Off & Technical Setup* (30 mins)	Salesforce & Pardot Sync Discussion, Fields, & Users (1 Hr)	Organization, Imports & Lists (1 Hr)	Personalized** Call Topic (1 Hr)	Personalized** Call Topic (1 Hr)	Wrap-Up/ Review (30 mins)
QUICK START IMPLEMENTATION (30 DAYS)			POWER TEMPLATES: 1 EMAIL, 1 LANDING PAGE CUSTOM TEMPLATES: 1 CUSTOM FORM LAYOUT		

**Account setup to be completed by client prior to Kick-Off*
***Topic choices include: Emails, Forms & Landing Pages, Engagement Studio, Scoring & Grading*

Kick-Off Call (1 Hr)	Account & Technical Setup, SF Integration (1 Hr)	Users, Fields, & Imports (1 Hr)	Organization & Lists (1 Hr)	Creating & Sending Emails (1 Hr)	Forms & Landing Pages (1 Hr)	Automation Tools & Engagement Studio (1 Hr)	Wrap-Up/ Review (1 Hr)
LEAD NURTURE WORKSHOP	OR	CAMPAIGN FOUNDATIONS WORKSHOP	+	POWER TEMPLATES: 2 EMAIL, 2 LANDING PAGE CUSTOM TEMPLATES: 1 EMAIL, 1 LANDING PAGE, 1 CUSTOM FORM LAYOUT			
HANDS ON IMPLEMENTATION (60 DAYS)							

12 HOURS PHONE TRAINING	
	POWER TEMPLATES: > 4 EMAIL > 4 LANDING PAGE CUSTOM TEMPLATES: > 2 FORM > 2 EMAIL > 2 LANDING PAGE
LEAD NURTURE WORKSHOP + CAMPAIGN FOUNDATIONS WORKSHOP	
ALL IN IMPLEMENTATION (60 DAYS)	

24 HOURS PHONE TRAINING	3 STRATEGY WORKSHOPS
2-DAY ONSITE MEETINGS	CUSTOM: CREATE 4 LANDING PAGE TEMPLATES & 4 EMAIL TEMPLATES
ULTIMATE IMPLEMENTATION (90 DAYS)	

SETUP & INTEGRATION

- ▶ Salesforce Engage Alerts, Reports, Objects & Page Layouts Setup¹
- ▶ Salesforce Engage Campaign & Field Setup¹
- ▶ Salesforce1 Mobile Engage Setup, Configuration, & Permissions¹
- ▶ Salesforce1 Nurture Campaign Records Setup & Permissions¹
- ▶ Edit User Profiles & Salesforce Permission Sets¹
- ▶ Setup & Seat Support

ENGAGE ALERTS

- ▶ Learn to analyze real time prospect activity.
- ▶ Customize your activity feed to zero in on the hottest prospects.
- ▶ Learn industry leading best practices on when & how to reach out.

ENGAGE CAMPAIGNS

- ▶ Learn to access approved email templates & nurturing tracks.
- ▶ Create on-the-fly with the editor.
- ▶ Send messages from Salesforce CRM, the Salesforce1 Mobile App, and Gmail.

ENGAGE REPORTS

- ▶ Learn to utilize reporting to understand performance & uncover trends.
- ▶ Access engagement metrics to see what offers your prospects seek.
- ▶ Analyze performance of both templated and custom messages.

Your consultant will spend one hour walking through the setup and testing of Salesforce Engage. You will also be provided with a one-hour live training specifically for your sales team. This will allow them to see Salesforce Engage in action and learn how to build and report on effective campaigns.

When you combine Pardot Marketing Automation and Salesforce Engage, you empower sales reps to connect more effectively. Real-time, mobile, and Salesforce CRM-integrated marketing tools mean you can put the power of marketing-curated content and insights in the hands of sales reps.

Cheshire Impact is the most recommended implementation team for organizations from the smallest SMB to the largest Fortune 50 enterprise. Every member of the implementation team has a deep understanding of the platform having undergone the implementation of Pardot as a marketing end user in previous positions.

Additional tactical and strategic level training is available as you deploy to your entire organization.

¹ Completed by client with guidance from implementation contact

**Note: Packages for 21-50 licenses are eligible to schedule an additional live training if needed. Packages for 51+ licenses are eligible to schedule two additional live trainings if needed.*

1-20 LICENSES
21-50 LICENSES
51+ LICENSES

\$750

\$1250

\$2000

“Cheshire Impact did a great job throughout the entire implementation and made the launch extremely successful.”

We all know how many assets, custom redirects and other items in Pardot start to pile up for any given marketing activity. This makes it hard at times to be able to easily look into Pardot and determine what you actually did for an event or marketing initiative. But what if you could go into a project folder, be able to quickly check to see they all have the right campaign associated with them, and be able to easily assign tasks related to the campaign to marketing team members?

*Our workshops will give your marketing team some process, organization, and allow you to approach marketing activities with a new mindset that allows for a **cleaner Pardot** that's easier to use and achieve campaign alignment.*



Set-up & Optimization



Admin Set-Up



Foundational Workshop



Campaign Alignment Workshop



Success Factors Workshop



20 Hours to Support Initial Prep After Workshops

\$6,000

COMPLETE B2BMA WORKSHOPS & OPTIMIZATION PACKAGE

WORKSHOP 1 Building a Foundation

1 HOUR WORKSHOP

For clients looking to streamline their Pardot account. This workshop will give your marketing team some process, organization, and allow you to approach marketing activities with a new mindset and cleaner Pardot to generate reporting from.

OBJECTIVES

Unify teams working inside Pardot by creating standard operating procedures for organizing data within Pardot to enable scalability

Teach and discuss folder path options, developing a unique naming convention and location for all assets

WORKSHOP 2 Campaign Alignment

90 MINUTE WORKSHOP

Giving clients the necessary backbone needed in order for any B2BMA reporting to function properly. This workshop provides the campaign strategy and information needed to achieve full campaign alignment in Pardot and Salesforce.

OBJECTIVES

Establish campaign alignment strategy in order to see accurate data in B2BMA dashboards that reflect asset engagement

Establish next steps in order to achieve full campaign alignment

WORKSHOP 3 Other Success Factors

1 HOUR WORKSHOP

For teams who want to establish stronger ROI reporting. Understanding and ensuring completion of the concepts presented in this workshop directly affect the Pipeline and Marketing Manager reports in B2BMA.

OBJECTIVES

Make the connection between campaigns and opportunities, revealing lead and contact engagement

Connect marketing activities to closed-won opportunities