XENOGENIX

Pardot SmartStart
Quick, affordable, fixed-price Pardot implementation

Our Pardot SmartStart is a comprehensive end-to-end packaged implementation service which fully integrates Pardot with Salesforce. It is designed to help you quickly set up Pardot for fast results and long-term success. We work with you throughout implementation to drive user adoption and maximise your ROI from Pardot.

Xenogenix SmartStart implementations are delivered by experienced and accredited Pardot Consultants. With a predefined scope of work, the SmartStart service allows organisations to start realising the benefits of Pardot as quickly as possible.

Why use a SmartStart Package?

- Fixed price engagement with a clearly defined scope and set of deliverables
- Guidance and expertise on how to best leverage Pardot to support your business processes and avoid costly mistakes
- Dramatic improvements in a short period of time
- Tailors your Pardot integration to your unique organisational requirements
- Higher adoption rate and faster ROI due to instructor led training
- Knowledge transfer and marketing best practices so that you can further optimise features on your own

Xenogenix improve the way people, processes, and systems work together
via a single world-leading cloud platform,
so that our customers can compete in a digital world.

salesforce
PARTNER

www.xenogenix.co.uk

What is included in the Pardot SmartStart?

STEP 1: Kick off Meeting & Marketing Process Workshop:

- Agree roles, responsibilities, timescales, goals and measures of success
- Run Business Process Workshop to understand CRM strategic objectives and key working practices
- Create an interactive electronic process map to define the marketing processes to be supported by Pardot
- Design the integration between Pardot and Salesforce

STEP 2: Technical Setup & CRM Integration:

- Implement Website Tracking Code and overview of Page Scoring
- Create Vanity Tracker Domain (CNAME) and implement Email Authentication
- Set up IP white listing
- Install the Pardot Connector Package, update Lead and Contact Page Layouts
- Map users and security permissions

STEP 3: Asset & External Connector Setup & Data Import:

- Set up 2 Email Template, 2 Form / Form Handler, 1 Landing Page, 1 Automation Rule
- Set up 1 Engagement Studio Program, upload Files and create up to 5 Custom Redirects
- Set up 3 External Connectors for Twitter, Facebook and LinkedIn
- Set up 1 Webinar Connector for WebEx, ReadyTalk or GoToWebinar
- Create Email Unsubscribe & Email Preferences Centre Pages
- Import List of Marketable Prospects and List of Unsubscribes

STEP 4: Onboarding, Testing & Review:

- Test the system end to end
- Hold onboarding review call with team
- Make minor adjustments as required

STEP 5: User Training and Go Live:

- Deliver one full day of training for Pardot users
- System Go Live

After Go Live

To ensure learning is fully embedded, Xenogenix are on hand to support you with any on-the-job Pardot related campaign queries for an additional 30-day period for a maximum of 6 hours.

To find out more about our Pardot implementation services please contact us at:
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www.xenogenix.co.uk

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