QUICKSTART

PARDOT

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

salesforce

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	100+	99%
Year Established	Project Completed	Customer Satisfaction

salesforce PARTNER

San Diego Humane SOCIETY

Western Digital

Viasat

illumina

Airgain

LPL Financial

PowerSchool

cybereason

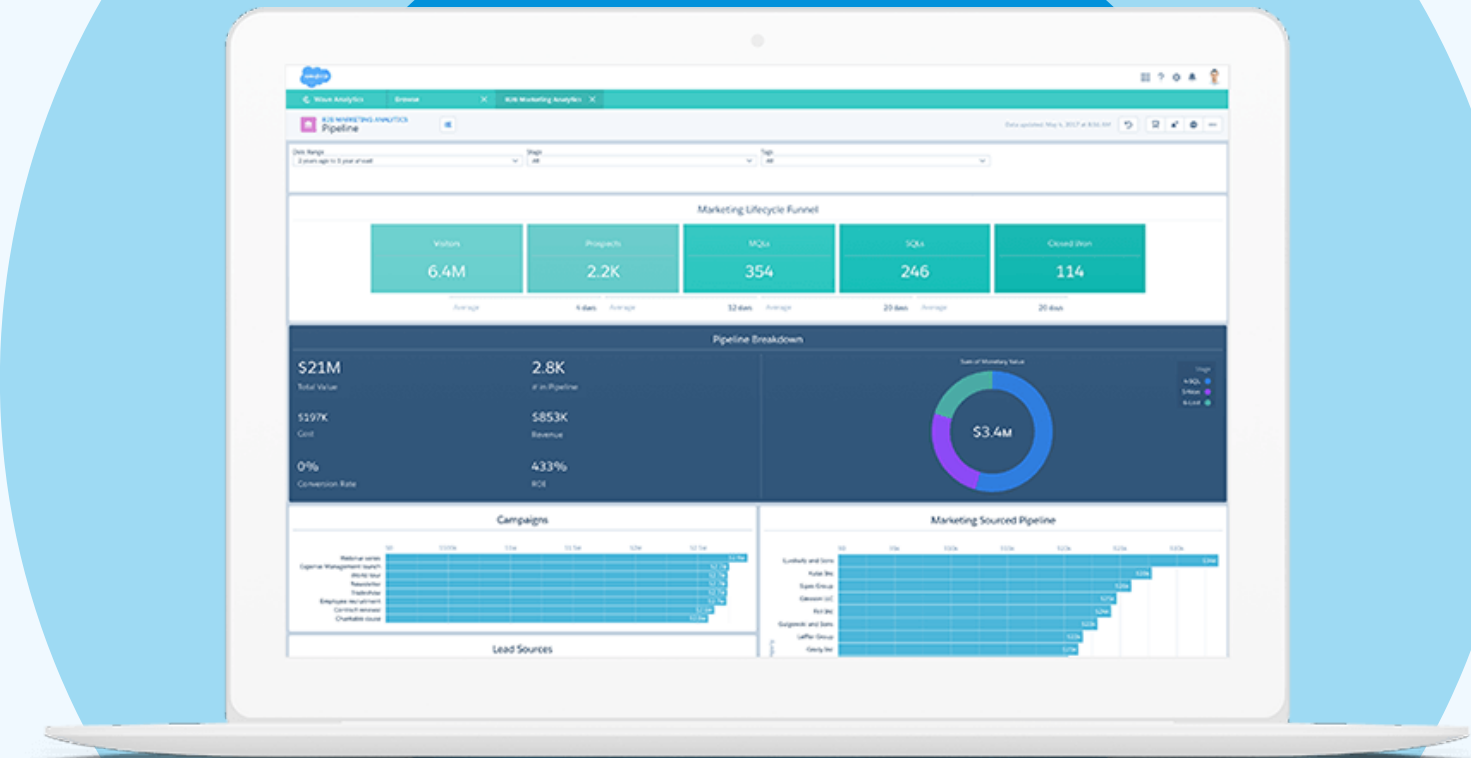ITRC IDENTITY THEFT RESOURCE CENTER

OpenX

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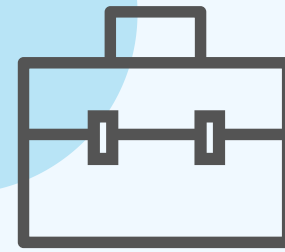
CREATE MEANINGFUL CONNECTIONS, GENERATE MORE PIPELINE, AND EMPOWER SALES TEAMS TO CLOSE MORE DEALS

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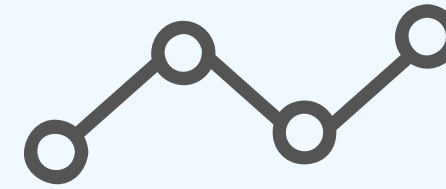**Generate More Leads**
Calculate More ROI

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
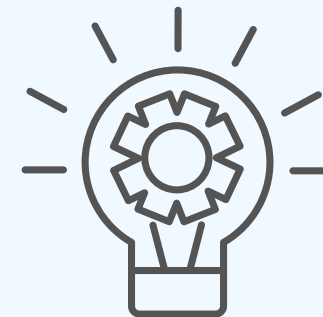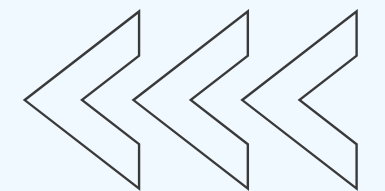
Quality Work

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

Discover & Design

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

PARDOT
QUICKSTART

Get your email studio up and running in just **50 hours**.

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

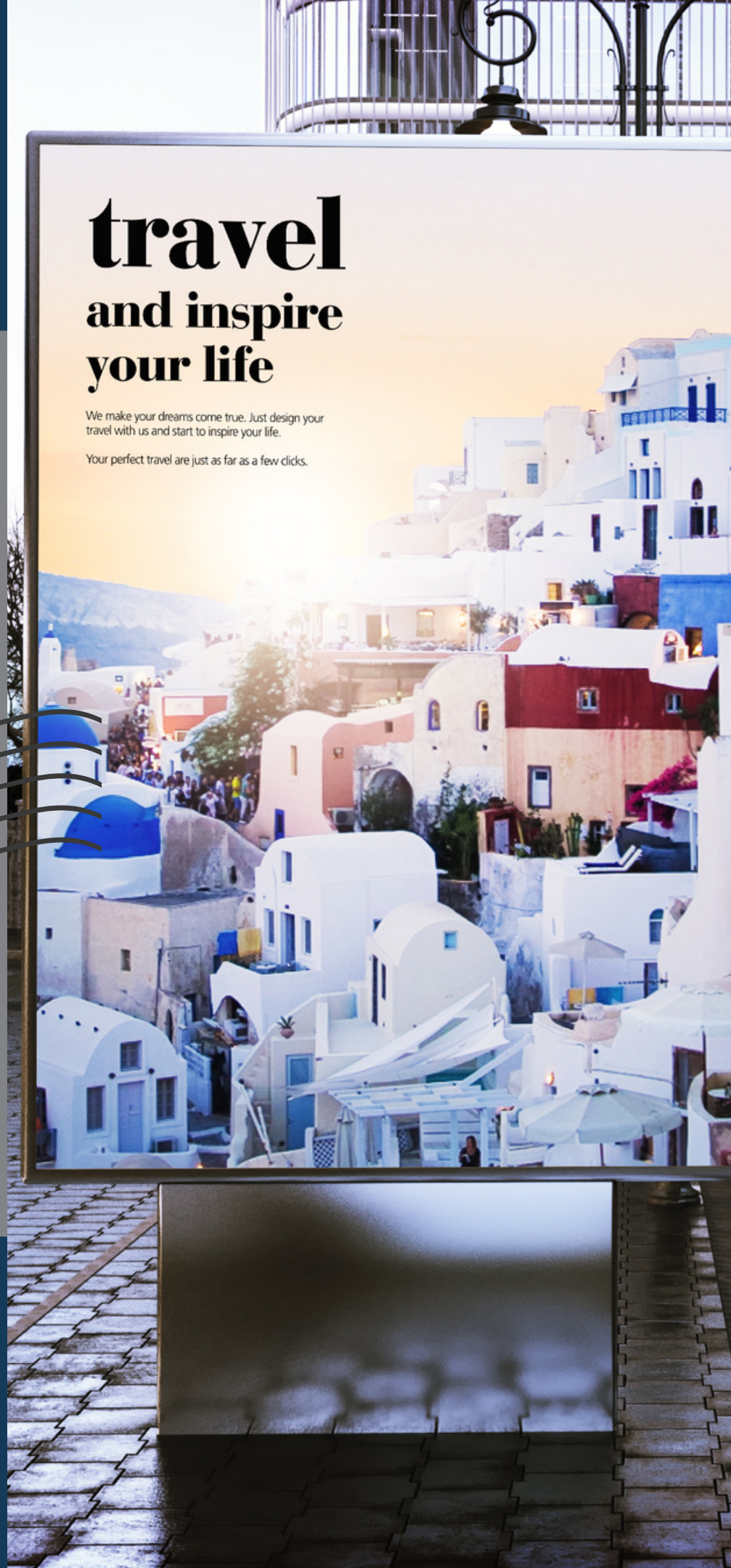*6 Week journey from webinar registration, attendee/absentee communication, and automation.*
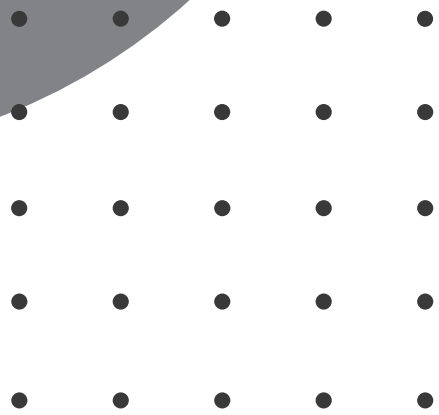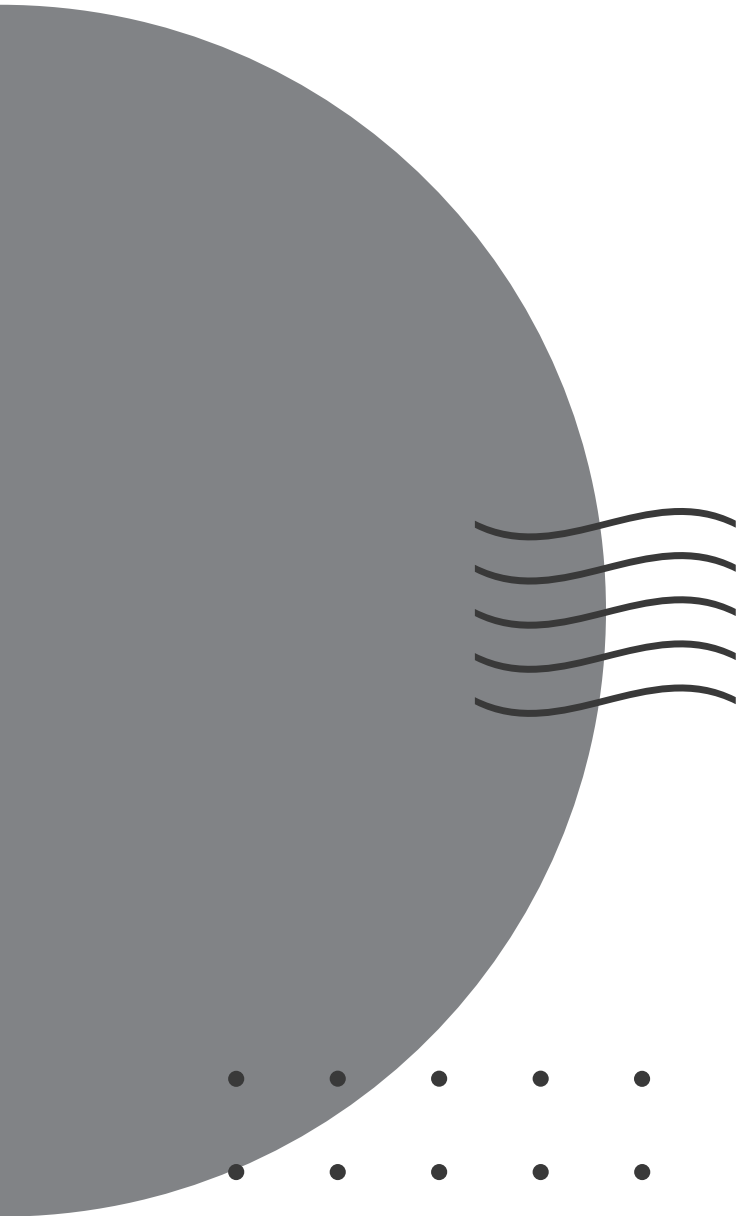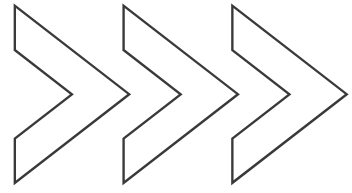
Calendly Integration and Automation – TBD

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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