

GENERATE LEADS AND ENGAGE BUYERS

# Marketing Cloud Account Engagement

Powered By Pardot

£6,975\*

DURATION

2 WEEKS

TEAM

- Marketing Cloud Consultant
- Project Manager

DELIVERABLES

- Configuration
- Data Loading
- Design Pack
- Training
- Hypercare

Take manual labor out of common marketing and sales tasks to help your team speed up the sales cycle.

Build professional email campaigns at a scale that earns proven results and drives customer engagement from prospect to advocate.

We team up with you to enable and configure your B2B Marketing from Kick-off to Go-Live. Simple, quick, entry-level launch using out-of-the-box features with front-end branding applied. Our fastest available B2B Marketing implementation package.

Suitable for small to medium-sized businesses that need to fill their sales funnel with high-quality leads using trusted, powerful marketing tools.

## KEY OUTCOME AND BENEFITS

- Onboarding session with your Certified Pardot Consultant to prepare you for project success.
- Installation of Pardot Lightning App for a Single Business Unit in your Salesforce Org
- Set Up your Users and configuration of the Salesforce-Pardot connector for collaboration between your Marketing and Sales team
- Mapping of applicable Salesforce CRM fields with Pardot
- Synchronisation of Leads and Contacts
- Configuration of sending and tracking domains
- Installation of oe:gen Design Pack consisting of email template, landing page, preferences page and unsubscribe page
- Importing of mailable prospects held external to Salesforce\*
- Configuration of Salesforce Engage.
- Configuration of out-of-the-box connectors, including; Google Analytics, Google Adwords, Social Media, Bitly, Wistia and EventBrite
- Training Sessions for Marketing and Sales Users
- 2 weeks of post-go-live hypercare to ensure successful adoption
- Ability to purchase additional consultancy to configure specific campaign

## ENGAGEMENT

WEEK	0	1					2	3	
		M	T	W	T	F			
ONBOARDING + CLIENT PRE-REQUISITE									Discovery Workshops + Scope
DELIVERY									Configuration
TRAINING									Training
HYPERCARE									Marketing Team Live