



# MARKETING CLOUD ACCOUNT ENGAGEMENT JUMPSTART

salesforce

*a Turnberry Salesforce solution*

**TIME FRAME:** 5-7 weeks

**ESTIMATED COST:** \$35,000

**TEAM:** Experienced Pardot Consultant

*designed to deliver the jumpstart* **YOUR MARKETING TEAM NEEDS**

Everything you need to stand up Marketing Cloud Account Engagement (Pardot) in five to seven weeks

- Integrated marketing automation and sales processes
- Reusable and configurable email templates
- Increased quality of converted leads to sales
- Grow trusted relationships with seamless experiences across Marketing and Sales
- Decrease sales efforts from lead to close
- Provide visibility into key campaign metrics & KPIs

## WHAT'S INCLUDED

1

### Discovery + Exploration

- Lead discovery sessions to gather information on existing marketing processes and structure
- Identify what information and data will be captured and how teams will interact with prospect and lead data
- Understand key metrics and KPIs
- Summarize findings and learnings through Business Requirements documentation

2

### "The Jumpstart"

- Configure Marketing Cloud Account Engagement to align with your desired marketing process and integrate with Salesforce leads, opportunities, accounts and contacts
- Configure reusable email, landing page, form and engagement program templates to streamline future content build
- Create a campaign structure integrated with Salesforce campaigns for enhanced reporting
- Implement your desired lead qualification process to pass the right leads from Marketing to Sales at the right time
- Conduct test email send, prior to the first official email send
- Configure user accounts and security

3

### Training

- Conduct training sessions for super users and trainers so they are prepared to conduct end user training
- Create and share training material related to the Pardot jumpstart configuration

4

### Readiness and Support

- Conduct and support the first email send
- Support the marketing team following the first email send

## WHY TURNBERRY?



The nation's leading companies partner with Turnberry for our holistic approach to Salesforce solutions, flexible engagement model, and top Salesforce talent of all levels. Turnberry's Salesforce capability combines all the perks you get from a large-scale system integrator, like national reach and breadth of expertise, with all the benefits of a boutique player, including flexible engagements and exceptional talent.

You can rely on our team's deep expertise in manufacturing, legal, healthcare, and life sciences industries, and our proven track record helping clients realize the value of their Salesforce investments.

Already using Marketing Cloud Account Engagement (Pardot)? Turnberry offers a variety of packages to evaluate and optimize your existing Salesforce products. Reach out to [info@turnberrysolutions.com](mailto:info@turnberrysolutions.com) to learn more.