

End-to-End Pardot Greenfield Implementation for a Digital Transformation Consultancy

Building a complete, production-ready Pardot marketing infrastructure from scratch — with reusable templates, compliant preference management, and clean data foundations.



Greenfield Setup

No existing Pardot configuration — complete build from account provisioning to first campaign



Reusable Assets

Modular email templates and landing pages designed for ongoing team use without developer dependency



Clean Data Foundation

Legacy contact data cleansed and structured before import into Pardot for a reliable starting point

Customer Background

Our customer is a technology consulting and services firm specialising in digital transformation engagements for enterprise clients. Having reached a scale where manual email marketing was no longer sustainable, the organisation decided to invest in Salesforce Pardot as its marketing automation platform to professionalise its outbound marketing, lead generation, and client communications.

With no existing Pardot configuration in place and a small in-house marketing team, the firm needed a partner who could stand up the complete Pardot infrastructure and leave the team with a self-sufficient, well-documented platform they could operate independently. KVP delivered a comprehensive greenfield implementation covering every layer — from technical configuration through to brand-aligned templates and reusable campaign components.

What KVP Delivered



Domain & Technical Setup

- ✓ Sending domain and tracker domain configuration
- ✓ SPF, DKIM, and DMARC authentication records
- ✓ Pardot account settings, business unit setup, and user access
- ✓ CRM connector configuration between Pardot and Salesforce



Email Templates & Landing Pages

- ✓ Brand-aligned responsive email templates (newsletter, nurture, announcement formats)
- ✓ Modular content blocks for team reuse without coding knowledge
- ✓ Responsive landing page templates for lead capture and content gating
- ✓ Thank-you page flows and form confirmation logic



Preference Centre & Compliance

- ✓ Custom branded preference centre for subscriber opt-down and topic management
- ✓ Unsubscribe flow configuration compliant with GDPR and CAN-SPAM
- ✓ Marketing consent field mapping to Salesforce CRM
- ✓ Suppression list setup and management protocols



Data Cleansing & Team Enablement

- ✓ Legacy contact data cleansed, deduped, and segmented prior to Pardot import
- ✓ Data field mapping and CRM field alignment documentation
- ✓ Team training sessions covering campaign creation, list management, and reporting
- ✓ Comprehensive platform documentation and governance guidelines

Technology Ecosystem

[Salesforce Pardot \(Account Engagement\)](#)
[Responsive Email Templates](#)
[Landing Pages](#)
[Tracker Domains](#)
[Salesforce Sales Cloud](#)

Impact & Outcomes



Production-ready in weeks

Full Pardot platform stood up from scratch and ready for live campaigns



Self-sufficient marketing team

Equipped with reusable templates and documentation to operate independently



Clean data foundation

Structured and cleansed contact database ready for segmentation and engagement

Services

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