



NuAgeExperts

# Pardot Quick Start Packages

The NuAge Quick Start Packages are designed with your team’s success in mind. We pair you with a Pardot expert who will guide you through a 6-8 week journey to ensure your team has the Pardot knowledge to meet your goals.

NuAge Experts is a team of certified Salesforce consultants, who handle the full spectrum of the Salesforce platform including marketing automation. Our mission is to leverage your vision, and ensure focus, and transparency as we empower your team.

*Email Us: [Marketing@NuAgeExperts.com](mailto:Marketing@NuAgeExperts.com)*

- Pardot Standard: \$3,500
- Pardot Professional: \$4,000
- Pardot Ultimate: \$4,500
- Salesforce Engage: \$500
- Additional work: \$195/hr

\*Prices good through June 2018

## Quick Start Example \*customized for every client

- Week 1 — **Business Process Review** *Discovery session to validate and align marketing and sales initiative*
- Week 2 — **Technical Setup** *Pardot Connector + Salesforce Integration, DNS + CNAME, website tracking, data, etc*
- Week 3 — **Admin + Campaign** *User setup, SSO, Usage Limits, admin training, campaign training*
- Week 4 — **Lead Generation** *Forms, form Handlers, landing pages , scoring , grading, inbound training*
- Week 5 — **Email Campaign Setup** *Email training, segmentation, templates, etc*
- Week 6 — **Engagement Studio** *Build automated email campaigns*
- Week 7 — **Social + Automation Rules** *Set up social connectors, build + train in automation rules*
- Week 8 — **Reporting + Wrap Up** *Report training, high level review, ongoing tips + tricks to be successful*

