

MC Account Engagement (Pardot) Quick Start



Our MC Account Engagement (Pardot) Quick Start is designed to get your marketing team up and running quickly with some of the most common features and functions available within the Pardot platform.

Key Benefits:

- Fast time to value (typically up and running within 2-3 weeks)
- Expert guidance on transitioning your business requirements into the Pardot platform
- Certified Salesforce consultants with experience across various Salesforce products and services

Services	
Marketing Process Review with your Key Stakeholders	
Project kick-off call	•
Discuss your key marketing processes to define your goals and needs	•
Weekly project check-in calls to review progress and next steps	•
Salesforce Integration and Set Up	
Install Pardot connector, define integration user and set up Pardot users	•
Update Lead, Contact and Campaign page layouts in Salesforce	•
Map Salesforce fields to Pardot fields and create up to 20 custom fields	•
Set up Connected Campaigns and link any existing Salesforce campaigns with Pardot	•
Set up 1 basic Lead Assignment process	•
Set up Pardot Lightning App and Engagement History	•
Set up Lightning Landing Page & Lightning Email Builders and install Getting Started Email Bundle	•
Enable Engagement History Dashboards (Salesforce user license requires API access)	•
Pardot Prospect Import	
Database sync/import of prospects into Pardot	•
Support Customer's Web Team	
Assist in adding website visitor tracking code, vanity tracker domain (CNAME), SPF and DomainKeys to DNS, Pardot IP address to company spam filter whitelist **	•
Set Up B2B Marketing Analytics (Pardot Plus Required)	
Enable standard Campaign Influence and additional Campaign Influence Models in Salesforce: This includes default model settings for: First Touch, Last Touch and Even Distribution Models	•
Deploy standard datasets, lens and dashboards: This includes 5 default Dashboards for: Pipeline, Marketing Manager, Engagement, Account-Based Marketing and Multi-Touch Attribution	•
Pardot Marketing Assets Set Up and Review	
Set up 1 standard email preference page and 1 unsubscribe page	•
Set up 1 email template (using a standard Pardot layout or a Lightning Email Template)	•
Set up 1 form/form handler (using a standard Pardot layout)	•
Set up 1 landing page template (using a standard Pardot layout or a Lightning Landing Page Template)	•
Set up 5 static and/or dynamic segmentation lists	•
Set up 1 Engagement Studio program (e.g. nurture, on-boarding, trade show, newsletter)	•
Pardot Training Sessions	
3 x 1-hour sessions of remote in-app training for marketing end users and system admin users	•
30 Day Post Implementation Check In	
Review campaign results, reports, engagement, lessons learned and discuss upcoming campaigns	•
Please visit our website for current pricing: https://www.skyvenn.com/specials	

* This Quick Start is not recommended for an implementation of more than 25 licensed users

** The creation of any custom Campaign Influence Models, Analytics Apps, datasets, lenses, steps and dashboards would be quoted separately

*** Some set up time will be required from your IT department/Webmaster to complete configurations (Pardot resource instructions will be provided)

**** For more advanced multi-business processes and/or multi-Cloud solutions, [please contact us directly for details and pricing](#)

About SkyVenn

Since 2010, we've worked with all the major Marketing Automation platforms including Marketing Cloud, Pardot, Marketo, Eloqua, HubSpot and many more. We have the experience to help you build the right campaigns for your business. SkyVenn can also help you scale your marketing investment into other Salesforce solutions that include Sales, CPQ, Service, Marketing, Experience Cloud, Lightning/Apex development and more...

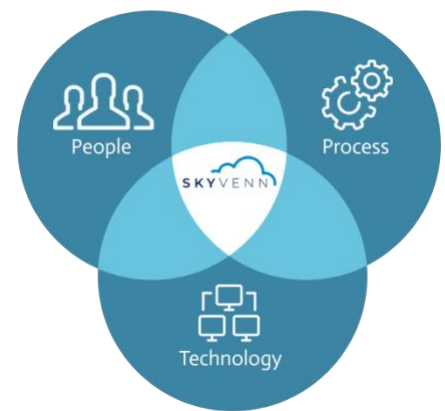
2010 Year of Establishment	300+ Happy Global Customers	800+ Projects Completed	7+ Years of Experience per Senior Salesforce Consultant	10+ Apps Developed on the AppExchange
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Headquartered next to Salesforce in downtown Toronto, we understand the importance of bringing **People, Process** and **Technology** together.

We take a data driven approach to help our clients identify the most important KPI's (leading and lagging indicators) for their business.

We study this information to help us understand what metrics matter most to our clients and then we configure Salesforce to effectively capture day-to-day activities across your organization and partner network to drive organization wide efficiencies.

SkyVenn is a Registered Consulting Partner and AppExchange Partner.



Contact Us Today



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