

MAS Pardot Quickstart Bundles



Basic

The basics included in both Packages:

- 6 hours Marketing automation strategy workshop
- Setup custom prospect and account fields
- Import CSV list of marketable contacts and leads- Review access/security & create user accounts
- Configure Salesforce Connector and Pardot-supported connectors for 3rd party Tools
- Guidance to install Pardot website tracking Code, email authentication and other technical setup

Content:

- Create 1 email template
- Create 1 landing page
- Create 1 Engagement Studio program- Client to supply all graphics and copy and HTML

List Management:

- Configure and validate 3 dynamic lists
- Configure automation rules needed to manage a public facing email preference center

Support:

- 4 Hours of training/onboarding

\$7500 USD *

Growth

Content:

- Create upto 3 email template
- Create 1 landing page
- Create 1 Engagement Studio program
- 5 hours of copyright & design assistance

Scoring & Grading

- Workshop to calibrate lead scoring model
- Create upto 3 grading profiles/personas

List Management:

- Audit list health & share clean-up next steps
- Complete initial scrub and duplicate merge
- Configure and validate 5 dynamic lists
- Configure email preference center

Campaign Alignment:

- ROI tracking between Salesforce + Pardot

Support:

- 4 Hours of training/onboarding
- Unlimited email support for 60 days

\$10,000 USD *

Custom

Retainers

- \$900 USD * per month, 3 months term
- 5 dedicated hours per month
- OR 20/40 Consultant Hour Blocks also available

Marketing Automation Strategy Workshop (6hours):

- Define you marketing automation objectives
- Identify what your Current and Future states of marketing will look like
- Sales & Marketing alignment with focus on revenue qualification & technical review

\$2500 USD *

Pardot Health Audit:

- Review of all key feature utilization including campaigns, forms, email templates, landing pages, automation rules, Engagement Studio, Lead Qualification and more
- Recommendations and best practises based upon the business marketing KPIs and ROI

\$1000 USD *

B2BMA Configuration:

- Configure User Licenses
- Configure Analytics Dashboard templates

\$600 USD *

MAS Custom Services Packages



Pardot Services (\$600 USD each)

Emails

- Email templates design, build and send
- Dynamic content creation and A/B testing
- Email preference pages

Landing Pages & Forms

- Landing page build and launch
- WYSIWYG editable templates
- Form layout templates and Progressive Profiling

Social Media campaigns

- Campaign setup with custom redirects and completion actions
- Reporting insights

Lead Qualification

- Lead Scoring
 - Custom scoring categories and scoring automation rules
- Lead grading
 - Profiles to be defined as per business requirements
- Creation of prioritised Leads listviews in Salesforce

Hands on Demos & Training

- Admin and “train-the-trainer” sessions
- Sales user training

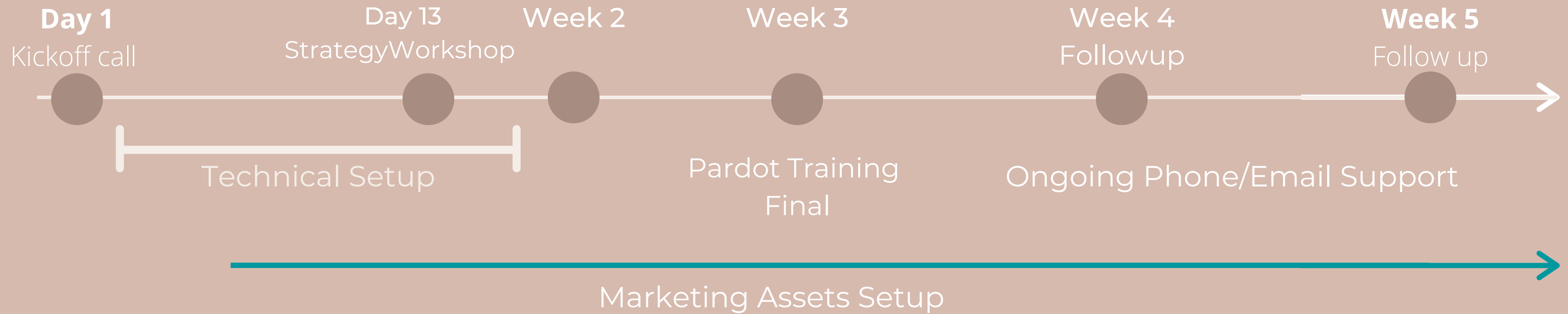
Data & Content Management

- Migrating templates & content assets
- Identifying content assets that need to be developed
- Data cleansing and list segmentation recommendations
- Duplicate management

Campaign Development

- Tradeshow marketing program
- Welcome drip program
- Initial database cleans/opt-in program

Implementation Timeline And what to expect



How quickly can Pardot be setup?

Most Pardot implementations take around 3-4 weeks

How much time customer need to spend?

Atleast 10 hours for personal training, 1 Hour from IT, 2 Hours from Salesforce Admin and 2 hours from web developers.

*Let's work
together!*



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