

CERTIFICATION PREPARATION FOR PARDOT SPECIALIST



OVERVIEW

Are you looking to become a Salesforce Certified Pardot Specialist? Whether you are an experienced user, or completely new to Pardot, this 2-day hands-on training will show you how to design, build, and implement marketing workflows related to lead scoring, email marketing, lead generation, and using reports to make data-driven decisions.

WHO SHOULD TAKE THIS COURSE?

The Salesforce Certified Pardot Specialist credential is designed for those who can demonstrate skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform. Candidates should know how to build strategic marketing processes while incorporating tools like lead scoring, email marketing, lead generation, and be able to use reports to make data-driven decisions.

The Salesforce Certified Pardot Specialist generally has two months to six months of experience building marketing workflows with the Pardot platform and/or on a similar technology platform.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Build on your Pardot knowledge to get ready for your Pardot Specialist certification
- Build strategic marketing processes incorporating tools like lead scoring, email marketing, and lead generation.
- Effectively use Pardot reports to make data-driven decisions.
- Sit for the Pardot Specialist certification.

PREREQUISITES

No course prerequisites. But at least 60 days hands-on experience with Pardot is recommended.



SALESFORCE CERTIFIED
Pardot Specialist

DURATION
• 2 days

DELIVERY FORMAT
• Classroom

AUDIENCE
Marketing User,
Business Analyst

REGISTER NOW →



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MODULES & TOPICS

Day 1

Prospects

- Visitors
- Prospect Records
- Prospects Creation
- Importing Prospects
- List Management

Administration

- Dashboard Overview
- Pardot Connectors
- Page Actions
- Custom Fields
- User Management
- Recycle Bin

Pardot Campaigns

- Creating a Pardot Campaign
- Pardot Campaigns vs. Salesforce Campaigns

Pardot Forms

- Lead Generation
- Form Creation

Lead Management

- Automation Rules
- Dynamic Lists
- Completion Actions
- Segmentation Rules

Day 2

Scoring

- Lead Qualification
- Scoring Rules

Email Marketing

- Permission-based Marketing
- Email Templates
- Deliverability

Engagement Studio

- Lead Nurturing
- Creating an Engagement Program

Landing Pages

- Layout Templates
- Creating a Landing Page

Social Marketing

- Social Posting
- Custom Redirects

Salesforce Integration

- Pardot and Salesforce Relationship
- Object Syncing
- Salesforce Connector
- Mapping Fields
- Field Syncing

ABOUT SALESFORCE UNIVERSITY

Salesforce University offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce University can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.

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