

# CERTIFICATION PREPARATION FOR PARDOT CONSULTANT



## OVERVIEW

Are you currently a Certified Pardot Specialist that wants to tackle the Certified Pardot Consultant certification? Our 5-day virtual instructor-led course gives you the in-depth knowledge and hands-on experience needed to consult and implement Pardot. To help you balance your working time, the class meets virtually 3 hours per day to prepare you for the Salesforce Certified Pardot Consultant Exam. You will learn how to successfully onboard new Pardot customers and get a sound understanding of implementing Pardot.

## WHO SHOULD TAKE THIS COURSE?

The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot solutions in a customer-facing role. You'll need to be able to design and implement Pardot solutions that meet customers' business requirements and contribute to their long-term success.

Generally, a course participant has at least six months of hands-on experience implementing the Pardot application and associated tools and possesses the facilitation and consultative skills to gather the business requirements, design solution alternatives, and implement them to meet business needs. See more at [certification.salesforce.com/pardotconsultant](https://certification.salesforce.com/pardotconsultant).

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

- Be prepared to implement Pardot successfully.
- Prepare for Pardot implementation through discovery and account configuration.
- Establish marketing assets and personalization.
- Enhance Pardot usage through lead qualification and automating business practices.
- Engage and use Salesforce Engage.
- Sit for the Salesforce Pardot Consultant Certification.

## PREREQUISITES

- Hold current Salesforce Certified Pardot Specialist credential.
- Familiarity with the Salesforce Sales Cloud Platform.
- At least 6 months' hands-on experience implementing or consulting on Pardot.

A badge for Salesforce Certified Pardot Consultant, featuring the Salesforce logo and the text 'SALESFORCE CERTIFIED' and 'Pardot Consultant'.

**DURATION**

- 5 days (3 hrs/day)

**DELIVERY FORMAT**

- Virtual Classroom

**AUDIENCE**

- Pardot Implementers
- Consultants

**CERTIFICATION PREREQUISITE**

- Salesforce Certified Pardot Specialist

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## MODULES & TOPICS

### Course Introduction

- Course Resources
- Course & Exam Prerequisites
- About the Exam

### Intro to Discovery

- Statement of Work
- Discovery Questionnaire

### Account Configuration

- Technical Setup Items
- Connected Apps
- Salesforce Integration
- Usage and Governance
- Data and Asset Migration

### Personalizing the Prospect Experience

- Content Marketing Best Practices
- Variable Tags
- Advanced Dynamic Content

### Email Marketing

- Email Marketing
- Lead Nurturing

### Lead Generation

- Tracking Links
- Forms and Form Handlers
- Layout Templates
- Multivariate Tests
- Reporting

### Lead Qualification

- Scoring Categories
- Grading

### Automating Business Practices

- Routing Leads Across the Business with Assignment
- Automation Tools

### Salesforce Engage

- Engage Campaigns
- Engage for Gmail
- Engage Reports
- Engage Alerts
- Engage for Salesforce1

### Discovery Review

- Mapping LenoxSoft's Goals to Pardot Features

## 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.

## REGISTER FOR SALESFORCE UNIVERSITY COURSES ONLINE OR SPEAK WITH AN EXPERT:



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