Use Engagement Studio to implement lead nurturing strategies with Pardot

In this Accelerator, you’ll work with a Pardot Specialist to understand how to successfully prepare for and deploy an engagement program in Pardot. The Specialist will walk through the benefits of lead nurturing, the fundamental assets necessarily to build out a program, and the process of building a program from start to finish.

What it can do for you

• Increase your knowledge of Engagement Studio functionality and capabilities.
• Guide you through the process of building and testing an engagement program.

How it works

A Certified Specialist will guide you through the process over a predetermined time frame. This will take place during 3 calls totaling 2.5 hours spread over 1-2 weeks.

Discovery

• Accelerator overview.
• Discuss questionnaire results.
• Introduction to lead nurturing in Pardot.

Deliver

• Overview of Engagement Studio functionality.
• Process of creating, testing, launching, and reporting on programs.
• Guided walkthrough of creating a test program in Pardot.

Outcomes

• Increased knowledge on lead nurturing with Pardot.
• Best practice tips for using Engagement Studio.
• Example use cases and templates to provide inspiration for building future programs.
• Worksheets to plan for future lead nurture campaigns.