

HOW TO: PARDOT:

Use Salesforce Engage for Marketers

Help your sales team tap into marketing campaigns.

This Accelerator helps marketers take full advantage of Salesforce Engage for Pardot. Learn how to create and publish a Salesforce Engage Campaign and Nurture Program that your sales team can share with prospects. We'll also provide recommendations to help you reach your marketing and sales goals.

What it can do for you.

- Understand the usage and creation of Salesforce Engage Campaigns, nurture programs, reports, and alerts.
- Take full advantage of the Salesforce Engage platform.
- Empower marketing to connect effectively with Salesforce Engage for Pardot.

How it works.

A Certified Specialist will guide you through the process via two calls totaling 3 hours over 1 week.

Discover

- Discuss and review your current Pardot and Salesforce Engage status, familiarity, and usage.
- Identify key marketing and sales goals or challenges.
- Review and finalize measurable Success Criteria.

Delivery

- Follow your Specialist through 3 hours of understanding, creating, and publishing a Salesforce Engage Campaign and Nurture Program.
- Understand and review Engage Reports and Alerts.
- Discuss recommendations and best practices given your goals and challenges.

Outcomes

- Review key learnings
- Outline next steps for Salesforce Engage success

ADDITIONAL INFORMATION

Premier for Pardot

Time you will spend on this Accelerator: 3 hours

GOAL

Achieve Faster ROI

INTENDED USER

Marketing contributors and leaders looking to understand Salesforce Engage to sell smarter with marketing automation for sales.

PREREQUISITES

- Must have Pardot Premier Success Plan attached to Pardot account
- Fully implemented Pardot account
- Fully implemented Engage licenses
- Current Salesforce Engage customer with an assigned Salesforce Engage administrator(s)
- Leader or executive engaged and committed to your successful business outcome

To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

Corporate Headquarters

The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com/services-training/add-ons/accelerators

Global Offices

Latin America +1-415-536-4606
Japan +81-3-5785-8201
Asia / Pacific +65-6302-5700
EMEA +4121-6953700

