Drive Sales with the Pardot Lightning App (PDX101)

Course Outline

Course Introduction

- Review Course Objectives
- Set Learner Expectations
- Review Housekeeping Items
- Review Additional Course Resources
- Explore Course Case Study

Salesforce Integration

- Understand the Pardot-Salesforce Relationship
- Sync Data Between Salesforce and Pardot
- Enable the Pardot Lightning App in Salesforce
- Create Custom Fields
- Review Salesforce Campaigns

Administration

- Create a Pardot Dashboard
- Authenticate Your Email Sending Domains
- Sync with Third-Party Applications Using Connectors
- Restore Assets from the Recycle Bin
- Create and Assign Users and User Groups
- Understand Usage Governance

Visitors and Prospects

- Understand Pardot Visitors
- Understand Pardot Prospects

List Management

- Create List Types
- Organize Prospects Using Static Lists
- Test Emails Using Test Lists

Personalization and Email Marketing

- Personalize Your Emails with HML and Advanced Dynamic Content
- Automate Email Marketing
- Create Email Templates

- See What Works Best for Your Audience Using AB Testing
- Track Email Performance Using Email Reports

Forms and Landing Pages

- Capture Leads with Forms
- Convert Visitors to Leads Using Landing Pages
- Track Leads with Forms and Landing Page Reports
- Track Clicks Using Custom Redirects
- Create Custom Redirect Reports

Lead Management

- Trigger Page Actions
- Automate Actions from a Marketing Element Using Completion Actions
- Create a List of Prospects and Apply a Segmentation Action Using Segmentation Rules
- Create Repeatable, Criteria-Based Automation Rules
- Create Dynamic Lists
- Choose an Automation Tool

Lead Qualification

- Understand Prospect Scoring
- Grade Prospects Based on Profiles

Lead Nurturing

- Build an Engagement Program
- Create Engagement Program Reports