

Pardot QuickStart Program

NexGen Consultants' QuickStart Program will guide you through the basics of Pardot. This QuickStart program will enable you to start using the Pardot features you choose, in a cost effective fashion, within a 60-day window.

This QuickStart Program includes the following:



20 Hours of NexGen Consultation

Up to 20 hours of NexGen Consultation during the first 60 days that can be spent on Salesforce.com Integration, Technical Setup, Weekly Calls and Phone Support

Technical Setup

- Implement General Website Tracking Code to Log Visitor Activity
- Create Vanity Tracker Domain (CNAME) for Branded Pardot Hosted Links
- Implement Email Authentication for Email Deliverability Optimization
- IP Whitelisting
- Dedicated Email IP Setup

Salesforce Integration

- Install the Pardot Connector Package/Bundle
- Lead and Contact Page Layouts Updated with new Pardot Fields, Mapping new Pardot Lead Fields to Contact Fields
- Mapping CRM Custom Fields to Pardot Custom Fields
- Mapping Users and Single Sign-On

Any of the following Marketing Assets

- Campaigns
- Segmentation lists
- Email Templates
- Forms/Form Handlers
- Landing Pages