

GETTING STARTED: PARDOT:

Salesforce Engage Fast Start

Get started with marketing automation for sales.

Learn how to set up Salesforce Engage to sell smarter with marketing automation. Our experts will guide you through implementing the platform, creating adoption reports, and publishing campaigns. You'll also get recommendations to help you reach your goals quickly.

What it can do for you

- Implement and deploy Salesforce Engage Campaigns, nurture programs, reports, and alerts
- Take full advantage of the Salesforce Engage platform
- Empower sales to connect effectively with Salesforce Engage for Pardot

How it works

A Certified Specialist will guide you through the process via two calls totaling 3.5 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

Deliver

- Follow your Specialist through 3.25 hours of Salesforce Engage setup and implementation
- Walk-through of creating a Salesforce Engage Adoption Report
- Publish and test a Salesforce Engage Campaign from start to finish

Outcomes

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

ADDITIONAL INFORMATION

Premier for Pardot

Time you will spend on this Accelerator: 3.5 hours

GOAL

Fully implement and test Salesforce Engage.

INTENDED USER

Marketing and sales contributors and leaders looking to administer 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
- 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!

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