

Salesforce - Certification Preparation for Pardot Consultant

Code:	CRT-160
Length:	5 days
URL:	View Online

Are you currently a Certified Pardot Specialist that wants to tackle the Certified Pardot Consultant certification? Our 5-day virtual instructor-led course gives you the in-depth knowledge and hands-on experience needed to consult and implement Pardot. To help you balance your working time, the class meets virtually 3 hours per day to prepare you for the Salesforce Certified Pardot Consultant Exam. You will learn how to successfully onboard new Pardot customers and get a sound understanding of implementing Pardot.

Skills Gained

- Be prepared to implement Pardot successfully.
- Prepare for Pardot implementation through discovery and account configuration.
- Establish marketing assets and personalization.
- Enhance Pardot usage through lead qualification and automating business practices.
- Engage and use Salesforce Engage.
- Sit for the Salesforce Pardot Consultant Certification.

Who Can Benefit

- The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot solutions in a customer-facing role. You'll need to be able to design and implement Pardot solutions that meet customers' business requirements and contribute to their long-term success.

Prerequisites

- Hold current Salesforce Certified Pardot Specialist credential.
- Familiarity with the Salesforce Sales Cloud Platform.
- At least 6 months' hands-on experience implementing or consulting on Pardot.

Course Details

Course Introduction

- Course Resources
- Course & Exam Prerequisites
- About the Exam

Intro to Discovery

- Statement of Work

- Discovery Questionnaire

Account Configuration

- Technical Setup Items
- Connected Apps
- Salesforce Integration
- Usage and Governance
- Data and Asset Migration

Personalizing the Prospect Experience

- Content Marketing Best Practices
- Variable Tags
- Advanced Dynamic Content

Email Marketing

- Email Marketing
- Lead Nurturing

Lead Generation

- Tracking Links
- Forms and Form Handlers
- Layout Templates
- Multivariate Tests
- Reporting

Lead Qualification

- Scoring Categories
- Grading

Automating Business Practices

- Routing Leads Across the Business with Assignment
- Automation Tools

Salesforce Engage

- Engage Campaigns
- Engage for Gmail
- Engage Reports
- Engage Alerts
- Engage for Salesforce1

Discovery Review

- Mapping LenoxSoft's Goals to Pardot Features

Schedule (as of 4)

Date

Location

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