



# Pardot Jump Start

## See Results Fast:

Now that you've enabled B2B Marketing Automation on the World's #1 CRM Platform, we understand you want to see a **high ROI - and fast!** Our experts will get you **up and running** in 2 weeks, so you can see value from day one.

## Quick and Easy:

Our Jump Start is designed to get your team up and running **quickly**. Save valuable time and effort by working directly with one of our **Certified Pardot consultants** and get set up the right way.

## Why Work with Us?

### We Keep it Simple:

We understand Pardot implementations can seem overwhelming. That's why our focus is to provide you with the foundation to **set you up for success** and not try to boil the ocean.

### Expert Guidance:

Our experienced team works **with you** to transform your requirements into a **solution**. We focus on getting everything setup in Pardot to be able to build your first campaign, so you can see how it works and use it right away.

### Best Practices for Long-Term Success:

We've done this enough to know what works, and what doesn't work. Working with us allows you to gain **industry knowledge and best practices** to ensure you're set up for the long haul.

## How It Works

Kick Off



Workshops



Configuration



Project  
Wrap Up



30/60/90  
Check-ins



# Transparency is a core value at Majente.

Here's a breakdown of what we'll be covering:

## Week 1:

- Kick off, requirements workshop, integration enablement & import
- Pardot Salesforce Sync configuration
- Domain & Tracking configuration
- User provisioning and sync
- Lightning app enabled

## Week 2:

- Email Setup & Workshops
- Prospect Import
- List & Form Creation
- Project Wrap Up with Majente's Account Manager

**Price:** \$5000  
**Timeline:** 2 weeks

## Key Stakeholders:

- Customer Project Team
  - 1-3 members (*includes one primary project stakeholder*)
- Majente Project Team
  - Certified Pardot Consultant

## Customer Requirements:

- Weekly meetings with Majente Project Team
- 8 hours/week commitment from each customer project team member
- Temporary login access
- Provide business process review and configuration requirements

## What's in Scope?

### Pardot implemented with Salesforce

- 30 minute kickoff
- 3 x 2 hour workshops
- 30 minute wrap up

### 9 Hours Consultant Implementation Time

- Enable a Pardot marketing email sender for outbound messages (*CNAME*)
- Up to 20 Pardot fields total Prospect fields mapped to Leads and Contacts in Salesforce
- Pardot fields added to Lead/Contact layouts
- Prospect records imported to Pardot
- Unsubscribers imported from prior email system
- Pardot Lightning App enabled
- Setup up to 50 Connected Campaigns
- Website tracking codes installed
- 1 List created
- Email template created
- 1 List email created
- 1 Pardot Web form or Form Handler created
- "Leads to Call Next" report created in Salesforce

## What's out of Scope?

- **Data Scrubbing** - any data to be imported or bulk updated must be populated in a template provided by Majente with no manipulation required to import
- **Support**- our support offering covers reactive, ad hoc support requests. Clients can purchase a 10-hour bucket of support to handle these requirements (\$2500).
- **Content Creation** - all copy, links, and images for email messages and templates will be provided to Majente

## Looking for more?

Contact us for a completely customized implementation. We love working with our customers on unique, complex solutions to fit your business needs.