

# Increase Leads and Drive Sales with the Pardot Lightning App (PDX101)

ID PDX101 Price on request Duration 3 days

## Who should attend

- Pardot Marketers
- Business Users
- Salesforce Administrators

## Course Objectives

- Enable the Pardot Lightning App.
- Explain the relationship created between Pardot and Salesforce once the Pardot Lightning App has been enabled.
- Generate leads with Pardot Lightning App's various lead generation tools including forms, landing pages, and custom redirects.
- Manage leads with Pardot Lightning App's lead management tools including page actions, automation rules, segmentation rules, dynamic lists, and completion actions.
- Engage leads with Pardot Lightning App's lead engagement tools including email, personalization, dynamic content, and Engagement Studio.
- Qualify leads with Pardot Lightning App's scoring and grading functionality.
- Interpret data generated via Pardot Lightning App's reporting capabilities.
- Design and execute successful end-to-end marketing workflows using the Pardot Lightning App.

## Course Content

### Lesson 1: Course Introduction

- Course Objectives
- Learner Expectations/
- Housekeeping
- Additional Course Resources
- Course Case Study

### Lesson 2: Salesforce Integration

- Pardot Salesforce Relationship
- Syncing

- Enabling the Pardot Lightning App in Salesforce
- Custom Fields
- Salesforce Campaigns

### Lesson 3: Admin

- Pardot Dashboard
- Email Domains
- Connectors
- Recycle Bin
- Users and User Groups
- Usage Governance

### Lesson 4: Visitors and Prospects

- Visitors
- Prospects

### Lesson 5: List Management

- List Types
- Static Lists
- Test Lists

### Lesson 6: Personalization and Email Marketing

- HML and Advanced Dynamic Content
- Email Marketing
- Email Templates
- AB Testing
- Email Reports

### Lesson 7: Forms and Landing Pages

- Forms
- Landing Pages
- Forms and Landing Page Reports
- Custom Redirects
- Custom Redirect Reports

### Lesson 8: Lead Management

- Page Actions
- Completion Actions
- Segmentation Rules

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- Automation Rules
- Dynamic Lists
- Choosing an Automation Tool

## **Lesson 9: Lead Qualification**

- Scoring
- Grading

## **Lesson 10: Lead Nurturing**

- Building an Engagement Program
- Engagement Program Reports

## **Lesson 11: Capstone**

## **Lesson 12: Course Wrap**

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## Training Centres worldwide



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