

The Pardot Sales Insider

America's Warrior Partnership Uses Pardot to Empower Veterans

[Get the story here](#)



Pardot Tip: Save time with Snippets

Use Snippets to manage company and campaign information in one place, across multiple assets. These can be cloned with campaigns as a part of the Spring '21 release. [Article tutorial](#)

Marketo Tokens vs. Pardot

Product Update: Program Member Custom Field Tokens

Release Notes

Counter point: This can already be accomplished in Pardot with either Snippets or Dynamic Content. The beauty is that Dynamic Content allows for more flexibility and you can update Snippets with Flow!

Foundation of Marketing & Sales Reporting in Salesforce

Presented by, Peter Keiller

Tip: Use this to showcase marketing reporting in Salesforce.
3/18/2021 4 pm EST

[Registration Link](#)

5 Salesforce Skills Every Pardot Admin Needs in Their Toolbox

Presented by, The Pardot Lifehacks User Group

Tip: Use this to advocate for Pardot and Salesforce integration.

3/24/2021 4 pm EST

[Registration Link](#)

Join the Cheshire Salesforce Private Partner Slack group!

Get the recording from our event on Pardot Grading & Scoring!