



Salesforce Pardot Training Curriculum

STRUCTURE



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“Learn how to create meaningful connections, generate more pipeline, and empower sales to close more deals with our Salesforce Pardot Training Program”

Course Objectives:

- Build marketing assets like email templates and forms
- Troubleshoot and solve basic platform issues
- Successfully implement your Pardot instance
- Build a fully functional marketing campaign
- Build Pardot Landing Pages and Forms
- Learn how to segment lists and prospects
- Create Engagement Studio Campaigns
- Connect Pardot & Salesforce Together

Course Description:

With our Salesforce Pardot Training program, you will learn how to design, build, and implement marketing workflows related to lead scoring, email marketing, lead generation, and using reports to make data-driven decisions.

The Salesforce Pardot course is designed in such a way that you can demonstrate skills and knowledge in designing, B2B marketing automation building, and implementing marketing automation through the Pardot platform.

Knowing basic roles and responsibilities of a Salesforce Pardot specialist, we have curated a detailed curriculum to help you learn everything in-depth.

All the Best!

Course Content:

Module 1: Introduction

- Introduction to Pardot
 - Introduction to Salesforce
 - Common Sales & Marketing Terms
 - Marketing Automation Goals and Planning
 - Quick visual of Pardot interface and navigation
 - Review the Pardot Glossary
- Technical Setup
 - Implementing Website Tracking Code
 - Adding DNS TXT Entries
 - Creating our CNAME and verification
 - Create or Add Users
 - Import Prospects
 - Manage Pardot Accounts
- Administration
 - Dashboard Overview
 - Pardot Connectors

- Page Actions
- Custom Fields
- User Management
- Recycle Bin

Module 2: Salesforce and Pardot Integration

- How Pardot and Salesforce works together?
- Covering key items of things to know before connecting the two platforms
- Object Syncing
- Salesforce Connector
- Mapping Fields
- Field Syncing
- Creating the connector in SF and viewing the connector options in Pardot
- How to introduce your sales team to Pardot
- What needs to be done before importing our legacy contacts

Module 3: Managing Pardot Visitors and Prospects

- Know Prospects
- Know Visitors
- Difference between prospects and visitors
- Prospect Records
- Prospects Creation
- Add Prospects Manually
- Assigning Prospects
- Deleting and Undeleting Prospects
- Merge Prospects
- Export Prospects
- Importing Prospects
- Tracking Prospect Field Updates
- Tracking Most Recent Prospect Activity
- Prospect Actions
- Prospect Accounts

Module 4: List Management and Automation

- Introduction to Lists
 - What are Lists?
 - Types of Lists
 - Building List
 - Dynamic Lists
- Automation
 - Building Automation Rules
 - Building Segmentation Rules
 - Page Actions
- Scoring
 - Lead Qualification

- Scoring Rules
- Grading

Module 5: Email Marketing

- Recap - before sending our first email
- Email templates vs List emails
- Building, testing and sending emails
- Verify Email Delivery
- Email preference center
- Working with the awesome Engagement Studio
- Review sending off our first email!
- Email Marketing and Permission-based Marketing

Module 6: Lead Generation with forms, Landing Pages, Campaigns

- Form Creation and Form Handlers
- Landing Pages
- Layout Templates
- Creating a Landing Page
- Lead Generation
- Lead Management
- Lead Nurturing
- Creating an Engagement Program
- SEO Monitoring: Keywords and Competitors
- Social Marketing and Social Posting
- Custom Redirects, dynamic content, and folders
- Built-in Pardot Reports
- Pardot Campaigns
- Creating a Pardot Campaign
- Pardot Campaigns vs. Salesforce Campaigns

Module 7: Placement Guide

- Tips to clear an Interview
- Common Interview questions and answers
- Salesforce Pardot Interview Questions and Answers
- Resume Building Guide
- Attempt for Salesforce Pardot Global Certification Exam
- Start applying for Jobs