



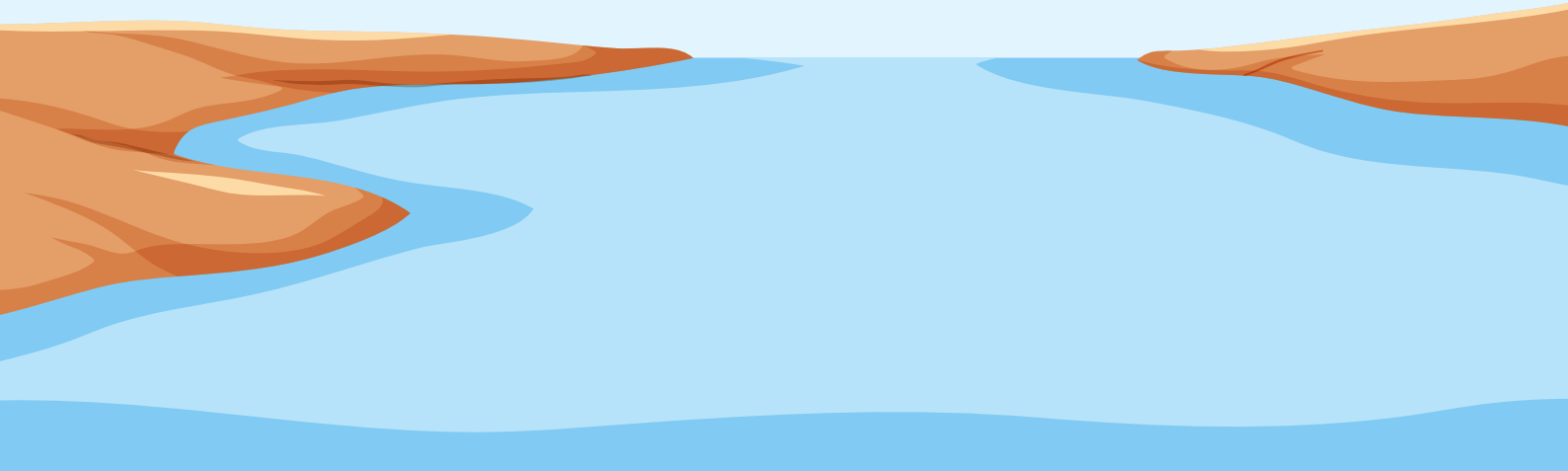
Quick Start Your Pardot Implementation with CriticalRiver

Gaining market share with talent limitations can be challenging in dynamic market conditions.
But we have you covered.

Why CriticalRiver?

Take advantage of the lowest total cost of implementation and time-to-value with accelerated approaches including NA leadership

For more info, please contact us: contact@criticalriver.com



PARDOT IMPLEMENTATION AND QUICK SSTART PROGRAMS

Pardot Quick Start Timeline Overview

	Quick Start Timeline	Deliverables
WEEK 1 & 2	Strategy and Design	-Systems Review website evaluation -ROI strategy session
WEEK 3	Setup and configuration	-MA platform set-up -CRM integration -Database import -Drip program set-up
WEEK 4	Initial marketing campaign	-Drip campaign set-up - 1 -Landing page set-up
WEEK 5	Training	-Web session training -Admin training -Web maintenance training
WEEK 6	Post implementation support	-Support will be provided on need basis

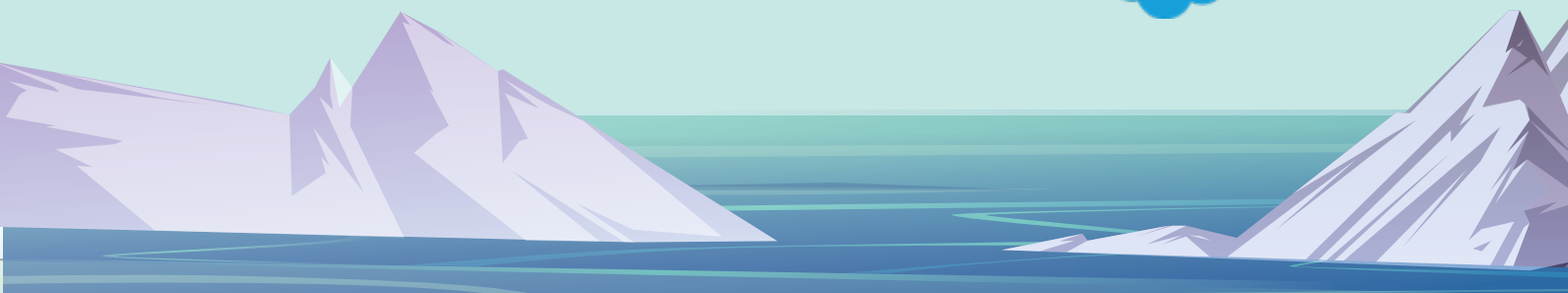
Strategy and Solution Design

- Produce a written marketing evaluation of your primary website
- Discovery session to assess existing marketing collateral
- Define and document initial drip campaign objectives and ROI

WHAT'S INCLUDED IN MY QUICK START?

CriticalRiver can set up your marketing automation platform and seamlessly integrate it with Salesforce. We offer a quick start implementation package in addition to custom consulting engagements designed to address your unique needs.

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Set-up and Configuration

- Set up and configure marketing automation platform
- Create user accounts, including roles/responsibilities
- Configure CRM connector to support automatic data synchronization
- Import and verify existing leads into the marketing automation platform
- Email DNS authentication using client mailing domain
- Establish an Internet subdomain for landing pages
- CRM lead management, including assignment, queues, views, dashboard, and alignment of opportunity roles

Initial Marketing Campaign

- Establish a company profile for a popular social media website
- Integration of “Contact us” form into client website automatically populating marketing automation and CRM lead generation
- Launch of initial drip email campaign customized for your prospects
- Create a targeted landing page customized for your product

Training

- A web session is conducted for the system administrators and client stakeholders to review the implementation
- Training on client admin and maintenance is held via web conference

Post Implementation Support

- Support will be provided on need basis

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