



## Salesforce Pardot Packaged Services

Our Pardot marketing automation packages provide you with the strategy, skills and operational know-how you need to design, implement and deliver your own award winning digital marketing programmes.

### Pardot Quick Start

from CHF 5,000

Statistics show that companies that follow a structured on-boarding programme generate 260% more leads than those that do it themselves. Our Quick Start programme is designed to get you up, running and delivering value from your new Pardot platform as quickly as possible.

If you're new to Pardot and need someone to guide you through your first steps, our Quick Start programme is designed just for you. As a Salesforce approved partner, Demodia will help you to get up and running with Pardot as quickly as possible. During our on-boarding sessions you will learn about marketing automation best practices and we will teach your team how to use the Pardot platform technology.

The key elements of our Quick Start programme include:

- Setup website visitor tracking
- Email marketing configuration
- Setup initial email template
- Initial contact loading
- Initial landing page and form template
- Setup leads scoring and basic reports
- Simple lead nurturing programme
- 60 day post-launch support

## Pardot Campaign Launch Pad

from CHF 15,000

Our Campaign Launch Pad is designed for those companies that want to ensure that their first Pardot campaign leaves the ground successfully. We help you implement your chosen Pardot marketing solution, then design and launch your first automated campaign.

Marketing automation is as much about the people as the technology. If your in-house marketing team isn't yet familiar with automated techniques this can limit the use of your Pardot investment. Our Campaign Launch Pad programme provides you with access to our demand generation experts that will help you implement your chosen Pardot marketing solution, then design and launch your first automated campaign. We will ensure that you follow best practices and deliver a first campaign that takes-off.

- Email marketing and website visitor custom configurations
- Custom branding
- Landing page development
- Form integration and progressive profiling
- Tailored lead nurturing programme
- CRM integration (optional)

## Pardot Managed Campaign Services

from CHF 7,500 / month

Our Pardot Managed Campaign Services support those Salesforce Pardot and Marketing Cloud users that have a manpower or skills shortage within their own business. Our digital marketing experts will help you design and develop automated campaigns that will power your lead generation to new heights.

With marketing automation in place, it's not uncommon that you will still need a little extra support from time to time. We act as an extension to your marketing team, providing digital marketing strategy and best practice consulting as well as campaign planning, development and execution services. Our team consists of strategists, designers, copywriters and developers that will develop your landing pages, emails, nurture programmes and reports, so that you don't have to.

- Design and implementation advanced lead nurturing programmes
- Crafting of integrated demand generation campaigns
- Setup of landing pages and forms
- Execution of email marketing campaigns
- Producing newsletters and quality content assets
- Development of integrated and bespoke marketing tools

Want to know more about Demodia's packaged offerings and services for Salesforce Pardot and Marketing Cloud, then get in touch with us now:

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