

Pardot Consulting Services



Move Beyond the Basics to Accelerate Acquisition and Expansion

If you're just getting started with your digital marketing transformation, a successful Pardot implementation can help you increase lead generation and improve alignment between Marketing and Sales around business objectives. DemandGen can help you get up and running quickly on Pardot and leverage its capabilities to the fullest.



Expert Implementation

You don't have to be an expert to deploy Pardot - DemandGen can configure and fine-tune all necessary settings to ensure you have the best Pardot/Salesforce integration and user experience. We can help you integrate the two systems to third-party MarTech applications and sales enablement tools, while fostering better alignment between Sales and Marketing teams around best practices and processes.



Managed Campaign Services

DemandGen will craft powerful email campaigns, blog posts, landing pages, lead forms, nurture workflows and social media posts for you, giving time back to your team. Our team of digital-savvy marketing experts ensure you attract, capture, nurture and convert leads - we constantly monitor and optimize campaign elements, testing different variants and creating engaging content that generates leads. Detailed marketing performance reporting lets you see what works and what doesn't, and adjust your efforts to maximize impact.

BENEFITS

- Get up and running quickly with Pardot's full set of capabilities
- Generate more leads and improve Sales and Marketing alignment
- Offload implementation and system refinement to experts
- Trust DemandGen consultants to optimize your Pardot campaigns for maximum impact