

Assess

Engage

Transform

Lead Management

Audit Pardot Account for Scoring and Grading

- Profile segmentation
- Scoring rules
- Page actions
- Automations

SCORECARD + STANDARD PLAYBOOK (PDF)

- Profile segmentation
- Scoring rules
- Page actions
- Automations
- Custom suggestions unique to client's business

SCORECARD + CUSTOM PLAYBOOK WITH RECOMMENDATIONS (PDF + PPT)

- Profile segmentation
- Scoring rules
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- Strategic goal setting via roadmap

STRATEGIC ROADMAP, CUSTOM PRESENTATION + POSSIBLE IMPLEMENTATION

Lead Nurturing

Audit Pardot Account for Lead Nurturing Efforts

- Drip programs
- Campaign complexity
- Automations
- Use of segmentation

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Reporting + Analytics

Audit Pardot Account & CRM for Level of Analytics

- Strength of analytics program
- Lead lifecycle reporting
- Best practice mktg KPI's

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Tactical Marketing

Audit Tactical Pardot Marketing Assets + Their Effectiveness

- Pardot assets such as:
 - Emails
 - Forms
 - Landing pages
 - Lead process
- Assessment of sophistication + effectiveness

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SCORECARD + CUSTOM PLAYBOOK WITH RECOMMENDATIONS (PDF + PPT)

If you need help with SEO, PPC or Content Marketing we will be happy to personally recommend a partner.