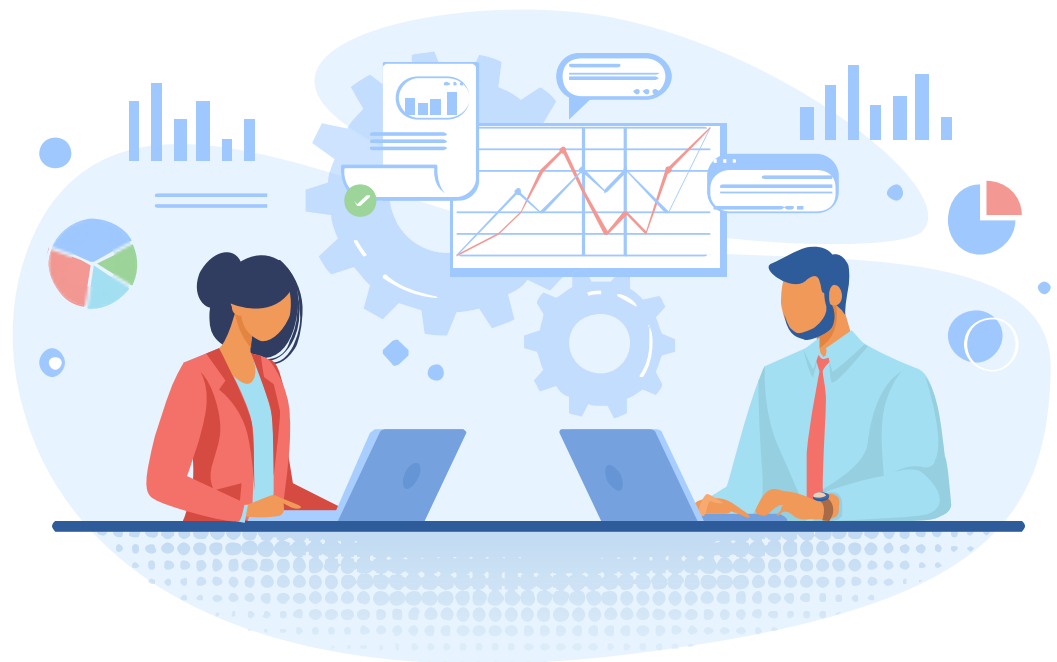


Marketo to Pardot Migration and Pardot setup for a Leading Media company





Company Profile:

A media company with a focus on features and information about private wealth management, charities, private clients and wealthy lifestyles. The company publishes Weekly (e-mail), Leaders List (annual print and online), IFC Top 200 Power Women (annual print) and Brand Management and Reputation Leaders (annual print) as well as news and features on their website.

Business Challenges:

Below are the main business challenges that our client had:

- Too much of invalid prospects and duplicated data present, need cleaning and checking “NeverBounce” to eliminate invalid email addresses.
- Integration with Salesforce is not seamless.
- Existing email templates designs were very old fashion. Need new style & UX effects.
- Reporting on the ROI of each campaign.
- Unifying their global marketing efforts.



What we did:

- Uploaded the Prospects in the Database and creating various Segmentations according to the client need by export data in batches from Marketo.
- Have setup custom functionality like “Mailable Prospects” functionality in Salesforce. Which will trigger the Lead/Contact records to be Mailable Pros pects in Pardot.
- Recreate email templates in Pardot by copying email contents from Marketo into Pardot.
- Setup the Marketo automations in Pardot using Pardot’s engagement studio – Rules, Actions, Triggers.
- Created customised responsive landing pages in Pardot, referring Marketo landing pages.
- Created Pardot campaigns, drip programs, dynamic lists, custom redirects, email templates, scoring emails Design, build and execute marketing campaigns in Pardot.
- Migrated files (contents, images) from Marketo’s design studio into Pardot.
- Handling Pardot Fundamental blocks (Emails, Forms, Landing Pages, Segmentation, Campaign Canvas) Manage implementation, testing, execution and reporting on Pardot-based campaigns for lead management.
- Manage e-mail campaign strategies, templates, content, lists and creatives.
- Adding the Digital Assets to Pardot & creation of Digital content from them.
- Assignment of the prospects which have successfully completed the Drip sequence to Sales team & start the process again for new Prospects.
- Setting up of Tracker Domains, Email Sending Domains, Ip Warming for emails.
- Created a sequence of Drip-Nurture programs to Nurture a Prospect based on his/her Product Interest. After we have identified the Product of Interest for a prospect, Handoff to the Sales Team.
- Setup of Custom Link Redirects with completion actions, Dynamic lists & List Emails.
- Imbedding of the Pardot Forms & Landing Pages onto client’s website which was created on Joomla Platform.



Results -

- Successfully migrated from Marketo to Pardot with Zero Data Loss.
- Increased their Webinar Registrations by 73%.
- Improved their Email Performance by 24%.
- Seamless sync of prospects with Salesforce.

