

SESSION:

Disrupting Digital Fatigue with Pardot



Disrupting Digital Fatigue with Pardot

Beginner | Strategy



Pallavi Sarup

Salesforce
Pardot Solution Engineer



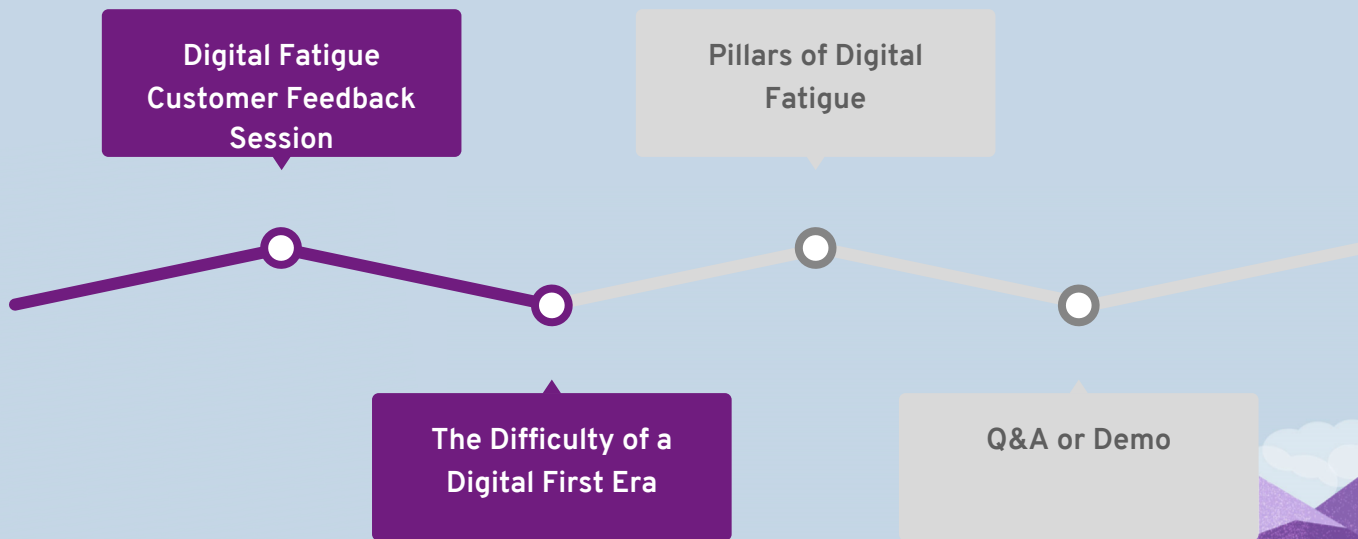
Phillip Sobczak

Valpak
Director Of Marketing Strategy and
Operations



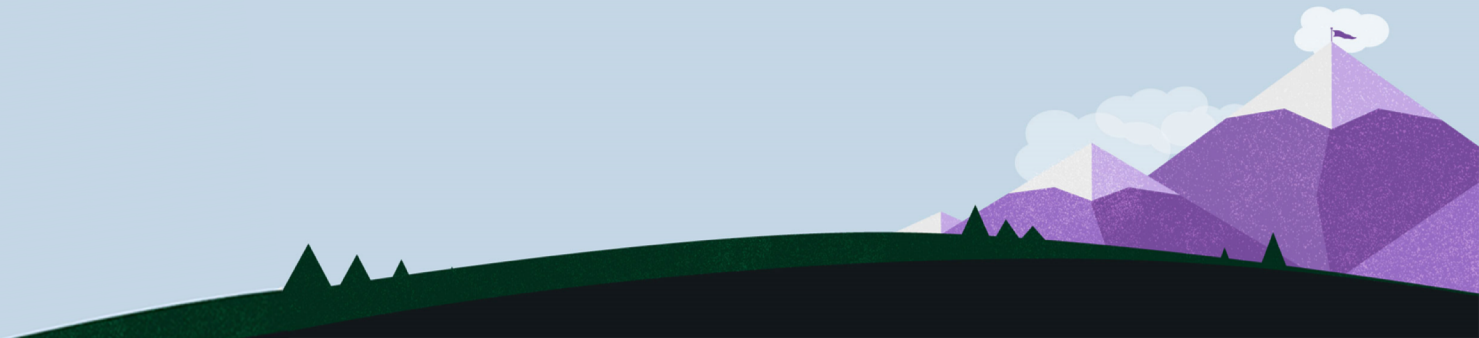
Speaker Agenda

What's going on here?



How has digital fatigue impacted you?

Let's Brainstorm Marketer Pain Points during a digital first era



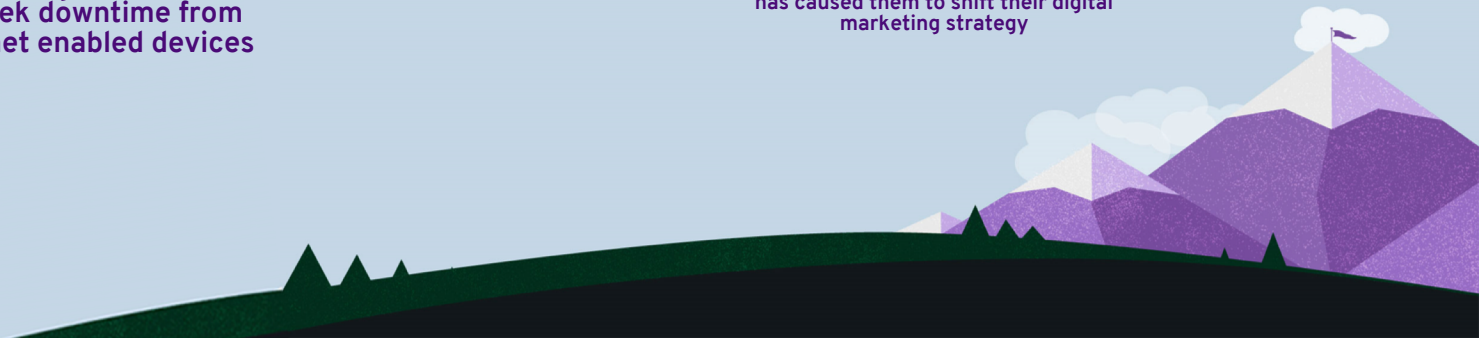
Customers and Businesses alike are experiencing digital fatigue

47%

Digital fatigue drives 47% to seek downtime from internet enabled devices

90%

Of Marketers have said the pandemic has caused them to shift their digital marketing strategy



Difficult to Deliver on Personalization

84

of customers say that being treated like a person, not a number, is very important to winning their business

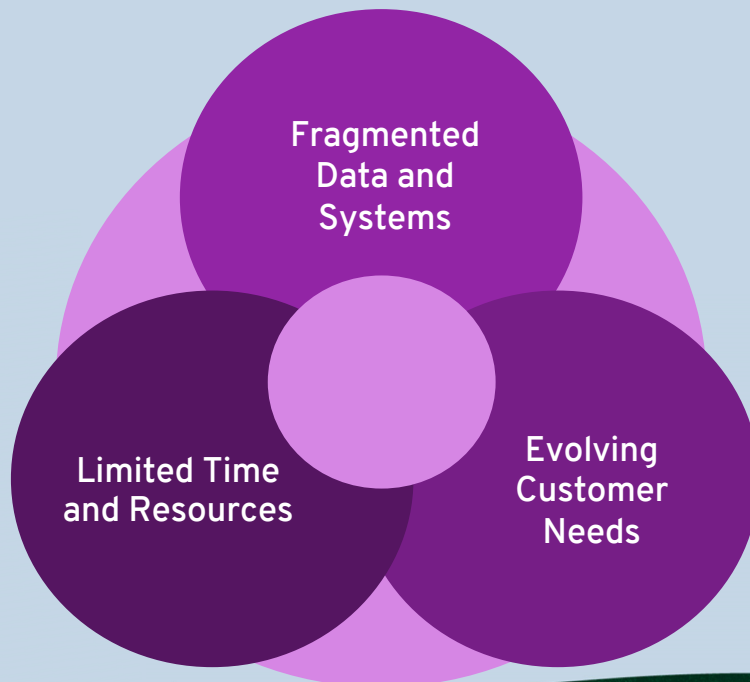


34%

of companies treat customers as unique individuals



Humanizing Digital Moments is Difficult



Three Pillars of Successful Digital Marketing

01	Optimizing Your Digital Channel Strategy	<ul style="list-style-type: none">• Combining Traditional and Digital• Leveraging Pardot to Orchestrate• Conversational Marketing
02	Personalization and ABM	<ul style="list-style-type: none">• Steps of a Successful ABM Strategy• Meaningful Personalization with Pardot• Optimizing Resources
03	Analyze and Optimize	<ul style="list-style-type: none">• Analytics to Enhance Content Messaging• Testing to Improve Performance



Optimizing Your Campaigns in a Digital First Era

Combining Digital and Traditional Channels to
Differentiate Yourself

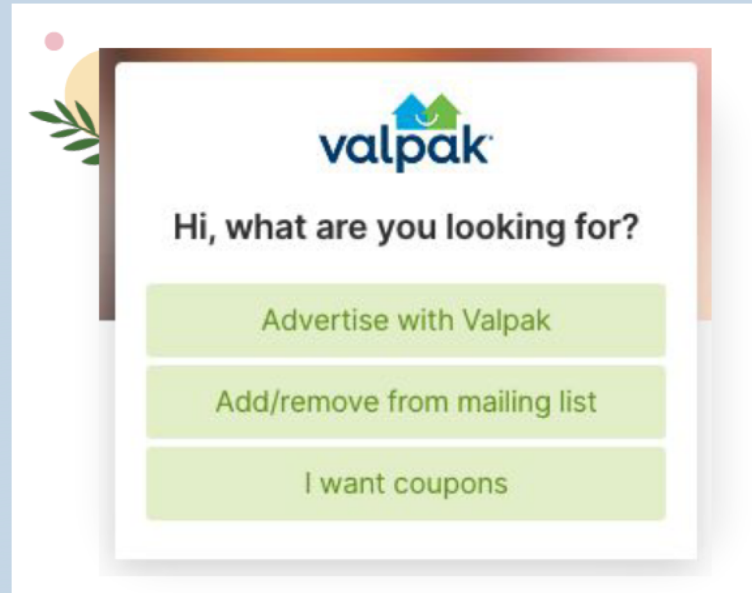
Print Media to Disrupt Customer Engagement

Unique Channels to Up-level your Digital Campaigns



Engage with Conversational Marketing

Add Chat, Call Tracking, and Forms to Meet Customer Preferences





Personalization to form a Digital Relationship

Use Pardot and ABM strategies to form deeper
account relationships in a Digital Era

What Does ABM Mean to you?

89%

Of marketers say they have an ABM program to align sales and marketing to engage top accounts.

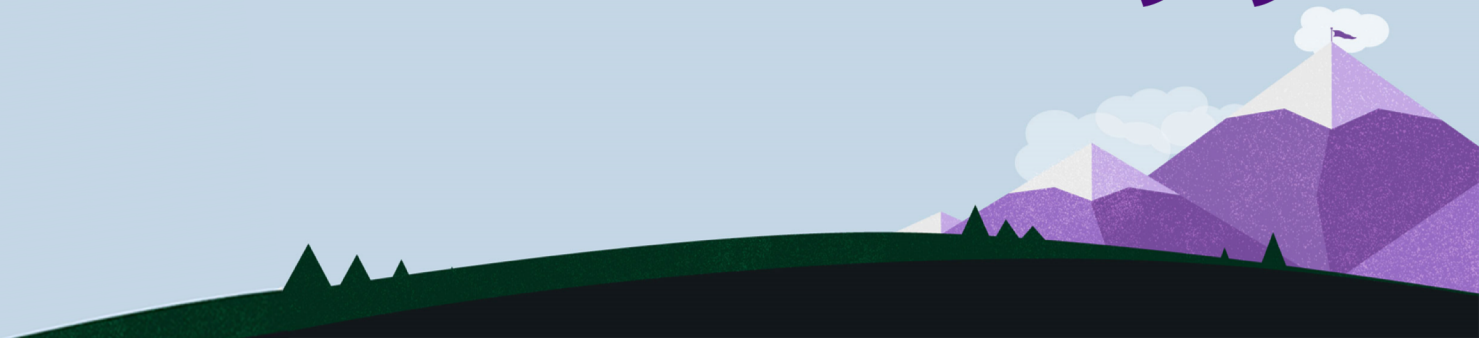


“

The world is now awash in data and we can see consumers in a lot clearer ways.

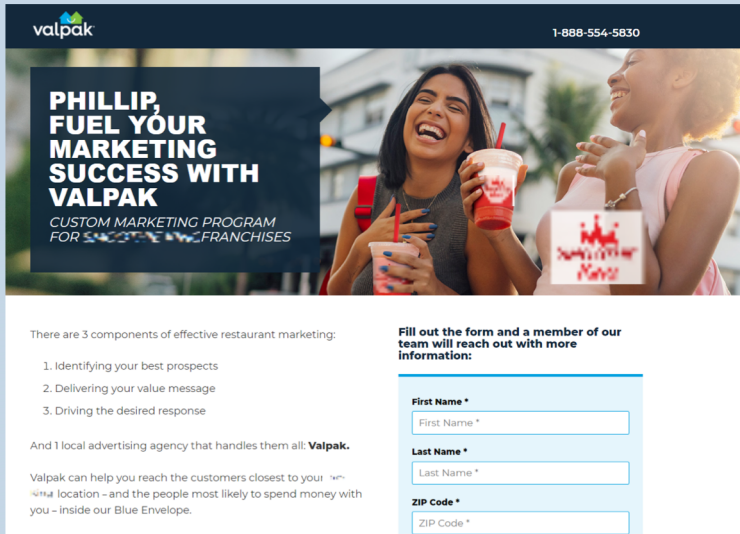
- Max Levchin, PayPal co-founder.

”



Use ABM & Pardot to Personalize

You can combat digital fatigue with authentic experiences



valpak 1-888-554-5830

PHILLIP, FUEL YOUR MARKETING SUCCESS WITH VALPAK
 CUSTOM MARKETING PROGRAM FOR RESTAURANT FRANCHISES

There are 3 components of effective restaurant marketing:

1. Identifying your best prospects
2. Delivering your value message
3. Driving the desired response

And 1 local advertising agency that handles them all: **Valpak**.

Valpak can help you reach the customers closest to you - your location - and the people most likely to spend money with you - inside our Blue Envelope.

Fill out the form and a member of our team will reach out with more information:

First Name *

Last Name *

ZIP Code *

4 Steps to ABM Personalization...

1. Identify key accounts
2. Create scalable, personalized experiences
3. Engage buyers where they are
4. Deliver connected engagements

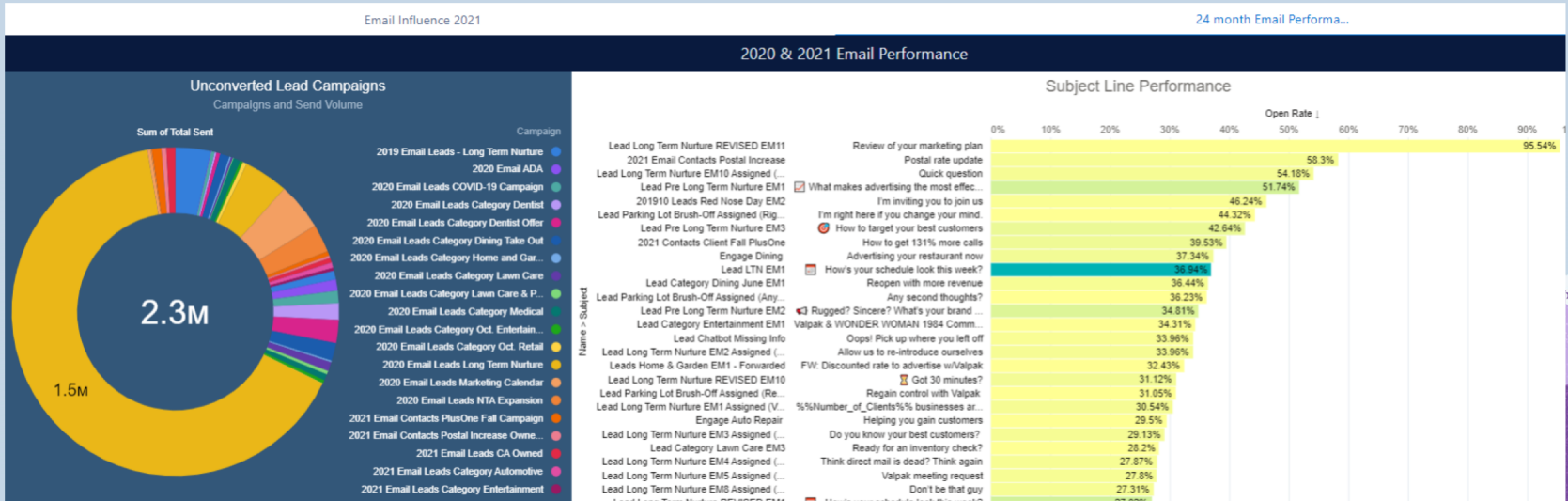




Test and Analyze to Optimize your Digital Engagement Strategy

**B2B Marketing Analytics + Pardot Testing =
Optimized Engagement**

What are the key KPIs of digital fatigue and how do you watch them in Pardot?



Three Pillars of Successful Digital Marketing

01	Optimizing Your Digital Channel Strategy	<ul style="list-style-type: none">• Combining Traditional and Digital• Leveraging Pardot to Orchestrate• Conversational Marketing
02	Personalization and ABM	<ul style="list-style-type: none">• Steps of a Successful ABM Strategy• Meaningful Personalization with Pardot• Optimizing Resources
03	Analyze and Optimize	<ul style="list-style-type: none">• Analytics to Enhance Content Messaging• Testing to Improve Performance



Thanks for listening!



Connect with us on LinkedIn!
Or at psarup@salesforce.com
And phillip_sobczak@valpak.com



Thank You To Our Sponsors

TITLE SPONSORS



SERCANTE

PLATINUM SPONSORS



feedotter

SAASCEND



terminus



GetFeedback™



QUALIFIED

GOLD SPONSORS

velir

THE SPOT
FOR PARDOT by SERCANTE

SILVER SPONSORS

FIONTA

CLOUDTEGIC