

SESSION:

Just Like A Circus: Maximizing The Power Of Landing Pages

A stylized illustration of a landscape. The foreground consists of dark green, jagged hills. In the background, there are several purple mountains of varying heights and shades, some with a stippled texture. A small flag is visible on the peak of the tallest mountain. The sky is a light blue gradient.

Just Like A Circus: Maximizing The Power Of Landing Pages

Advanced | Tech



Katy Hege

Front End Developer
Sercante



Marcos Duran

CRM & Marketing Automation Strategist
Sercante

Session Agenda

Intros

Showcase

Hands-on Tasks

Resources



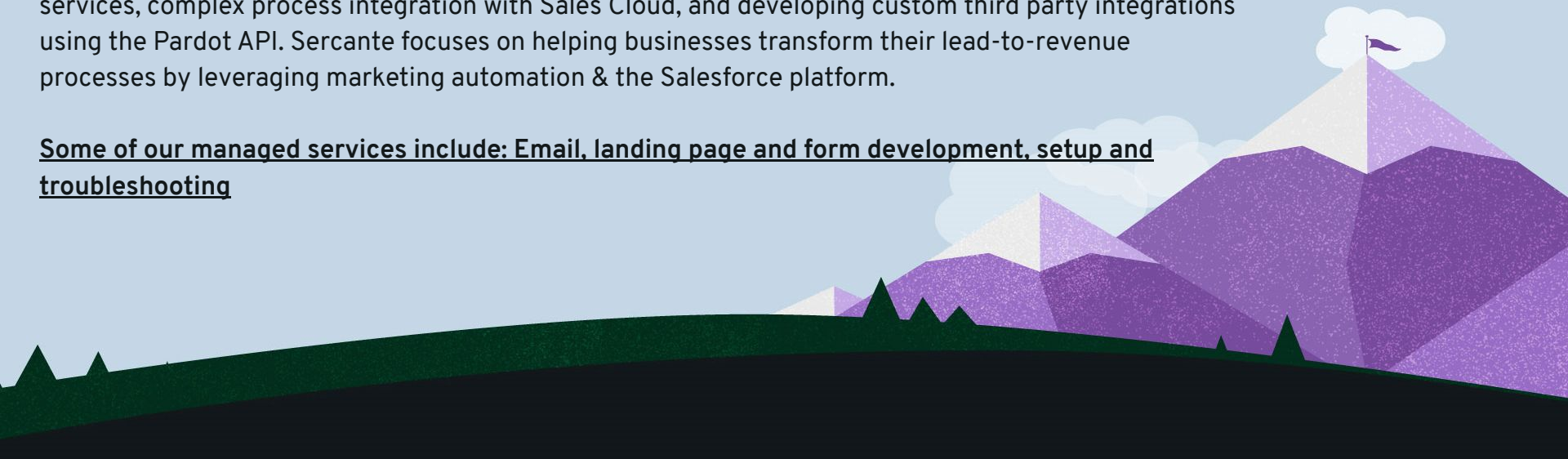
#PARDREAMIN2021 |
@PARDREAMIN

About Sercante

Who We Are

Sercante is a global Salesforce and Pardot consulting firm, offering Pardot implementations, managed services, complex process integration with Sales Cloud, and developing custom third party integrations using the Pardot API. Sercante focuses on helping businesses transform their lead-to-revenue processes by leveraging marketing automation & the Salesforce platform.

Some of our managed services include: Email, landing page and form development, setup and troubleshooting



What is possible?

Can we do this or do we have to hire someone?

Do we need additional integrations?



Session Agenda

Intros

Showcase

Hands-on Tasks

Resources

What else is possible?

Showcase Gallery



Dynamic Content

Hide form for existing prospects/customers, show it when there are anonymous visitors on website

Personalize languages based on prospect preferences (requires data)

Switch CTA's and copy on the Thank You Content after they fill out the form on your landing page

Multi-Column Forms

First Name *
Marcos - Ignore This Is A Test

Last Name *
Duran

Company
Sercante

Email *
marcos+test21@sercante.com

Phone *
123456789

Country *
United States

State/Province *
Texas

City *
Austin

Zip *
77087

Would you like to be contacted by a sales rep? *
No

Which product line(s) are you interested in? *

VOLO Ultra ClearRT Synchrony

Accuray Precision Treatment Planning System and iDMS Data Management CyberKnife System

Radixact System RayStation TomoTherapy System

Yes, I would like to be contacted by Accuray for newsletters, promotions, events and marketing activities.

Yes, I agree to Accuray's Privacy Policy.

Submit

Shift your form requirements to a more user friendly format with multi-column, then change it back to 1-col on mobile

Do you have a question? A suggestion? Feel free to contact us and we will be happy to help you!

Your name

Your email

Phone

Select Subject

Your message

SEND MY MESSAGE

Multivariate Testing

Create Multivariate Test

Name*

Folder* Choose

Campaign* Choose

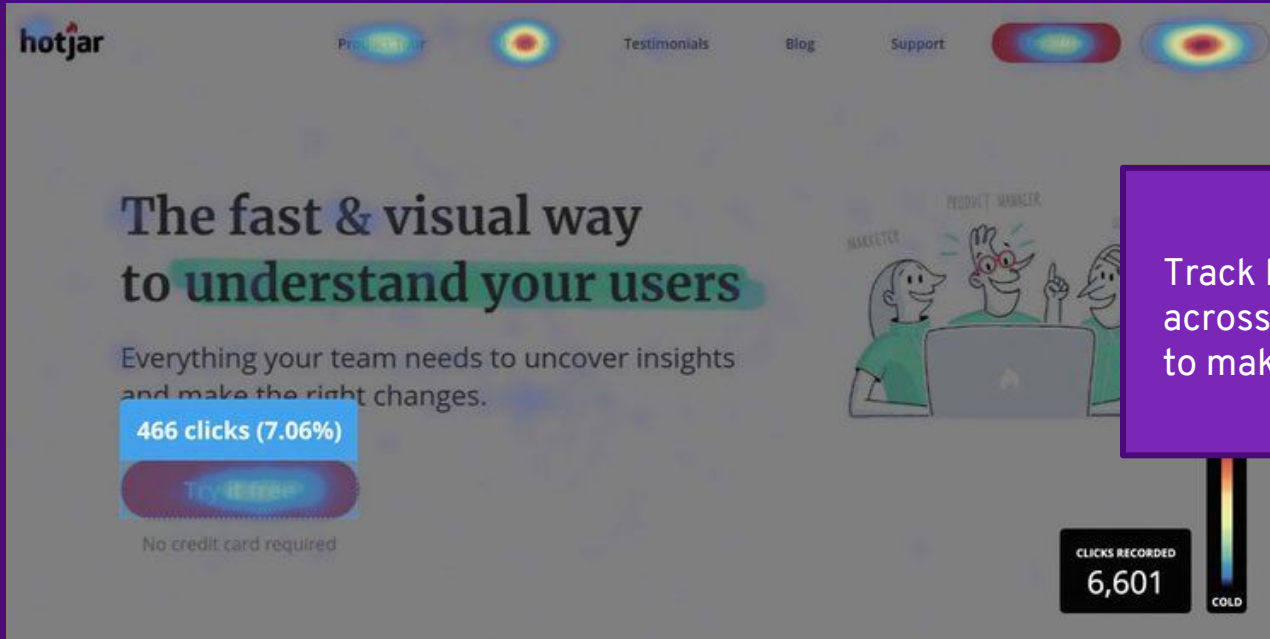
Tracker Domain
We use this tracker domain to create the link to this asset

Landing Pages*

+ <input type="checkbox"/>	<input type="text" value="SercanteTest"/>	Choose	weighted at	<input type="text" value="33"/>	%
+ <input type="checkbox"/>	<input type="text" value="SercanteTest"/>	Choose	weighted at	<input type="text" value="33"/>	%
+ <input type="checkbox"/>	<input type="text" value="SercanteTest"/>	Choose	weighted at	<input type="text" value="33"/>	%

Test design and CTA choices to see which landing pages convert better within Pardot

Heatmaps



Chatbots

Add your chatbot to key campaign pages to share resources, and provide a direct line to your sales/service teams

Using the Pardot Integration from Zoom App Marketplace

Integrating Pardot with Zoom webinars allows you to not only collect prospect activity in real time, but also track attendance, handle communications, and send sales new leads quickly and easily. Using the Zoom-native Pardot App simplifies sharing data between these two systems by allowing you to capture Zoom webinar registrants, attendees, and absentees within Pardot lists.

LET'S CONNECT

Our team is here to help. Please feel free to chat or call us!

[Chat with us](#)



Session Agenda

Intros

Showcase

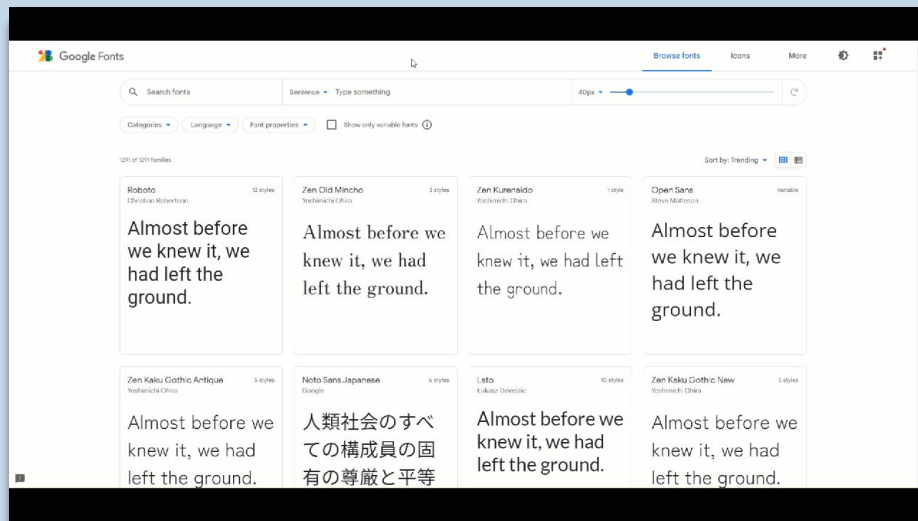
Hands-on Tasks

Resources

Task #1

How to add a Google Font?

1. Navigate to <https://fonts.google.com/> in the browser tab.
2. Select the font you wish to use.
3. Click the window + icon in the nav bar.
4. Grab the style link information.
5. Add to the head section of the landing page.



Steps For Installing Google Fonts

These directions apply when working with forms and landing pages

- Go to [Google Fonts](#)
- Search for a font
 - Roboto
 - Open Sans
 - Lato
- Find the stylesheet link for the font
 - @import
url('https://fonts.googleapis.com/css2?family=Interstate:ital,wght@0,400;0,500;0,600;0,700;0,800;0,900;1,400;1,500;1,600;1,700;1,800;1,900&family=Lato:ital,wght@0,100;0,300;0,400;0,700;0,900;1,100;1,300;1,400;1,700;1,900&display=swap');
- In your layout template, copy and paste the link in row (or above head)
- In your layout template, search for the class for paragraph text and add the font name there with singular air quotes around it 'font-name'
- Save

Pro Tips:

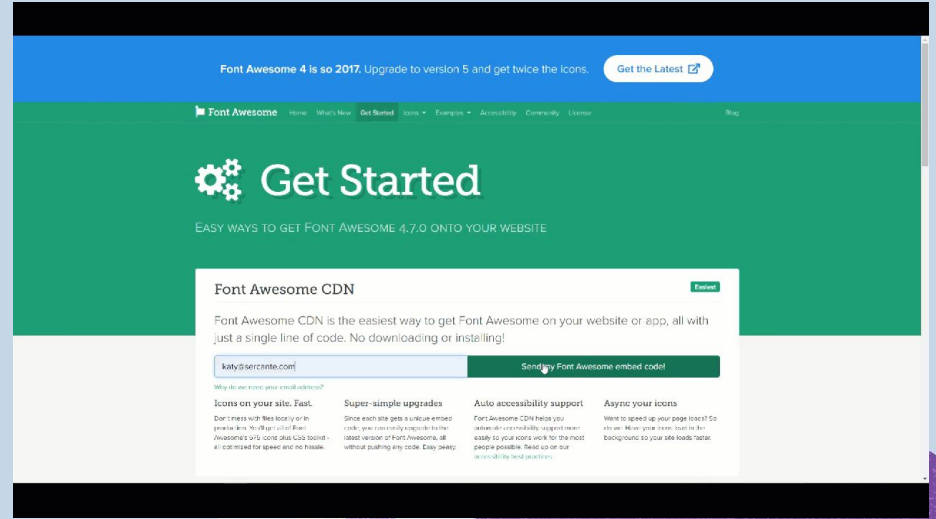
- Installing custom fonts is different in Pardot for emails vs landing pages, make sure to review documentation to avoid tracking issues
- Google Fonts has a lot of commonly used fonts - try to use one of those when working with digital assets



Task #2

How to add Font Awesome

1. Navigate to <https://fontawesome.com/v4.7/get-started/> in the browser tab.
2. Follow the instructions to obtain the CDN link via your email address
3. Add the provided link to the head section of the landing page.



Steps For Updating Icons

These directions apply when working with form or landing pages

- In your layout template, search for
 - `<i class="fa fa-facebook-f"></i> `
- Go to the FontAwesome site
- Search for your favorite icons
 - fa-calendar [☞;]
 - fa-clock-o [⌚;]
 - fa-arrow-circle-right [➡;]
- Update your icons code in the layout template or on the source code of the section you are using it
- Save

Pro Tips:

- Once you set them up on the layout template, no need to touch them
- You can use icons on form labels to add context to fields
- You can add icons to buttons
- Less is more



Task #3

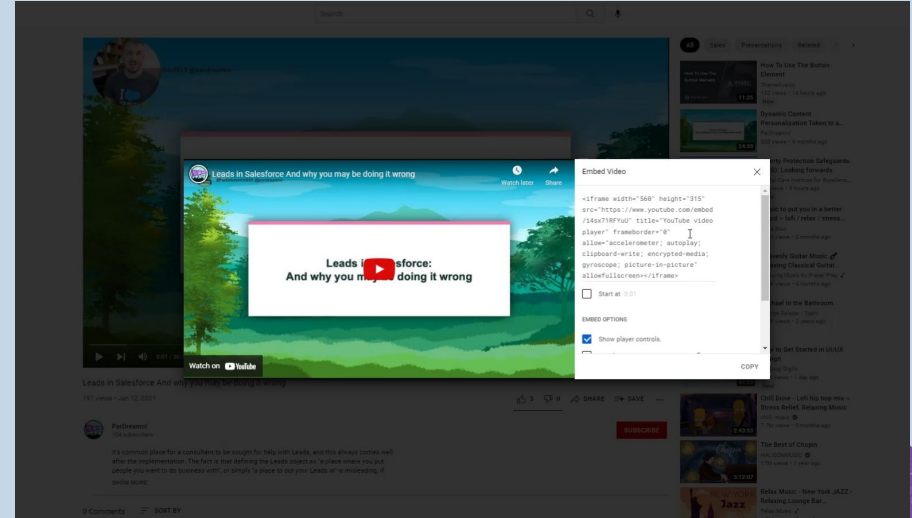
How to embed a video to your landing page

1. Copy Youtube embed code
2. Open your HTML page and add the iframe code
3. Add the “iframe-wrap” class to your iframe and wrap in div like:

```
<div class="iframe-wrap"><iframe class="iframe-video"
width="560" height="315"
src="https://www.youtube.com/embed/i4sx71RFYuU"
title="YouTube video player" frameborder="0"
allow="accelerometer; autoplay; clipboard-write;
encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe></div>
```

4. Add this CSS to your style:

```
.iframe-wrap
{position:relative;width:100%;padding-bottom:56.25%;height:0;}
.iframe-video {position: absolute;top: 0;bottom: 0;left: 0;width: 100%;height: 100%;}
```



Task #4

How to edit background image or color

1. Be sure to remove the `<CDATA/>` that the Pardot WYSIWYG editor adds
2. Switch out the background image url or color

Main Headline

Supporting Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet proin fermentum leo vel orci. Volutpat blandit aliquam etiam erat. Fermentum leo vel orci porta non pulvinar neque laoreet. Bibendum arcu vitae elementum curabitur vitae nunc sed. Netus et malesuada fames ac turpis egestas.

- list item 1
- list item 2
- list item 3 [link color](#)

Jump to form CTA

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet proin fermentum leo vel orci. Volutpat blandit aliquam etiam erat. Fermentum leo vel orci porta non pulvinar neque laoreet. **Bibendum arcu** vitae elementum curabitur vitae nunc sed. Netus et malesuada fames ac turpis egestas.

- List item 1
- List item 2
- List item 3

More info about your event

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet proin fermentum leo vel orci. Volutpat blandit aliquam etiam erat. Fermentum leo vel orci porta non pulvinar neque laoreet. **Bibendum arcu** vitae elementum curabitur vitae nunc sed. Netus et malesuada fames ac turpis egestas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Imperdiet proin fermentum leo vel orci. Volutpat blandit aliquam etiam erat. Fermentum leo vel orci porta non pulvinar neque laoreet. **Bibendum arcu** vitae elementum curabitur vitae nunc sed. Netus et malesuada fames ac turpis egestas.

Save my spot!

Email Address*

Not Katy Hege? [Click Here.](#)

Question with only one option use radio buttons.

- Option 1
- Option 2

Check all that apply options.

- Checkbox 1
- Checkbox 2
- Checkbox 3

(select all that apply)

Ask a question that involves picking a date.

Country*

Submit

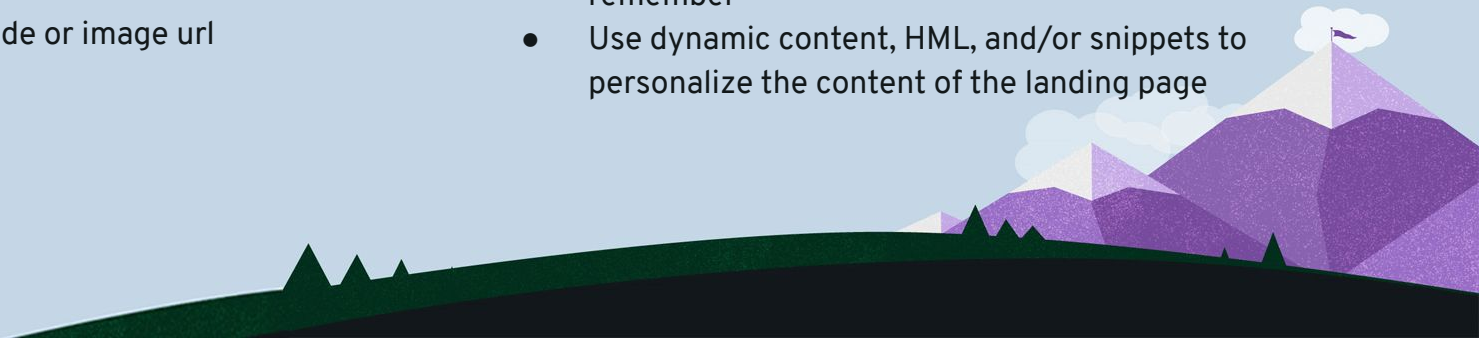
Steps For Updating Header Background

These directions apply when working with landing pages

- In your layout template, search for
 - background:
url('https://via.placeholder.com/1400x400'
) left top no-repeat #c6d7e7;
- Decide if you would like an image or color
 - #000000 - Black
 - #7b28b6 - ParDreaming Violet
 - #ffffff - White
- Update your color code or image url
- Save

Pro Tips:

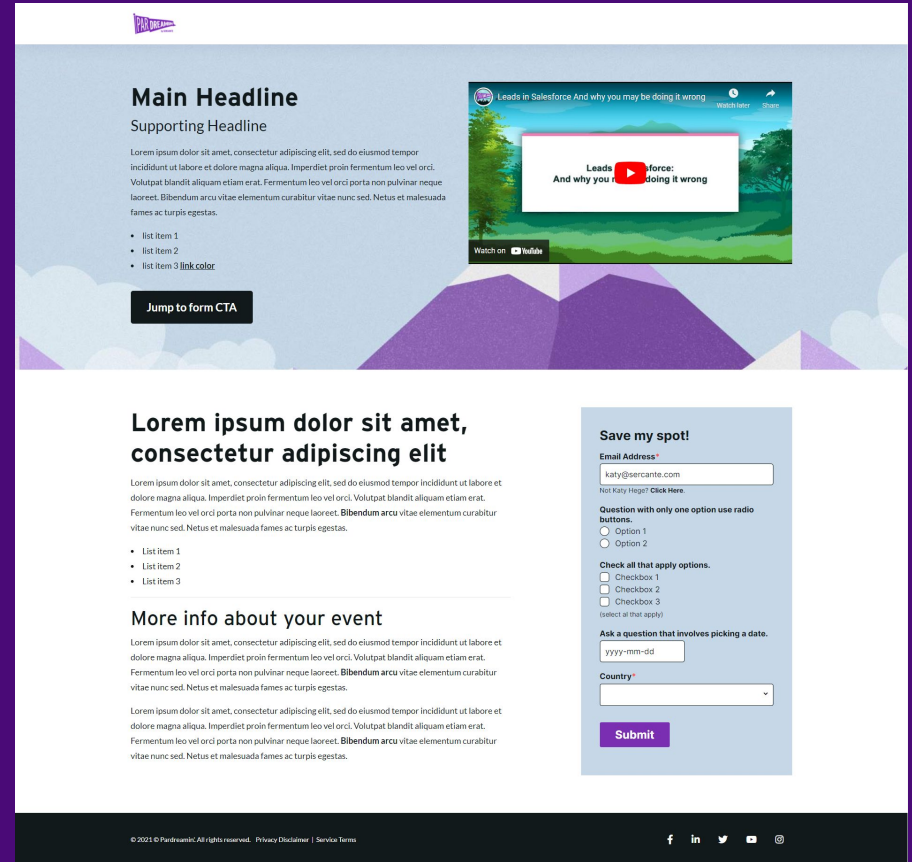
- Solid colors or simple patterns work best for backgrounds, especially on mobile
- Experiment with gradients to add more “WOW” factor to your pages
- You can use HEX or RGB color codes, HEX are easier to remember
- Use dynamic content, HML, and/or snippets to personalize the content of the landing page



Our Gift

How To Install > [Link to gift](#)

- Create a new layout template
- Give it a name
 - ParDreamin Landing Page Template
- Unzip file and click View Page Source
- Copy and paste the HTML
- Do not include default CSS
- Save



Session Agenda

Intros

Showcase

Hands-on Tasks

Resources



#PARDREAMIN2021 |
@PARDREAMIN

Don't miss it!

Have you tried the new Pardot Lightning Landing Page Builder yet?



Landing Page Builder

Desktop


Save

Components

Search

Standard (6)

- Button
- HTML
- Image
- Pardot Form
- Rich Text
- Row



Image

Landing Page

Details Style

Name

2019 Conference Registration-ta14_ad

Description

Page Title

Page Description

Join Us Next Week!

Bay-Area Adventurers explore the Presidio.

RSVP online for Thursday's walk or check out future events.

Event Calendar

The new landing page wizard requires Salesforce access to use. It does allow you to add HTML blocks but it is different than using a layout template. You can use Dynamic Content, Snippets and HML to personalize your content.

Resources

Landing Pages

- [LinkedIn Advertising: Should You Use Pardot Landing Pages or LinkedIn Lead Gen Forms?](#)
- [5 Key Elements for Effective Pardot Landing Pages](#)
- [7 Benefits of Pardot Landing Pages](#)
- [Landing Pages Best Practices: Testing and Refining](#)

Add-Ons

- [15 Resources To Make The Most Of Your Landing Pages: The Ultimate List for Pardot Admins](#)
- [Hotjar \(Heatmaps\)](#)
- [Bootstrap - Open Source External Stylesheet](#)
- [Qualified \(Chatbots\)](#)

Templates

- [ParDreamin21 Landing Page Template](#)
- [3 Free Pardot Landing Page Templates for Asset Downloads](#)
- [Template: Responsive Pardot Landing Page](#)



Thanks for listening!



katyhege



duranmarcos

You can find us at the social media links
above or hit us up at sales@sercante.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