

Not Just for Customers: Pardot for Internal Email Campaigns

Beginner | Strategy



Kate Lessard
Arkus, Inc.



Agenda

11:20 - 11:45 am ET

Agenda
Introduction to Internal Marketing
Find Partners and Create Your Strategy
Launch Internal Email Campaigns
Q&A





Last year we talked about using an Email Campaign to onboard new employees...

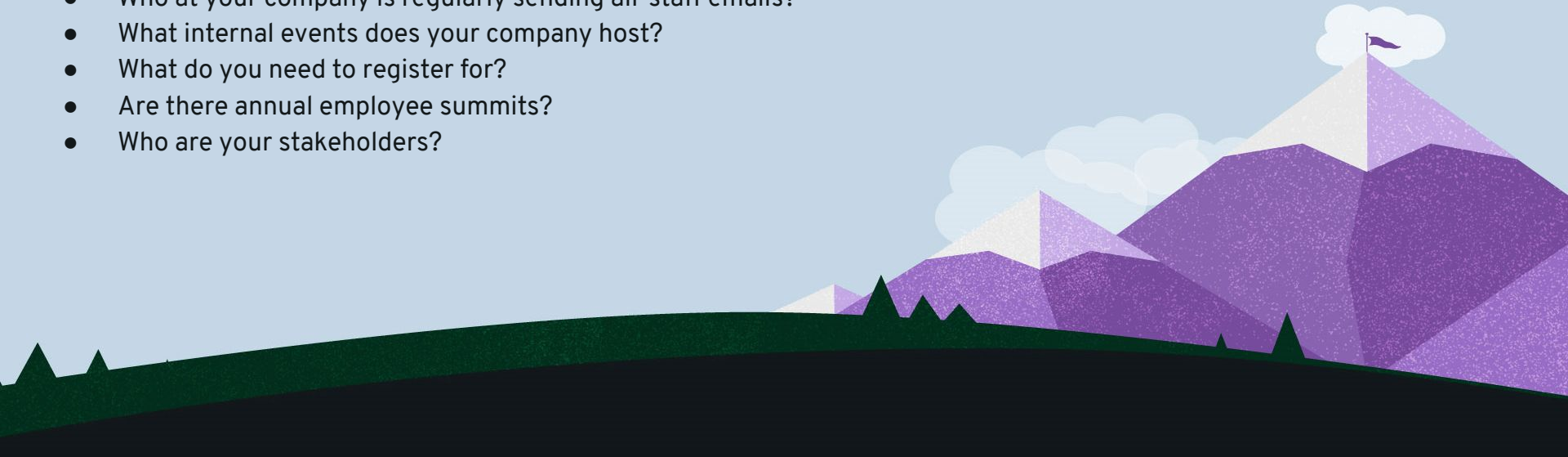
What else can we do with Pardot?

Find Your Internal Partners

What areas of your business can you help automate?

Things to Consider:

- Who at your company is regularly sending all-staff emails?
- What internal events does your company host?
- What do you need to register for?
- Are there annual employee summits?
- Who are your stakeholders?



Start with your stakeholders

If you can make their lives easier, they will continue to support Pardot

- Identify processes that internal stakeholders are doing manually that could benefit with an automation overhaul
- Gain visibility across your organization
- Provide the same experience you would to a customer- give your internal customers a branded, customer experience

If you're not sure who your stakeholders are, think about doing a survey to take a pulse of your visibility and support. Human Resources and Internal Training/Curriculum Development Teams can be a great place to start. Even if they don't need help with onboarding automation they often have insight into struggles of other departments and where you can reduce friction and manual work.

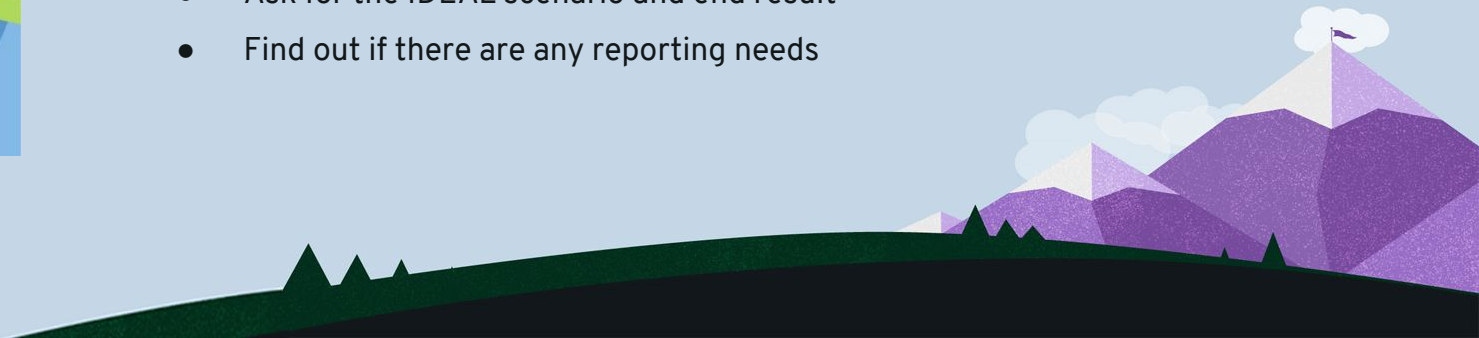


Strategize

Treat your Stakeholder Meeting like a Requirements Call:

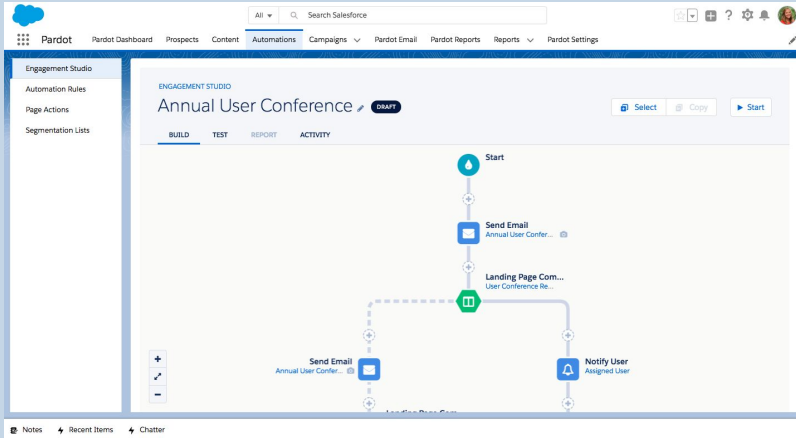


- Come prepared with suggestions
- Ask thorough questions to gauge the content needs
- Talk timeline
- Ask for the IDEAL scenario and end result
- Find out if there are any reporting needs



Launch Your Vision

Open Enrollment:



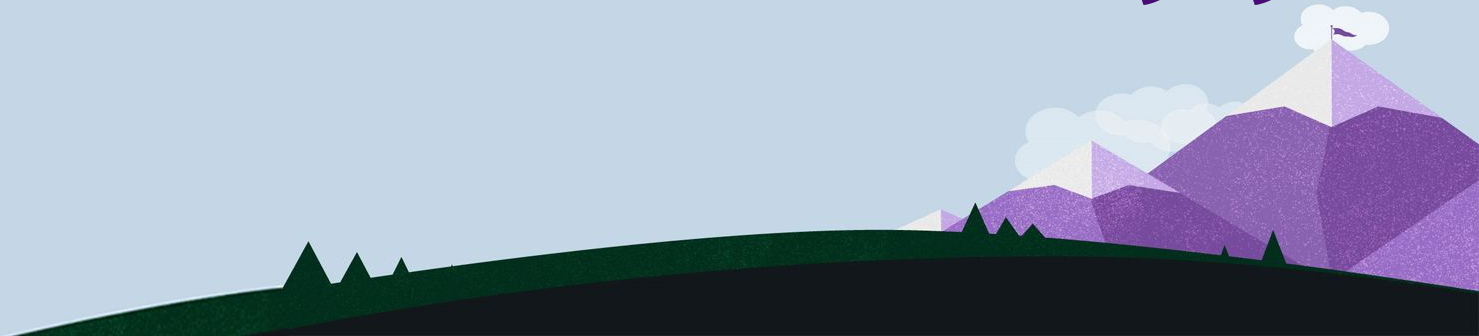
- An email goes out to All Staff with details about Open Enrollment- staff can select informational sessions to attend
- Email confirmations go out after an Employee signs up for an informational session
- Content about additional employee perks (like features of the Wellness Program) are periodically sent to maintain interest
- Final Reminder email gets sent the day before Open Enrollment is complete

“

Now more than ever, getting employees involved in the marketing and sales process will greatly benefit the results of your overall business.

- Todd Kunsman

”



Thanks for listening!



trailblazeryogi



salesforceK8



@SalesforceK8

You can find me on the social media links above



Thank You To Our Sponsors

TITLE SPONSORS



SERCANTE

PLATINUM SPONSORS



feedotter

SAASCEND



terminus



GetFeedback™



QUALIFIED

GOLD SPONSORS

SILVER SPONSORS

velir

THE SPOT
FOR PARDOT by SERCANTE

FIONTA

CLOUDTEGIC