

SESSION:

Ten Apps to Leverage Pardot's Full Potential



Ten Apps to Leverage Pardot's Full Potential

Intermediate | Strategy



Rakesh Gupta

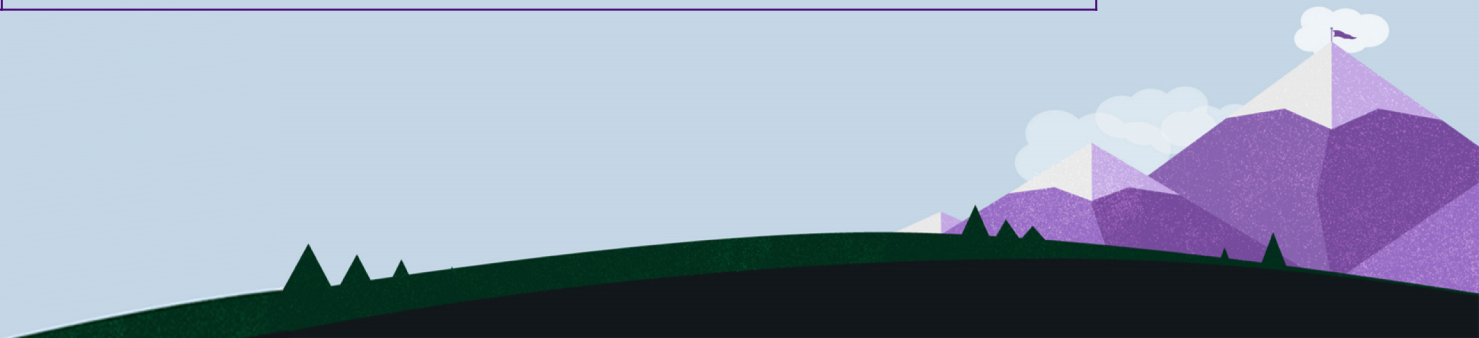
Automation Champion, Salesforce MVP



Speaker Agenda

What's going on here?

Time	Agenda
1:25 - 1:30 PM	Introduction
1:30 - 1:45 PM	Our countdown of ten productivity-enhancing tools for Pardot
1:45 - 1:50 PM	Q&A

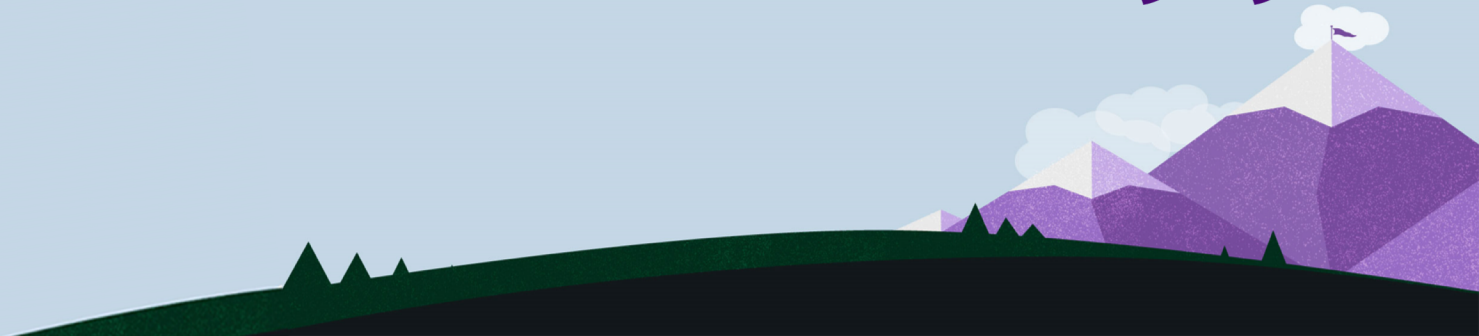


“

Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.

- Paul J. Mayer

”



Data is 'King'



Add To Calendar Button

Increase Attendance

FREE
Add to Calendar Button

Share unlimited events in any email, website, or social network with your own link and embeddable button.
Works with everything from Gmail to Outlook, WordPress to Squarespace, MailChimp to Constant Contact, and more!

Get the free add to calendar button for your event

Title	Navi-Mumbai Developer User Group		
When	May 18, 2018 8:00 PM	to	May 18, 2018 9:00 PM EST (US) <input type="checkbox"/> All Day?
Location	Mumbai, Maharashtra, India		
Description	enter your event description here		
Link	have a webpage you want people to visit? link it here		

Try it!

Add to Calendar

- Unlimited events and calendar adds
- Embed in emails, websites, tweets, and more
- Edits will update in real-time
- Schedule custom event reminders

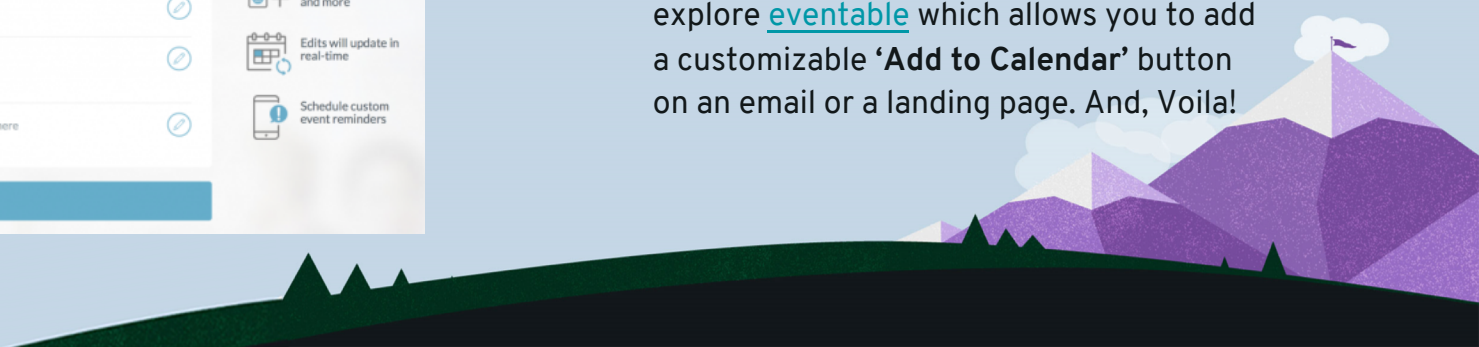
Generate Button

Problem

- Have you ever registered for a webinar and then totally forgot about it?
- Or, perhaps, you got an email about an upcoming workshop but, you were busy and forgot to put a reminder on your calendar about it?

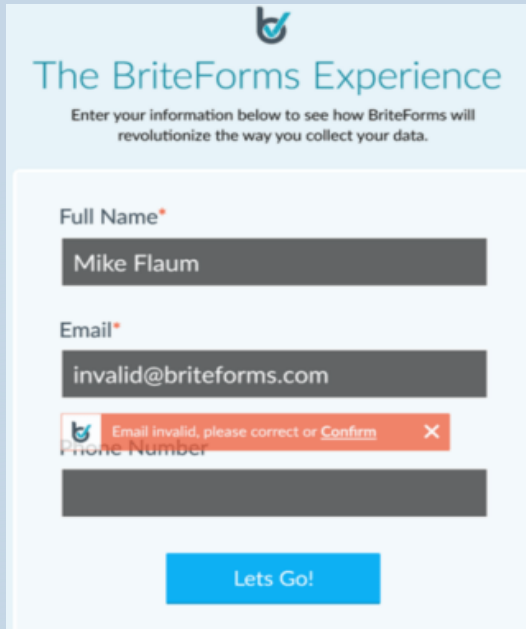
Solution

- As a savvy Marketer, you must explore [eventable](https://eventable.com) which allows you to add a customizable 'Add to Calendar' button on an email or a landing page. And, Voila!



Collect Valid Email Addresses

Maintain a Clean Database



The BriteForms Experience

Enter your information below to see how BriteForms will revolutionize the way you collect your data.

Full Name*

Mike Flaum

Email*

invalid@briteforms.com

Email invalid, please correct or [Confirm](#)

Phone Number

Lets Go!

Problem

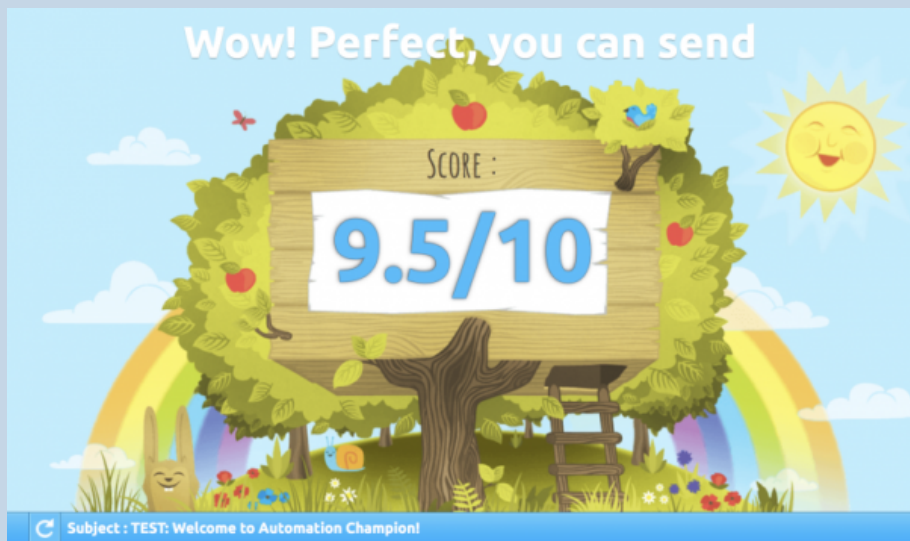
- Marketers create gated contents to collect prospects' Email address in exchange for a white paper.
- Sometime prospects enter an invalid Email address – like `xyz123@gmail.com12`. Such instances waste resources – your precious time and efforts – and are a drain on ROIs.

Solution

- Use tools like [BriteVerify](#) to validate contact information in real time at the point of capture to prevent invalid data from entering your database.

Test the Spamminess of Your Emails

Keep Your Emails Out of Spam



Problem

- Are you struggling with low open rates for your email campaigns? It could be that your subscribers never even get the chance to open them. Why?
- Because your emails are winding up in spam folders.

Solution

- Use tool like [Mail-Tester](#). These tools allows you to quickly check whether your Email looks spammy to other Email servers (Google, Microsoft Exchange, etc.)

Track Your Domain Reputation

Learn the Overall health of your Domain



Problem

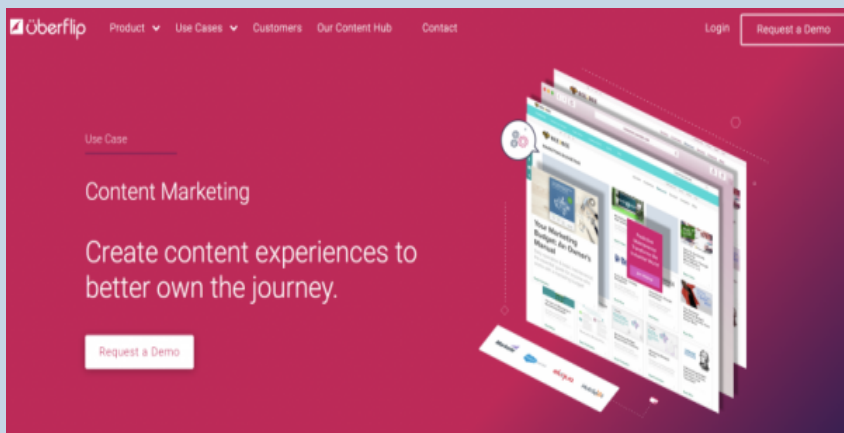
- Do I have a good domain reputation at Gmail?
- How do I understand Sender Reputation?

Solution

- Use [Google's Postmaster](#) tool learn about the health of your Email programs, including:
 - Delivery errors (volume of traffic rejected or temp-failed)
 - Spam complaint rate as reported by Gmail users
 - Authentication-results (SPF, DKIM, and DMARC)
 - IP reputation (high, medium, low, bad)

Create Great Content Experience

Increase Customer Engagement



Problem

- Marketers tend to invest heavily in identifying and attracting buyers but struggle to engage them

Solution

- [Uberflip](#) enables marketers to scale how they incorporate content into every touchpoint and remove friction from the customer journey by surfacing the right content at the right time.
- Personalized destinations, not generic landing pages.

RSS to Email Newsletter

Make Sure Your Subscribers Never Miss a Post



The screenshot shows the FeedOtter website homepage. At the top, there is a navigation bar with links for SOLUTIONS, INTEGRATIONS, PRICING, and RESOURCES, along with buttons for SIGN IN and REQUEST DEMO. The main headline reads: "RSS-To-Email Delivers Routine Blog and Newsletter Emails to Your Subscribers, No Matter Your ESP". Below this is a green button labeled "START FREE TRIAL". Further down, the text says "The Missing Feature in Your Marketing Automation Software" and "FeedOtter adds robust RSS-to-email functionality to all of the top marketing automation platforms including:". At the bottom, there are four logos for Marketo, Salesforce Pardot, Oracle Eloqua, and MailChimp.

Problem

- How do I auto send my newly published blog post to all subscribers?
- Manually copy and paste content taking lots of time and often end with mistakes in outbound email.

Solution

- Use tools like [FeedOtter](#) to send all your blog posts as Email campaigns to your subscribers – as and when you write and publish them or, schedule a digest of content to be sent at a regular interval.

Automate Email Reply Management

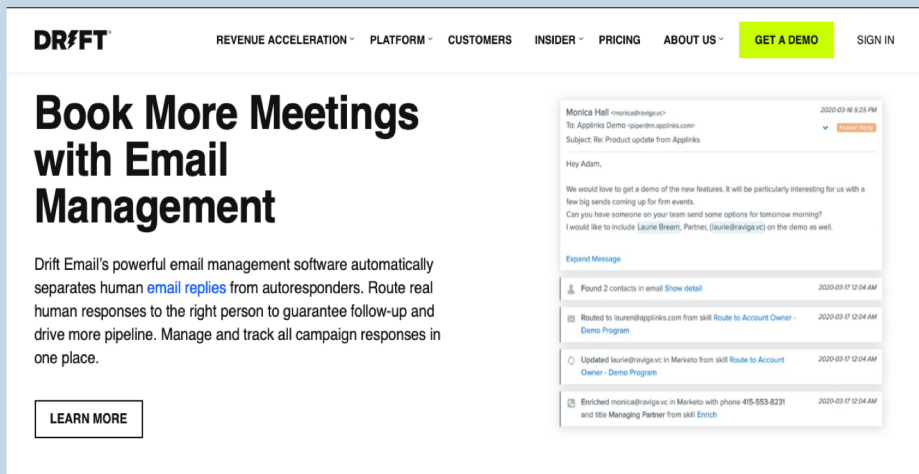
Turn Data into Action

Problem

- How handle email responses when you are Emailing thousands of people?

Solution

- [Drift Email](#) analyzes all of your incoming Pardot email replies, finding and tagging the real human replies. It has capabilities like:
- Updating phone numbers and titles from Email signatures
- Find job changes immediately
- Invalidate out-of-date contacts
- Enable 2-way Email Engagement (send OOO email to the right sales rep) and much more!



DRIFT REVENUE ACCELERATION ▾ PLATFORM ▾ CUSTOMERS INSIDER ▾ PRICING ABOUT US ▾ **GET A DEMO** SIGN IN

Book More Meetings with Email Management

Drift Email's powerful email management software automatically separates human [email replies](#) from autoresponders. Route real human responses to the right person to guarantee follow-up and drive more pipeline. Manage and track all campaign responses in one place.

[LEARN MORE](#)

Monica Hill <monica@vivaqc> 2020-03-18 5:29 PM
 To: Applinks Demo <apptin@applinks.com>
 Subject: Re: Product update from Applinks

Hey Adam,

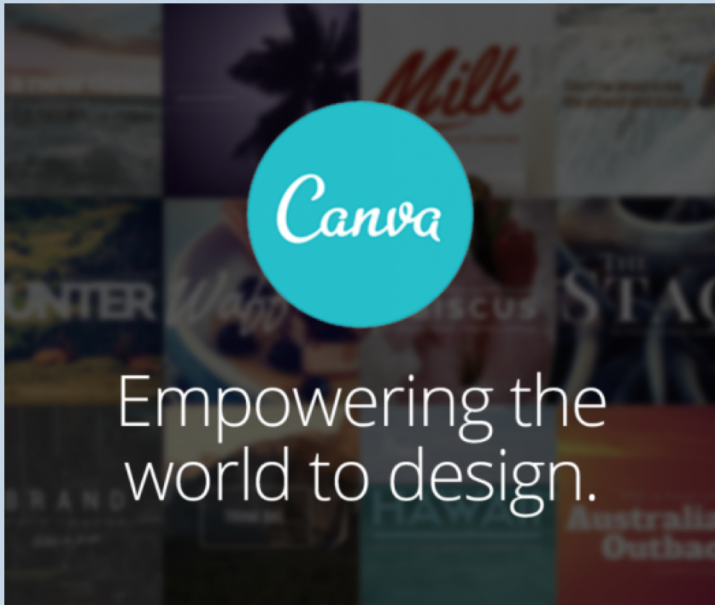
We would love to get a demo of the new features. It will be particularly interesting for us with a few big sends coming up for firm events. Can you have someone on your team send some options for tomorrow morning? I would like to include Laurie Bream, Partner, (laurie@vivaqc) on the demo as well.

Expand Message

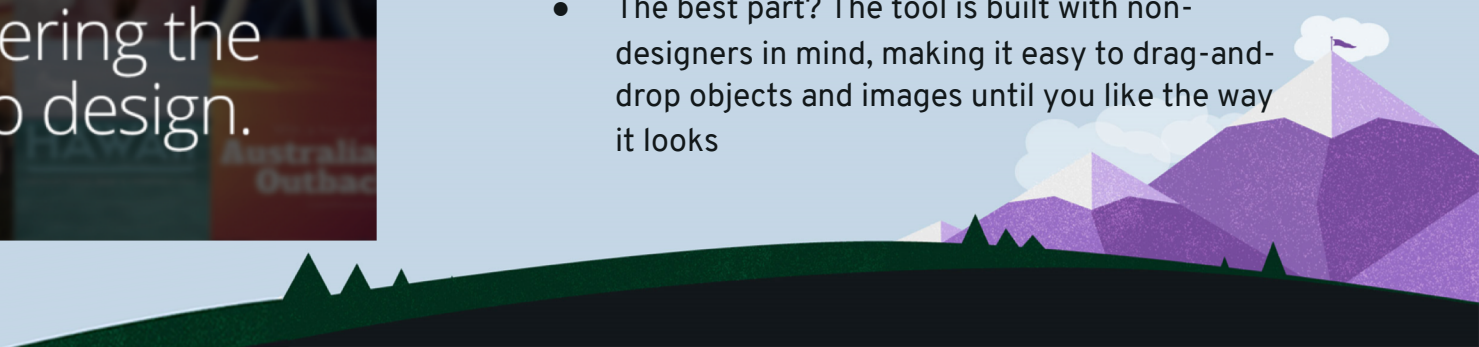
- Found 2 contacts in email [Show detail](#) 2020-03-17 12:04 AM
- Routed to lauren@applinks.com from skill [Route to Account Owner - Demo Program](#) 2020-03-17 12:04 AM
- Updated laurie@vivaqc in Marketo with skill [Route to Account Owner - Demo Program](#) 2020-03-17 12:04 AM
- Enriched monica@vivaqc in Marketo with phone 415-553-8231 and title Managing Partner from skill [Enrich](#) 2020-03-17 12:04 AM

Create Amazing Graphic Design

Makes Design Simple for Everyone



- Whether you are looking to create an ebook, infographic, business card, or email header, [Canva, EDIT.org](https://www.canva.com) has a template to simplify your process. In fact, the free web design tool offers professional, easy-to-customize, templates for just about any design needs you can think of!
- The best part? The tool is built with non-designers in mind, making it easy to drag-and-drop objects and images until you like the way it looks



Capture Prospects by Scanning Business Cards

Eliminate Manual Entry



Problem

- My team wastes hours manually uploading prospects.
- What is the easiest way to create prospect by scanning business card?

Solution

- [iCapture](#) is the simplest way to capture the right lead information from Events or Trade shows without dealing with multiple spreadsheets and missing data.

Integrating Pardot with WordPress

Securely Connect WordPress with Pardot

Pardot Dynamic Content: One ▼

Select Dynamic Content:

Title:

Optional Parameters
 Height and width should be in px or % (i.e. 250px or 90%).

Height: Width:

Class:

Not seeing something you added recently in Pardot? Please click the Clear Cache button on the [Pardot Settings Page](#).

[Delete](#) | [Close](#) Save

- Wordpress is one of the most widely distributed and powerful free content management systems and blogging platforms available today.
- [WordPress Plugin](#) allows you to drop your dynamic content and forms from Pardot right into your pages, posts, and sidebars, automatically.
- It also adds appropriate campaign tracking codes



Thanks for listening!



rakeshistom Automation rakeshistom rakehsistom
Champion

You can find me on the social media links above
or hit me up at

rakesh@automationchampion.com

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