



Learn. Network. Grow.

MParDreamin' 2022

Building Connected Pardot Campaigns: 6 Steps For Success

Triana Jarman

Senior Lead Consultant, MarCloud

Special Thanks To Our Sponsors



Title

SERCANTE



Platinum

D=SELECT

stensul

tray.io

Gold

FormAssembly

LeanData

STACK MOXIE

THE SPOT
FOR PARDOT by SERCANTE

Silver

MarketingOps

Goldcast

THE SPOT
FOR PARDOT JOBS

GREENKEY

FIONTA

Why is Campaign Setup Important?



Reporting



Efficiency



User Experience

6 Steps for Campaign Success



Mapping the
Campaign
Journey

Salesforce
Campaign

Aligning
Marketing
Assets

Offline
Activity

UTM
Tracking

Thorough
Testing





Mapping the Campaign Journey

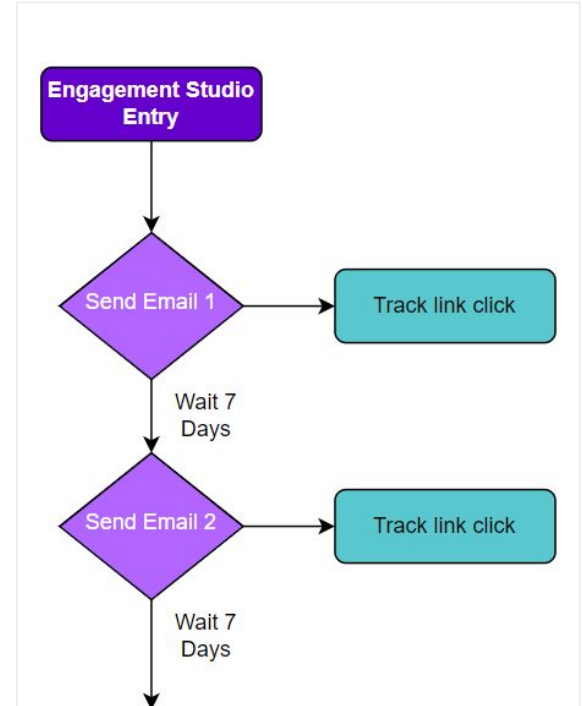


Mapping the Campaign Journey



Take time to think through your campaign by asking yourself the following questions:

1. What is the purpose of the campaign?
2. What are the key metrics of success and how are they being measured?
3. Who will be in the campaign and where are they coming from?
4. How are they entering the campaign?
5. What actions are happening throughout the campaign and how are they being tracked?





Salesforce Campaign Setup



Salesforce Campaign Setup



Important considerations when creating your CRM Campaign:

1. Is a hierarchy required?
2. Will Prospects be in the CRM for adding to the Campaign?
3. What should my Campaign Member Statuses be?

CAMPAIGN > MARDREAMIN 2022

Campaign Hierarchy

CAMPAIGN NAME

- ▼ [MarDreamin 2022](#) **current**
 - [MarDreamin 2022 - Nurture](#)
 - ▼ [MarDreamin 2022 - Whitepaper](#)
 - [MarDreamin 2022 - Whitepaper LinkedIn Ads](#)
 - [MarDreamin 2022 - Whitepaper Media Partner](#)
 - [MarDreamin 2022 - Whitepaper PPC Ads](#)



Aligning Marketing Assets



Aligning Marketing Assets



Core Assets

- Emails
- Forms
- Landing Pages

Extra Assets

- Custom Redirects
- Dynamic Content
- Files

Campaign Essentials

- Lists
- Folders
- Automations



Offline Activity Considerations



Offline Activity Considerations



What offline channels will there be?

How is the data entering MCAE?

Does the activity need separate tracking?

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9



UTM Tracking



UTM Tracking



UTMs can add an extra layer of insight to your campaign activity when used correctly:

1. List out all campaign URLs and build out appropriate UTM parameters for each
2. Are there appropriate conversion points to capture the UTM parameters?
3. Use caution with applying UTMs via Completion Actions

Form Fields Preview

First Name *	<input type="text"/>			
Last Name *	<input type="text"/>			
Company *	<input type="text"/>			
Email (a) *	<input type="text"/>			
utm_campaign	(hidden)			
utm_medium	(hidden)			
utm_source	(hidden)			
utm_content	(hidden)			
utm_term	(hidden)			



Thorough Testing



Thorough Testing



Entering
the
Campaign

Completion
Actions

CRM
Campaign
Assignment

UTMs &
Other
Tracking

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

Recap on Setting up Pardot Campaigns for Success:

- ❖ Mapping the Campaign Journey
- ❖ Salesforce Campaign Setup
- ❖ Aligning Marketing Assets
- ❖ Offline Activity Considerations
- ❖ UTM Tracking
- ❖ Thorough Testing

Reporting

Efficiency

User Experience



Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

Triana Jarman

[triana@marcloudconsulting.com](mailto: triana@marcloudconsulting.com)

LinkedIn: <https://www.linkedin.com/in/trianamurtagh/>

