



Build Salesforce Campaigns At Scale

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SaaScend



Learn. Network. Grow.

MParDreamin' 2022

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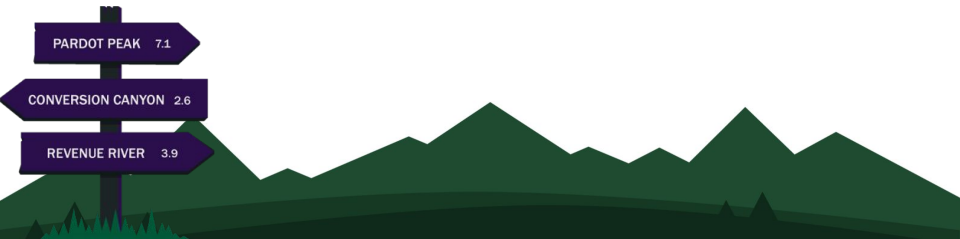
VP of Marketing Operations, SaaScend



Let's Connect
/StephenStouffer/

Housekeeping

- Yes, this deck & resources will be shared with you after the workshop
- Yes, you will be able to access the recording of this workshop
- PLEASE ask questions in chat or Q&A at any time
- I will 100% say Pardot not (MCAE) Forgive me in advance 🙏



Description

In this session you will learn:

- A NEW way to build salesforce campaigns.
- #ThinkDifferentlyWithAutomation
- The importance of tracking links and how they work
- About campaign structure, hierarchy, and naming conventions
- How to tie it all together, and see it in action!

The problem...

Anatomy of a campaign

- Campaign Hierarchy
- Naming Conventions
- Type / Sub Types
- Campaign Member Status
- UTM Tracking Links
- Lead Source





Demo

Bring it all together...

- Spend time making difficult things easy. Automation is your friend.
- Consistency happens when you have:
 - Process & Documentation
 - Predictable steps
 - Safeguards
- Start Small



Questions?



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!

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