



ESSENTIALS OF PARDOT FOR DIGITAL MARKETERS: PDT 101

TRAINING THE
TRAILBLAZERS
OF TOMORROW



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Are you looking to become proficient in designing and implementing marketing workflows in Pardot that drive your company's business? Or do you want to become a Salesforce Certified Pardot Specialist? Whether you are an experienced user, or completely new to Pardot, this course will show you how to effectively design, build, and implement marketing workflows, as well as use Pardot-generated reports to make data-driven decisions.

> COURSE HIGHLIGHTS



4 days



Taught in Spanish
Materials in English



Online



Salesforce experts



14 hours



Small class size allows more
personalized learning

> OUTCOMES

Upon completion of this course, you will be able to:

1. Build strategic marketing workflows in Pardot, incorporating processes including lead generation, management, and qualification, as well as email and drip marketing.
2. Build on existing Pardot knowledge in preparation for the Pardot Specialist certification.
3. Effectively use Pardot reports to make data-driven decisions.

> PREREQUISITES

None. Two to six months of experience building marketing workflows with the Pardot platform and/or on a similar technology platform is recommended to get the most out of this course.

> MODULES & TOPICS

DAY 1

- Fundamentals
- Visitors
- Conversions
- Prospects
- Administration
- Users management
- Marketing Activities
- List creation
- Page actions and fields customization

DAY 2

- Campaigns
- Campaign reports
- Forms
- Leads management
- Automation rules
- Dynamic lists
- Completion actions
- Segmentation rules

DAY 3

- Scoring & Grading
- Marketing tools
- Email Marketing
- Deliverability
- Engagement Studio

DAY 4

- Landing Pages
- Social Marketing
- Redirections customizations
- Salesforce integration

> WHO SHOULD TAKE THIS COURSE?

This course is designed primarily for digital marketers looking to build and hone their marketing automation skillset using the Pardot platform. It's also perfect for those wishing to prepare for their Pardot Specialist certification—a credential designed to prove your skills and knowledge in building strategic marketing processes while incorporating tools such as lead scoring, email marketing, lead generation, and reporting.



Open Courses Information

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