

# KeyNode Solutions

## Pardot Implementation Packages

<p style="text-align: center;"><b>Pardot Stand-Up</b></p> <p style="text-align: center;"><b>1 week</b></p> <p style="text-align: center;"><small>*Setup timeline may vary based on client's needs</small></p>	<p style="text-align: center;"><b>Quick Start</b></p> <p style="text-align: center;"><b>2 weeks</b></p> <p style="text-align: center;"><small>*Setup timeline may vary based on client's needs</small></p>	<p style="text-align: center;"><b>Quick Start Plus</b></p> <p style="text-align: center;"><b>3-4 weeks</b></p> <p style="text-align: center;"><small>*Setup timeline may vary based on client's needs</small></p>
<p>This package is designed for customers who prefer to learn on their own but would like to have our Implementation Specialist available during the initial setup. We will get your Pardot instance up and running and handle your initial setup.</p>	<p>With this Quick Start package, all capabilities and functionalities of the Pardot platform are explained and demonstrated alongside use-case discussions and best practice guidance. All training sessions are conducted via screen-share. Implementation Specialist is also available via phone and email to provide additional training support.</p>	<p>Quick Start Plus will give you an opportunity to begin working with the platform and come back to us for additional guidance. We will also build the most critical marketing assets for your first campaign. This package will provide you with all the necessary tools to ensure a successful Marketing Automation journey as you scale.</p>
<p style="text-align: center;"><b>Package Includes:</b></p>	<p style="text-align: center;"><b>Included in Pardot Stand-up Plus:</b></p>	<p style="text-align: center;"><b>Included in Pardot Stand-up &amp; QuickStart Plus:</b></p>
<p><b>Project planning</b></p> <ul style="list-style-type: none"> <li>• Dedicated Implementation Specialist</li> <li>• Executive Kick-off</li> </ul> <p><b>Salesforce.com Integration</b></p> <ul style="list-style-type: none"> <li>• Install the Pardot Connector Package</li> <li>• Set up Salesforce User Permissions</li> <li>• Mapping Pardot Lead Fields to Contact Fields</li> </ul> <p><b>Technical Setup</b></p> <ul style="list-style-type: none"> <li>• Implement Website Tracking Code to Log Visitor Activity</li> <li>• Create Vanity Tracker Domain (CNAME) for Branded</li> <li>• Implement Email Authentication for Email Deliverability Optimization</li> </ul> <p><b>General Training</b></p> <p><small>* Training with an Implementation Specialist can be added upon request</small></p>	<p><b>Integration Setup</b></p> <ul style="list-style-type: none"> <li>• Import Salesforce Leads and Contacts for Initial Sync</li> <li>• Set Up Social Media Connectors for Twitter / Facebook / LinkedIn</li> </ul> <p><b>Pardot Account Setup</b></p> <ul style="list-style-type: none"> <li>• Import and Set Up Pardot Users (SSO)</li> <li>• Assign Points of Contact for Account Notifications</li> </ul> <p><b>Specialized Training</b></p> <ul style="list-style-type: none"> <li>• 6 hours of hands-on training with a consultant throughout implementation</li> </ul>	<p><b>Salesforce.com Mapping</b></p> <ul style="list-style-type: none"> <li>• Update 1 Lead and 1 Contact Page Layouts to Include Pardot Related Functionality / Data</li> <li>• Mapping CRM Custom Fields to Pardot Custom Fields (up to 10)</li> <li>• Mapping Users and Single Sign-On or Enable User Sync Model</li> <li>• Database Import</li> </ul> <p><b>Segmentation &amp; Content</b></p> <ul style="list-style-type: none"> <li>• Create 1 Segmentation List</li> <li>• 1 Drip Program (up to 4 branches)</li> <li>• 1 Custom Landing Page</li> <li>• 1 Custom Designed Form</li> <li>• 1 Custom Designed Email Template</li> </ul> <p><b>Specialized Training</b></p> <ul style="list-style-type: none"> <li>• 2 hours of additional training focusing on specific needs.</li> </ul>
<b>Estimated Hours</b>		
8	16	23

**Contact us today!**

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