

ESSENTIALS OF PARDOT LIGHTNING APP FOR DIGITAL MARKETERS (PDX101)



OVERVIEW

Are you looking to become proficient in designing and implementing marketing workflows in Pardot Lightning App to drive your company's business? Are you looking to take the next step in your career by becoming 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 in the Pardot Lightning App to make data-driven decisions.

WHO SHOULD TAKE THIS COURSE ?

This course is recommended for Pardot Marketers, Business Users, Salesforce Administrators.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Enable the Pardot Lightning App.
- Explain the relationship created between Pardot and Salesforce once the Pardot Lightning App has been enabled.
- Generate leads with Pardot Lightning App's various lead generation tools including forms, landing pages, and custom redirects.
- Manage leads with Pardot Lightning App's lead management tools including page actions, automation rules, segmentation rules, dynamic lists, and completion actions.
- Engage leads with Pardot Lightning App's lead engagement tools including email, personalization, dynamic content, and Engagement Studio.
- Qualify leads with Pardot Lightning App's scoring and grading functionality.
- Interpret data generated via Pardot Lightning App's reporting capabilities.
- Design and execute successful end-to-end marketing workflows using the Pardot Lightning App.

PREWORK

Please complete the following trailmix before attending our expert-led class [Trailmix, Trailhead Academy](#)

CERTIFICATION

PDX101 is recommended to prepare Salesforce Certified Pardot Specialist exam. Other courses and self-study materials are recommended for this exam. The complete list of prerequisites is provided by Salesforce in the [Examen Guide](#).

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DURATION
3 days

DELIVERY FORMAT
- Classroom
- Virtual

LANGUAGE
Course in French /
Materials in English

USER INTERFACE
LightningExperience

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LESSONS & TOPICS

Course Introduction

- Course Objectives
- Learner Expectations/
- Housekeeping
- Additional Course Resources
- Course Case Study

Salesforce Integration

- Pardot Salesforce Relationship
- Syncing
- Enabling the Pardot Lightning App in Salesforce
- Custom Fields
- Salesforce Campaigns

Admin

- Pardot Dashboard
- Email Domains
- Connectors
- Recycle Bin
- Users and User Groups
- Usage Governance

Visitors and Prospects

- Visitors
- Prospects

List Management

- List Types
- Static Lists
- Test Lists

Personalization and Email Marketing

- HML and Advanced Dynamic Content
- Email Marketing
- Email Templates
- AB Testing
- Email Reports

Forms and Landing Pages

- Forms
- Landing Pages
- Forms and Landing Page Reports
- Custom Redirects
- Custom Redirect Reports

Lead Management

- Page Actions
- Completion Actions
- Segmentation Rules
- Automation Rules
- Dynamic Lists
- Choosing an Automation Tool

Lead Qualification

- Scoring
- Grading

Lead Nurturing

- Building an Engagement Program
- Engagement Program Reports

Capstone

Course Wrap

