



# MONDAYCALL

## QUICKFACTS

- Certified, experienced Pardot and marketing consultants
- Best practice Pardot implementations
- 3-4 week average Quickstart implementation
- Full range of Pardot services for new and experienced customers



## BENEFITS OF CONSULTING

- Done right the first time
- Rapid time to value
- Utilize best practices from over 1,700+ projects
- Deliver scalable solutions to meet future needs
- Get more from your technology investment

## MONDAYCALL PARDOT SERVICES

With Salesforce anchoring sales processes, organizations are now looking upstream at how marketing automation can improve their ability to discover, engage, and qualify potential customers earlier to fill the sales funnel. Pardot is a leading market automation solution from Salesforce - seamlessly integrated to enable your company to scale from click to close.



## Why Pardot-Salesforce Integration?

- Holistic View of the Customer
- More Leads, Better Leads
- Insight on Marketing Spend

The MondayCall Pardot team takes a holistic approach to your Pardot implementation, leveraging our deep experience deploying and optimizing Pardot to hundreds of customers. Whether your organization is just determining how to integrate Pardot into the marketing process or is looking to extend its capabilities to take full advantage of Pardot's feature set, MondayCall's certified consultants will deliver a customized solution that creates the most value for your organization.

## SUPPORTING ALL STAGES OF PARDOT NEEDS

For those companies who are new to marketing automation and exploring its benefits, we offer our Pardot Quickstart that demonstrates Pardot's power -- quickly and cost-effectively. MondayCall Pardot Quickstart comprises the following deliverables:

- Installation and configuration of Salesforce Connector
- Design and deployment of page layouts
- Data migration of prospect, lead and contact information
- User setup and administration assistance
- Website campaign planning and setup
- Asset migration and setup (email templates, landing pages, creatives, etc.)
- Drip campaign setup
- Basic automation rules setup
- End user training

## WHY MONDAYCALL

- Experience:**  
 Deployed over 1,700 Salesforce and Pardot projects across 500+ customers
- Expertise:**  
 Certified and experienced MondayCall consultants and developers
- Methodology:**  
 Quickstart and Optimization projects utilize proven best practices to ensure success, on-time and on-budget
- Coverage:**  
 MondayCall provides a full range of consulting and development services across the Salesforce platform and ecosystem ensuring that you have a total best of breed solution



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530 Howard St. Suite 470  
 San Francisco, CA 94105  
[www.mondaycall.com](http://www.mondaycall.com)  
 888.958.6936

## Advanced Services

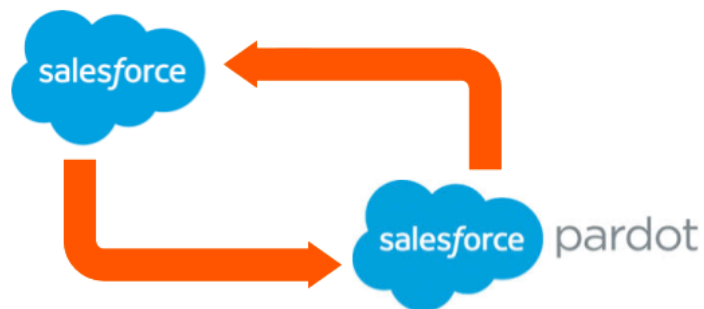
For more advanced environments MondayCall can tailor your Pardot solution to optimize your marketing-to-sales operations. These services can include:

- Drip nurturing campaign planning
- Progressive profiling
- Scoring and grading
- Responsive landing pages
- Lead profiling and funnel development
- Marketing Qualified Lead (MQL) and Sales Qualified Lead (SQL) setup
- Automated lead flows and rules development
- Dynamic content development
- Dashboard reporting
- Newsletter management

## Demand Generation Services

MondayCall also provides demand generation data services including

- Demand Generation Strategy - generate more MQL at scale
- Content Strategy - using content to generate more MQL
- Conversion Metrics
- Lead Nurturing - automated nurturing programs
- Email Marketing - using Email to maximize MQL
- Influencer Marketing
- Landing Page Development
- Attribution Modeling



### Get Started Today!

Learn more about how Pardot and MondayCall can help you make more the most your marketing automation. Please contact your MondayCall Account Manager or contact us directly at [sales@mondaycall.com](mailto:sales@mondaycall.com) for more information.