

**PREREQUISITES FOR THIS PARDOT MARKETING AUTOMATION TRAINING COURSE**

Knowledge of your operating system and basic computer navigation is required for all classes.

**PARDOT MARKETING AUTOMATION TRAINING COURSE SYNOPSIS**

In this course you will learn general overview of inbound/content marketing and marketing automation. Then, we'll go through the Pardot tool and how to use each feature.

**WHAT YOU WILL LEARN IN PARDOT MARKETING AUTOMATION TRAINING COURSE**

What is content/Inbound marketing?  
What is Marketing Automation?  
Where does Pardot fit in?  
Lead Qualification  
CRM Integration  
Prospect Management  
Reporting  
How to create premium assets  
Designing workflows for each asset  
Calls-to-Action  
Landing pages  
Social media best practices  
Blogging best practices

**PARDOT MARKETING AUTOMATION TRAINING COURSE LENGTH AND TIME**

This class is 2 days long. Class time is 9:00 a.m.- 4:00 p.m. Breaks are scheduled throughout the day and lunch is typically scheduled 12-1. Students provide their own lunch.

**ENROLLMENT IN PARDOT MARKETING AUTOMATION TRAINING COURSE**

Please see our Enrollment Page (<http://www.ledet.com/enroll>) for our enrollment form. Please contact our Client Care Department at (877) 819-2665 for additional savings on our bootcamp classes or other specials.

**PARDOT MARKETING AUTOMATION TRAINING COURSE LOCATIONS**

We have training centers in Atlanta, Chicago, Denver, San Diego and Washington DC. We also offer classes at a network of rental facilities. We offer private onsite training and instructor-led, live online training. If coming to a rental facility, please double-check the location of your class with our office to make sure you get to the right location.

**GOALS FOR PARDOT MARKETING AUTOMATION TRAINING COURSE**

Sterling Ledet and Associates realizes the importance of education and we take pride in being able to offer you classes that are more custom fit to your needs. Call us at (877) 819-2665 if you have any special questions or e-mail us at [sales@ledet.com](mailto:sales@ledet.com).

**Pardot marketing automation**

## Pardot marketing automation

### LESSON 1 - WHAT IS CONTENT/ INBOUND MARKETING

Basic principles

### LESSON 2 - WHAT IS MARKETING AUTOMATION?

Brief history  
Place in the market  
(Conceptual) overview of how to use it for IM

### LESSON 3 - WHERE DOES PARDOT FIT IN?

Prospects 101  
Email mgmt.  
Forms/Form Handlers  
iLandings pages  
Conversions/Submissions

### LESSON 4 - LEAD QUALIFICATION

2-way qualification  
Lead scoring (Implicit)  
Lead grading (Explicit)  
Drip Campaigns  
Setting up workflows  
Completion actions/marketing assets  
How to hand off to sales

### LESSON 5 - CRM INTEGRATION

How and why

### LESSON 6 - PROSPECT MANAGEMENT

Automation Rules vs. Completion actions  
Automation Rules vs. Segmentation rules  
Automation tools and Asset creation

### LESSON 7 - THIRD-PARTY CONNECTORS

Third-party connectors

### LESSON 8 - BEST PRACTICES

Compliance  
Lead nurturing  
Automated lead scoring and grading

### LESSON 9 - REPORTING

Email reporting  
Advanced email analytics  
Content reporting  
Ind. Prospects lifecycle reporting  
Prospect lifestyle reporting  
Social stats  
Webinar stats  
Events (through Eventbrite)

### LESSON 10 - STRATEGY

Why do I need one?  
How to create a content/inbound strategy?  
Website  
Blog  
Email-> Permission-based mktg  
Social

### LESSON 11 - HOW TO CREATE PREMIUM ASSETS

Webinars, info graphs, e-books, whitepapers

### LESSON 12 - DESIGNING WORKFLOWS FOR EACH ASSET

Email drips  
Social distribution  
Blogging

### LESSON 13 - CALLS-TO-ACTION

Design, copy and placement

### LESSON 14 - LANDING PAGES

Copy + design + SEO  
Importance of video for conversion optimization  
Forms and form handlers  
Assigning grade/scores to LPs  
Auto responders  
Instant notifications to sales

### LESSON 15 - USING SOCIAL AND BLOGS TO DRIVE CONVERSION

Using social and blogs to drive conversion

### LESSON 16 - SOCIAL MEDIA BEST PRACTICES

FB, TW, LI, YT, Ect.  
Content curation Vs. Original post  
10-4-1 rule (Jab, jab, right hook)  
C-T-As  
Engagement-What is it?

### LESSON 17 - SOCIAL ANALYTICS

Social Analytics

### LESSON 18 - BLOGGING BEST PRACTICES

Frequency  
Length  
Content  
Qual vs. quant.