

# Increase Leads and Drive Sales with the Pardot Lightning App (PDX101)

**ID** PDX101 **Price** 1,377.— €(excl. tax) **Duration** 3 days

## Course 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 attend

- Pardot Marketers
- Business Users
- Salesforce Administrators

## Course Objectives

- 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.

## Course Content

### Lesson 1: Course Introduction

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

### Lesson 2: Salesforce Integration

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

### Lesson 3: Admin

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

### Lesson 4: Visitors and Prospects

- Visitors
- Prospects

### Lesson 5: List Management

- List Types
- Static Lists
- Test Lists

### Lesson 6: Personalization and Email Marketing

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

### **Lesson 7: Forms and Landing Pages**

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

### **Lesson 8: Lead Management**

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

### **Lesson 9: Lead Qualification**

- Scoring
- Grading

### **Lesson 10: Lead Nurturing**

- Building an Engagement Program
- Engagement Program Reports

### **Lesson 11: Capstone**

### **Lesson 12: Course Wrap**

# About Fast Lane



Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

## Fast Lane Services

- ✓ High End Technology Training
- ✓ Business & Soft Skill Training
- ✓ Consulting Services
- ✓ Managed Training Services
- ✓ Digital Learning Solutions
- ✓ Content Development
- ✓ Remote Labs
- ✓ Talent Programs
- ✓ Event Management Services

## Training Methods

- ✓ Classroom Training
- ✓ Instructor-Led Online Training
- ✓ FLEX Classroom – Classroom & Online Hybrid
- ✓ Onsite & Customized Training
- ✓ E-Learning
- ✓ Blended & Hybrid Learning
- ✓ Mobile Learning

## Technologies & Solutions

- ✓ Digital Transformation
- ✓ Artificial Intelligence
- ✓ Cloud
- ✓ Networking
- ✓ Cyber Security
- ✓ Wireless & Mobility
- ✓ Modern Workplace
- ✓ Data Center



**Worldwide Presence**  
with high-end training centers  
around the globe



**Multiple Awards**  
from vendors such as AWS,  
Microsoft, Cisco, Google, NetApp,  
VMware



**Experienced SMEs**  
with over 19.000 combined  
certifications

### Germany

**Fast Lane Institute for Knowledge  
Transfer GmbH**

Tel. +49 40 25334610

[info@flane.de](mailto:info@flane.de) / [www.flane.de](http://www.flane.de)

### Austria

**ITLS GmbH**

(Partner of Fast Lane)

Tel. +43 1 6000 8800

[info@itls.at](mailto:info@itls.at) / [www.itls.at](http://www.itls.at)

### Switzerland

**Fast Lane Institute for Knowledge  
Transfer (Switzerland) AG**

Tel. +41 44 8325080

[info@flane.ch](mailto:info@flane.ch) / [www.flane.ch](http://www.flane.ch)