

Welcome to

dreamOle[®]



Cognizant



FORMTITAN



MAKEMECLLOUD
consulting



aircall

blue-
infinity

Linked by isobar

Dentsu Aegis Network



FINANCIALFORCE



wefox

BLACKBIRD

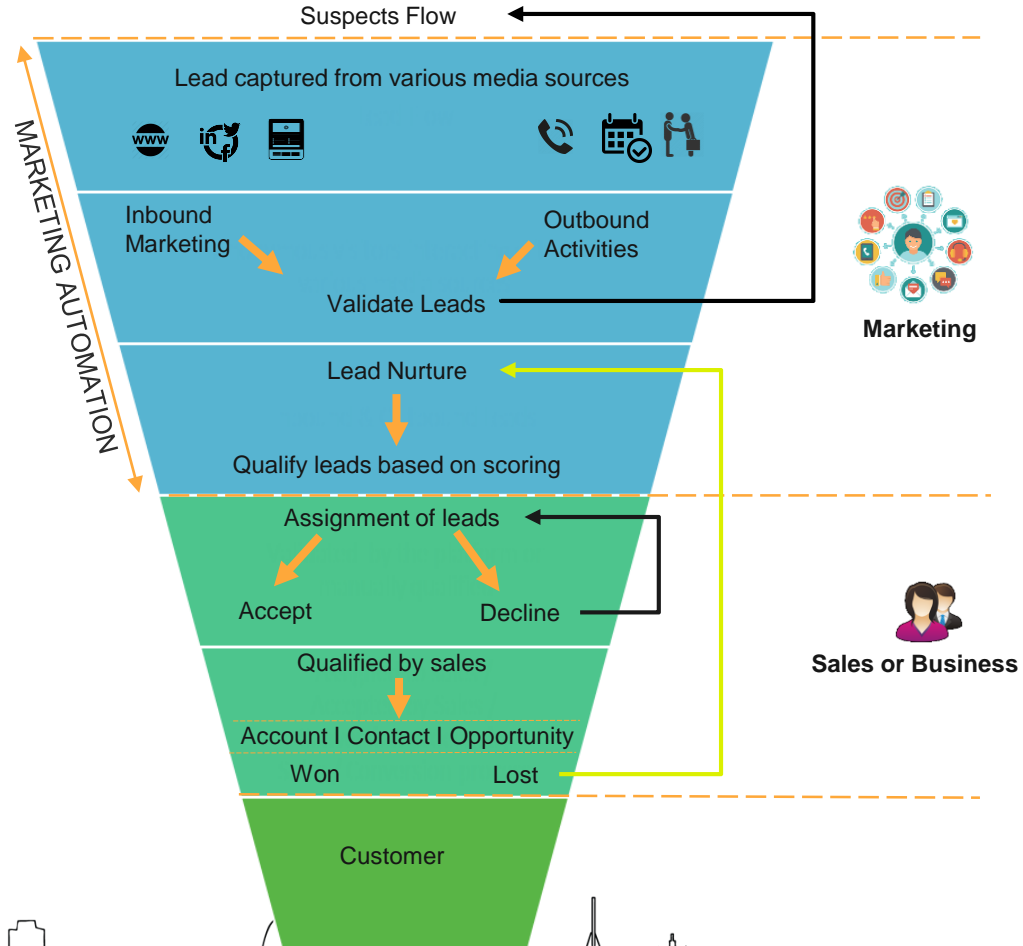


B2B Marketing Strategy for Pardot

By Srijeet Das
@JeetsOhana

Marketing Automation Framework

- Before diving into automation, the marketing strategy, planning and implementation stages are aligned with the overall marketing and sales objectives.
- Most B2B organisation have Inbound, or outbound activities planned to capture leads.
- The goal of automation engine is to merge the activity outcomes in a centralised process to nurture and manage the leads till they convert.
- The same CRM platform is then used as the unique source of truth across the business for reporting and tracking campaign activities.



SFDC Marketing Platforms



Marketing Automation

Drive qualified leads and pipeline to a team of salespeople



Email Studio



Mobile Studio



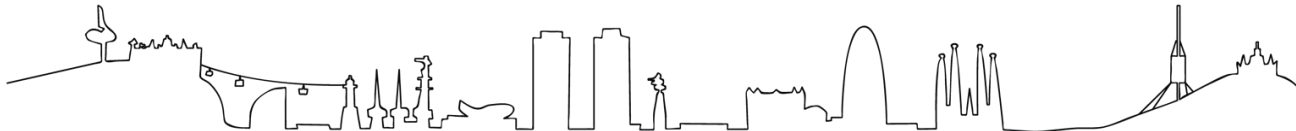
Journey Builder



Social Studio

Drive customer engagement and revenue through 1-to-1 communications at scale with consumers, users, and subscribers.

← For companies with both the above objectives are using →



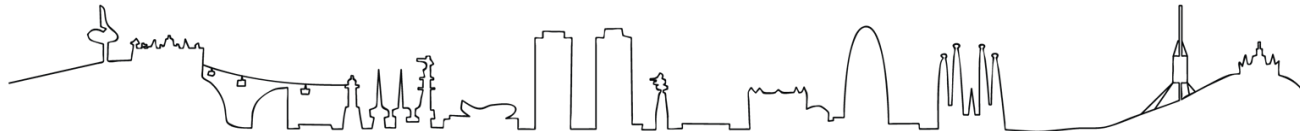
Pardot & Marketing Cloud Features



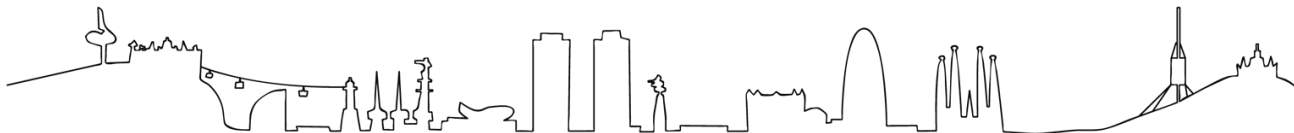
- Lead Generation
- Lead Nurturing & Scoring
- Prospect Insights & Profiling
- ROI Analysis & Reporting



- Email Marketing
- Mobile Marketing
- Cross-Channel Journeys
- Predictive Intelligence



B2B Marketing Framework



Buyer Personas



C-Suite

The Decision Maker

Explain the long term benefits and short term implications and give me confidence that the products offered ultimately will make my business more profitable. Give me the facts quickly and clearly so that I can delegate others to look into the finer details.



Department Heads or VPs

The Influencer

Make me feel like I am getting the most up to date information on the latest solutions. Inform me of other companies that are utilising products and services that we could be taking advantage of so I can show others how important and feasible it is for us to get ahead of our competitors.

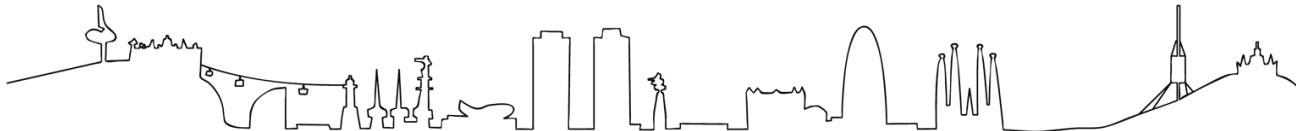
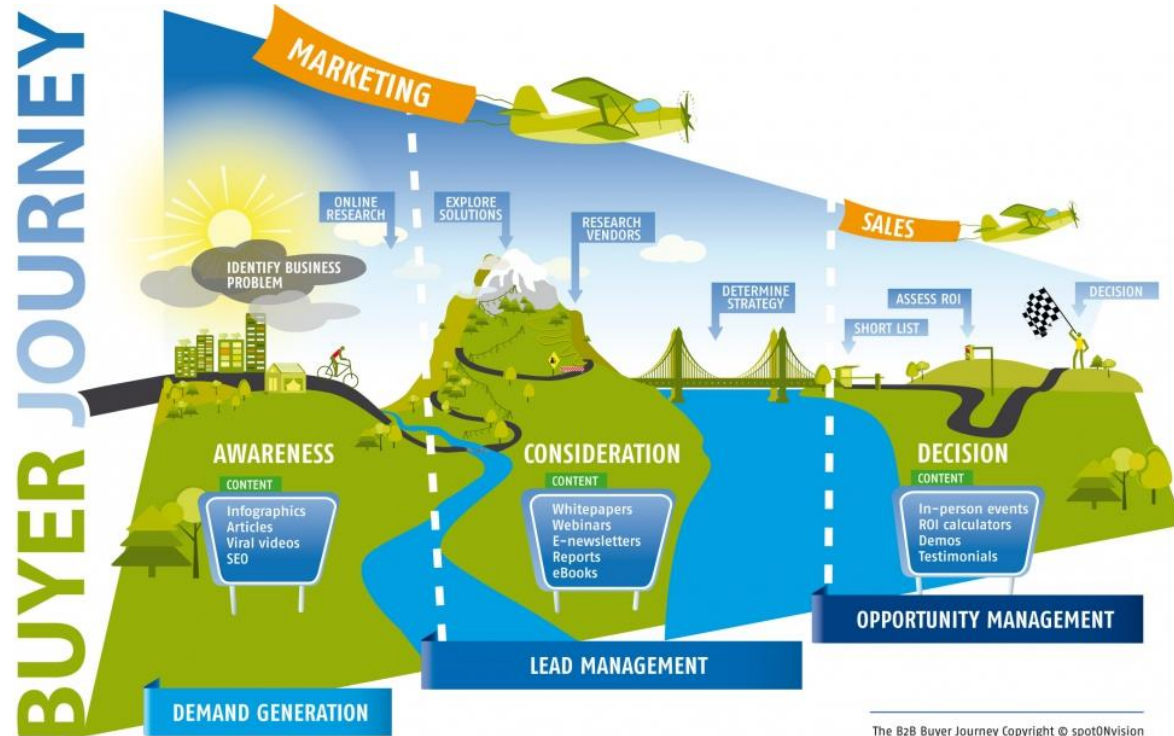


Subject Matter Expert

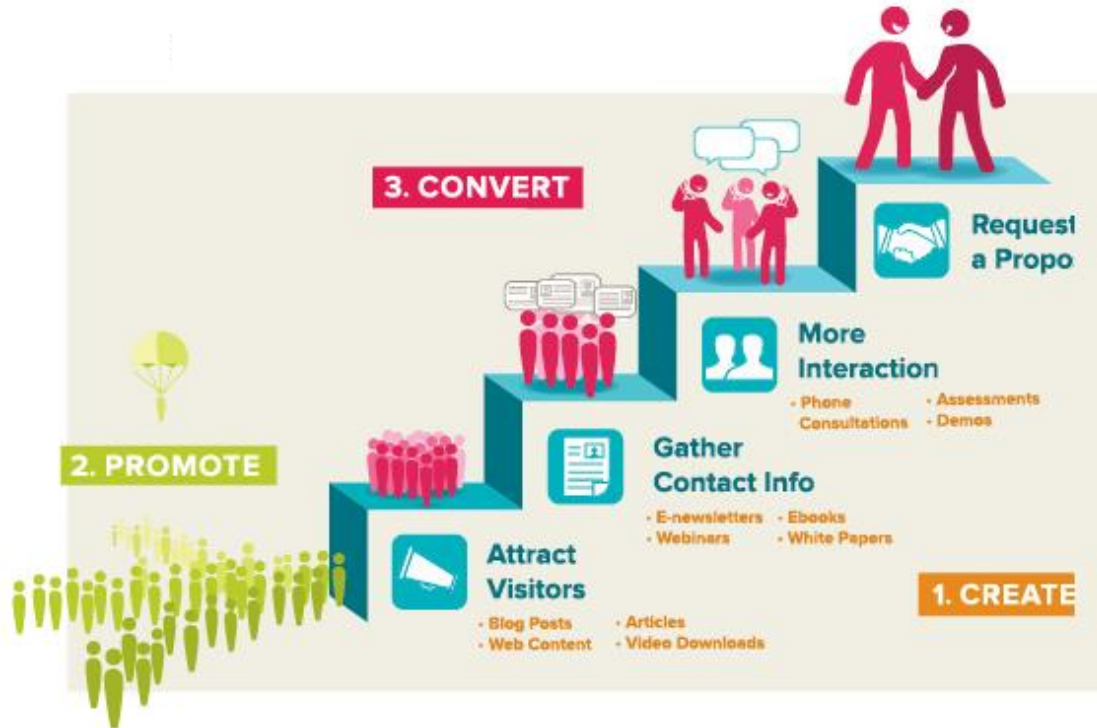
The Expert

Give me a clear breakdown of my options and their advantages and disadvantages. Focus on facts and figures rather than inspirational content so that I can make an informed business case to the decision maker.

Buyer Journey



Content Strategy



Segmentation

Existing or Prospective Customer



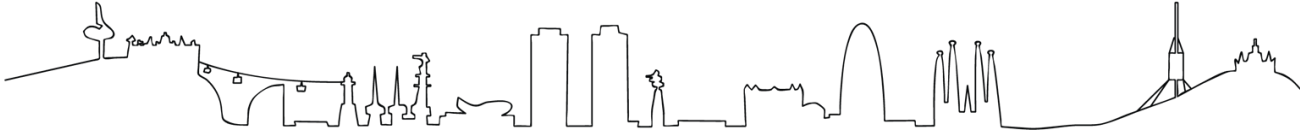
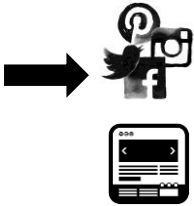
Requested Content

Requested Content

Requested Content



Prospective Customers



Nurturing

Newsletter



News Updates

Service or Product specific gated content

Download e-book or whitepaper

How did you like it? Contact us

Additional content?

Article 1
Contact us

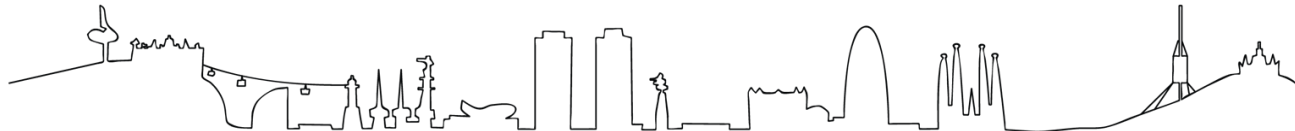
Article 2
Contact us

Article 3
Contact us

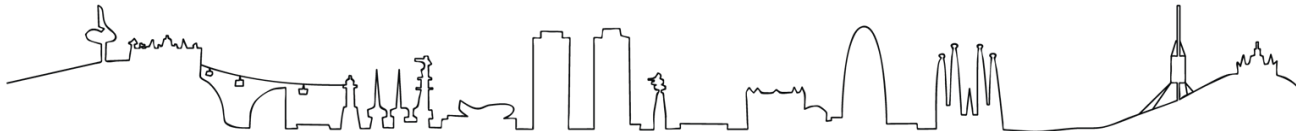
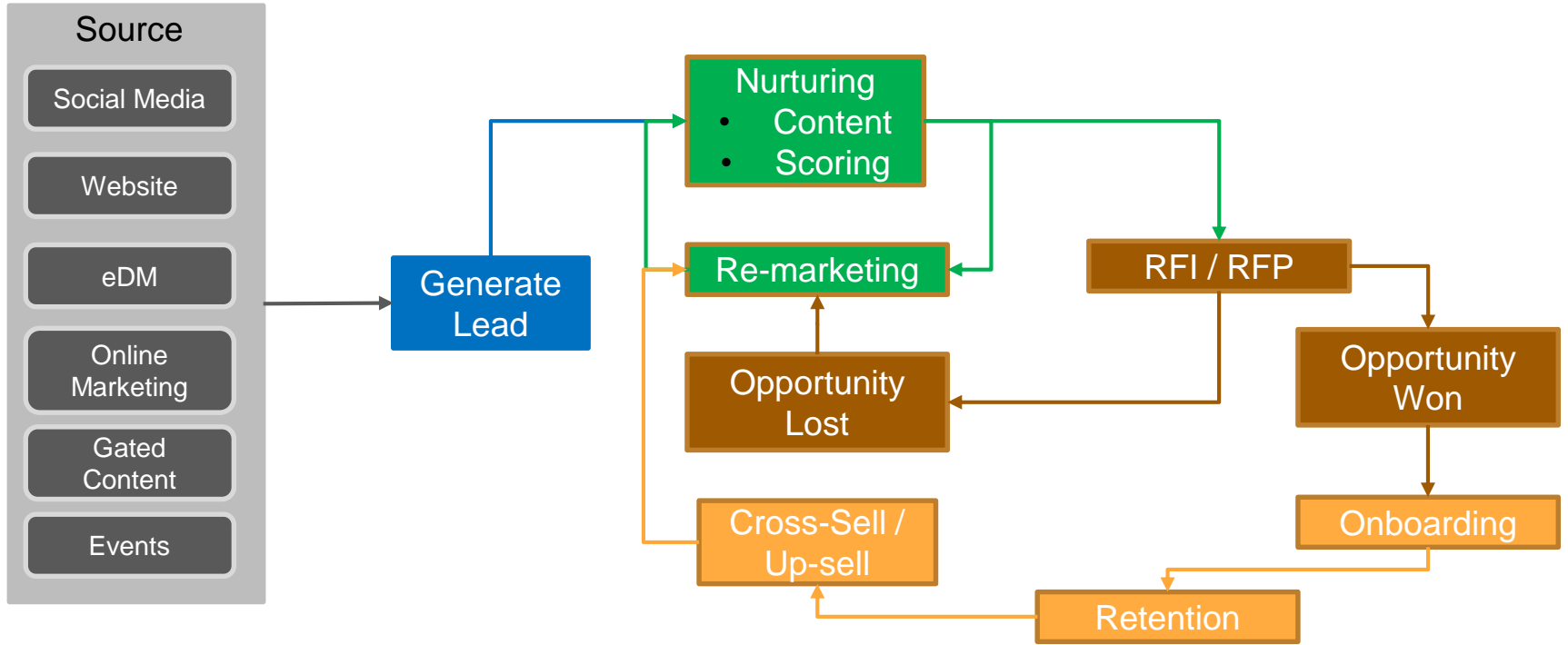
Article 1

Article 2

Book a meeting



B2B Implementation Architecture



Q & A



Cognizant



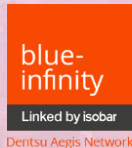
FORMTITAN



MAKEMECLLOUD
consulting



aircall



FINANCIALFORCE



wefox

BLACKBIRD