suyati
access to fluid cx

Salesforce Pardot for LeadGeneration

EXECUTIVE SUMMARY

Equipping the website to become a powerful lead generation machine is fraught with many challenges. Salesforce Pardot enables marketers to overcome such challenges.

- The challenge of identifying potential leads
  Pardot
- Creates highly powerful and dynamic forms, landing pages, and email templates
- Offers powerful lead grading and scoring capabilities
- Has the Engagement Studio that allows marketers to create dynamic lead nurturing programs
- Offers Einstein Behaviour Score that leverages Artificial Intelligence capabilities

- The challenge of providing personalised web services
  Pardot has
- Dynamic Content that automatically personalizes forms, landing pages, emails and websites for each prospect
- Highly powerful analytics and automation capabilities
- New Connect campaign for integration with Salesforce CRM
- Closed-loop reporting capabilities to keep track of the prospects
- Webinar connectors to track all factors connected with seminars

- The challenge of retaining customer interest
  Pardot features
- Automation tools that deliver information that interests
- Forms that facilitate progressive profiling
- Stack collaboration feature for better teamwork
- Built-in Eventbrite connector that makes it easy to host in-person events, workshops, events, and more.

WHITEPAPER

The website is often the first point of contact a visitor with the company. The role of the website is especially critical for creating a favourable impression on the customer, considering 70% of buying decision occurs before interacting with a sales representative.

Marketers have long understood the need to create a functional website that apart from creating an experience for the customer turns the website into a lead generation machine. However, this is easier said than done. There are significant challenges to overcome before attaining such a state.

CHALLENGE 1:
IDENTIFYING POTENTIAL LEADS:

While a website with compelling content and intuitive features attracts many visitors, not all visitors are potential leads. Marketers need to know the potential leads that will convert, so as to maximize the return on their time spent.

How Pardot Helps:

- Pardot aids lead generation. It offers the ability to create highly powerful and dynamic forms, landing pages, and responsive email templates. These resources perfectly complement powerful content and ensure customers who enter the website complete the required call-to-action.
  Pardot integrates powerful prospect grading and scoring capabilities. Scoring indicates the interest of the prospect. Grading evaluates the profile of the prospect, to determine if they make the cut for what is offered. Pardot qualifies leads based on interactions with PPC adverts, banner ads, landing pages, forms, emails, and other marketing assets. Prospect grading is by analysing customer profile, such as location, job title, and other factors.

- Pardot Engagement Studio allows marketers to create dynamic lead nurturing programs and engage better with prospects who make the cut. Pardot's Automation Tools allow setting of segmentation rules and creating dynamic lists to automate prospect segmentation and qualification. The marketing team can decide at what point a website visitor has a high enough score to merit any particular interaction, be it a phone call, an in-person meeting, an invitation to a coveted event, or even additional content. Pardot automates such tasks, including follow-ups and reminders.

- Pardot Einstein Behaviour Score, a new feature which leverages Salesforce Einstein's Artificial Intelligence capabilities, predict buying intent with a high degree of accuracy. Einstein Behaviour Score especially identifies leads "heating up," enabling marketers to take timely action.

CHALLENGE 2:

PROVIDING PERSONALIZED WEB EXPERIENCES:

Personalization is the name of the game for marketing success. The challenge before companies is not just to provide hyper-personalised services answering customer queries, but to do so with purpose – of ensuring such personalised service leads to conversion.

How Pardot Helps:

- Pardot allows websites to deliver the right content to the right person, based on their demographics and behaviour. Pardot's Dynamic Content automatically personalizes Pardot forms, landing pages, emails and websites for each prospect. About 57% of high-performing B2B organizations make extensive use of such web personalization.

- Pardot's highly powerful analytics and automation capabilities enable companies to understand everything there is to know about the prospect, enabling engaging with them in a deeply personalised way.

- Salesforce's new Connect Campaigns allow marketers to capture and understand detailed engagement data, and integrate it with Salesforce CRM for an even better understanding of the customer.

- Pardot's closed-loop reporting capabilities keep track of the prospects and answers questions such as how the prospect found the company, what they did on the website, which local or online events they participated, and which action precipitated the eventual conversion or abandonment.

- Pardot's webinar connectors (WebEx, ReadyTalk, or GoToWebinar), tracks all factors connected with a seminar invitation, such as whether the invitations were opened or clicked, who registered, how long they stayed, and if they took any follow-up action.

- Tech-stack collaboration enables marketers and other team members to collaborate effectively, and pass on critical information and insights about the customer, seamlessly.

- The 360-degree view of the prospect allows marketers to determine the actual dollar cost of a prospect and determine the success probability of an individual campaign.

CHALLENGE 3:
RETAINING CUSTOMER INTEREST:

Bringing the person is as a qualified prospect is just the beginning. The bigger challenge is to retain them as leads, and making sure they eventually buy the product.

Marketers often face the dilemma of collecting minimal information and being unable to engage well, or driving away the prospect by asking too many questions. Conventional marketing street wisdom holds that conversion rate increase by 26% for each field removed from the forms. However, including lesser form fields, while increasing quantity, may reduce quality of data about the prospect.

How Pardot Helps:

- Pardot forms facilitate progressive profiling, or the practice of asking for specific fields on the first form submission then asking different fields every time the prospect returns. Marketers simply optimize the fields based on the information they require at any given time.

- The analytics tools on offer, combines with automation tools to deliver information of interest to website users, draws them in, and makes them want to learn more. Pardot tools go beyond, monitoring campaigns in real time, enabling marketers to shift strategy or tweak their efforts, by factoring in live performance

- Pardot's built-in connector with Eventbrite, the easy-to-use event management tool, makes it easy to host in-person events, workshops, and events. All activity and engagement captured by Eventbrite, including RSVP and attendance, is synced to Salesforce.

- Customers are 5.2 times more likely to purchase from companies offering a "great customer experience" The powerful tools on offer by Pardot ensures that you get the highest quantity and quality of leads.

REFERENCE

- https://www.pardot.com/blog/5-tips-to-turn-your-website-into-a-lead-generation-machine/
- https://www.pardot.com/blog/chumming-for-leads-how-to-up-your-lead-generation-strategy/
- https://www.salesforce.org/5-ways-to-use-pardot-for-nonprofit-marketing/
- https://www.tether.ie/6-key-benefits-of-pardot-for-business/
- https://www.pardot.com/training/dynamic-content/
- https://www.pardot.com/category/new-features/
- https://www.pardot.com/blog/close-deals-faster-with-predictive-ai-and-enhanced-lead-insights/

Write to us

suyati
access to fluid cx

Founded in 2009, Suyati Technologies partners with clients to engineer great experiences for digital customers. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering great customer experiences that accelerate exponential growth.

Our custom technology solutions ensure that you win stakeholder support, secure early wins through competitive advantage, and transform your business for future growth. And our tailor-made plaftorm, Mekanate, helps you discover your business DNA from your passive and active data, and use it to initiate, integrate and achieve operational efficiency.

With our niche and rich expertise in a wide range of technologies and services - CMS, CRM, e-commerce and Marketing Automation. We help companies across the globe leverage their best on web and cloud platforms.

Learn more: www.suyati.com

Get in touch: services@suyati.com