

## › Pardot Agency Partner



### background

Spear Marketing Group is a full-service demand generation agency and authorized Salesforce Pardot partner that specializes in helping B2B companies generate, nurture, and convert leads to revenue.

Spear's combination of strategic know-how, creative flair, and technical expertise makes us uniquely qualified to help companies make the most of their Pardot investment by applying our extensive knowledge of e-marketing, demand generation, and lead management best practices.

Spear is an ideal resource for Pardot customers who are:

- › limited by resources from complete and effective implementation of Pardot
- › in need of lead management or e-marketing strategy or best practices
- › experiencing a lack of effectiveness with their lead nurturing, e-marketing, or demand generation campaigns

### sample engagements

Spear client engagements range from one-off projects to ongoing Pardot support. Some of the work we do for Pardot clients includes (but is not limited to):

- › designing and building a template library for use by field marketing
- › designing and building a multi-touch customer onboarding program
- › building a series of custom reports to show campaign attribution and ROI
- › launching and managing an integrated online campaign (SEM, LinkedIn) including custom landing pages, plus tracking and attribution in Pardot
- › designing and implementing a new and improved lead scoring model
- › revamping an existing lead nurture program to improve lead qualification

### lead management roadmap

A lead management roadmap starts with a comprehensive audit of a company's lead management process and Pardot instance, followed by development of a comprehensive lead management plan. The roadmap is intended to provide the client a master plan with which to realize not only a more complete and effective use of Pardot, but also the attainment of specific business objectives relating to lead management, lead conversion, and demand generation ROI.

Roadmaps typically include both assessment and detailed recommendations for:

- › making maximum use of Pardot functionality
- › lead nurture workflow (tracks, segmentation, frequency, cadence)
- › content strategy (including a content map, as appropriate)
- › email and landing page creative
- › lead scoring & lead grading
- › database health & data hygiene

#### Headquarters

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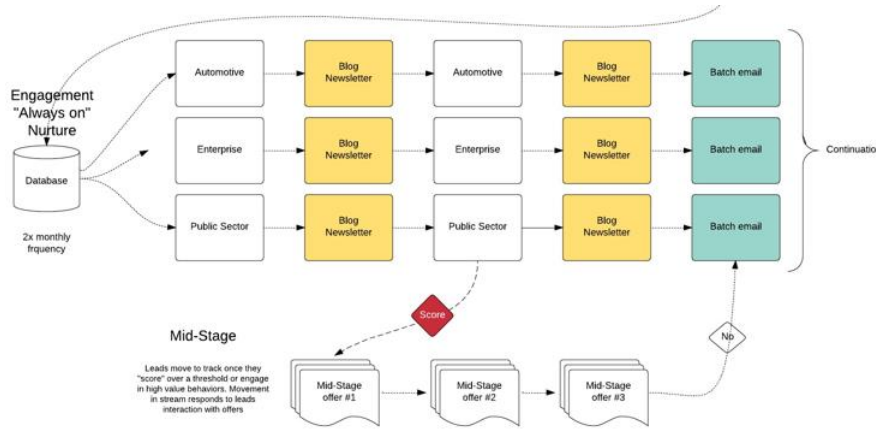


Fig. 1. Roadmaps typically include the design of highly customized lead nurturing workflows – including segmentation, email frequency/cadence, content strategy – to address specific objectives, audiences, or stages in the selling cycle.

## capabilities

As a full-service agency, Spear Marketing Group is an expert team of marketing strategists, technicians, and creatives who develop, execute, and manage innovative marketing strategies and programs to address every facet of the revenue cycle, from demand generation to lead nurturing to customer communication.

- › Account-Based Marketing (ABM)
- › Campaign Execution
- › Content Development
- › Content Syndication
- › Conversion Rate Optimization (CRO)
- › Customer Marketing
- › Direct Mail
- › Display Ads
- › Email Marketing
- › E-Newsletters
- › Event Promotion
- › Landing Page & Microsite Design
- › Lead Nurturing/Lead Management
- › MDF Programs
- › Messaging & Persona Definition
- › Paid Search (SEM)
- › Paid Social (LinkedIn, Facebook)
- › Partner Marketing
- › Product Launches
- › Programmatic Display
- › Sales Enablement
- › Search Engine Optimization (SEO)
- › Video Production
- › Webinar Content & Promotion

## questions

Contact us at [info@spearmarketing.com](mailto:info@spearmarketing.com) with any questions or to discuss your Pardot needs in more detail.

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