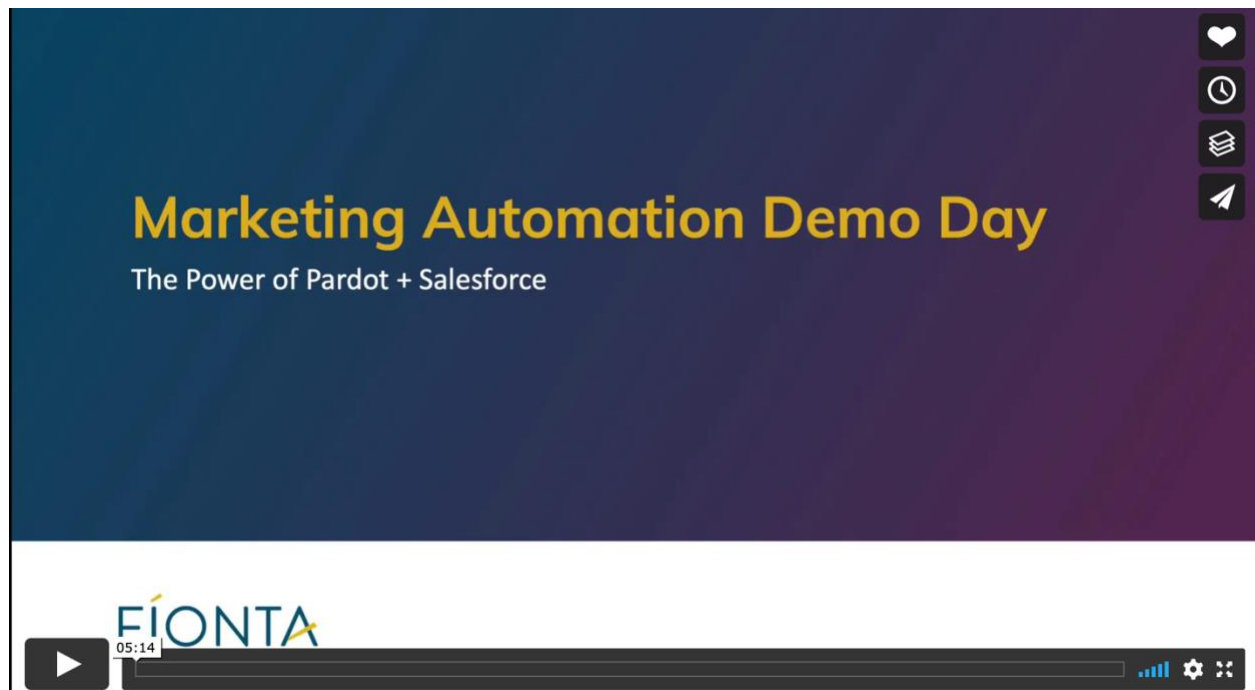


FÍONTA



Description:

Fíonta, headquartered in DC, has provided services to over 1,000 associations and nonprofits since 2001. We are a Salesforce.org Premium Partner with expertise migrating associations to Salesforce as well as implementing and extending Fonteva, an AMS built on Salesforce.

Our marketing automation practice works closely with organizations to implement and customize Pardot to meet association-specific needs around membership including engagement, renewal, and ongoing education. Customized grading/scoring in Pardot supports membership recruitment initiatives and gives association staff real-time insight into member and prospect behavior which can be utilized to further personalize communications. Engagement Studio enables you to quickly build, deliver, and report on automated paths that let you send targeted emails based on unique behavior and criteria.

In this demo, Fíonta will demonstrate how to create a membership renewal engagement path using Pardot's Engagement Studio and how to personalize emails and track member behavior and overall return on the renewal campaign.

Links & Resources:

- Marketing Automation with Pardot and Marketing Cloud: <https://np.fionta.com/pardot-and-marketing-cloud>
- Salesforce for Associations: <https://np.fionta.com/salesforce-for-associations-pdf>
- Fonteva for Associations: <https://np.fionta.com/association-solutions-with-fonteva>
- Upgrade to Salesforce Lightning Package: <https://np.fionta.com/lightning-upgrade-package>

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