

MA ON COMMAND

EXTEND YOUR PACK



OVERVIEW.

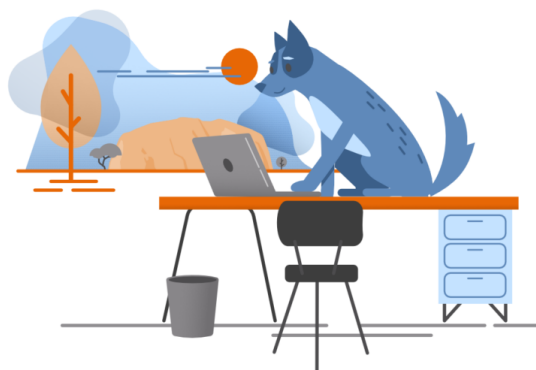
Marketing automation is more than just setting up campaigns - it's about operationalising your marketing strategy into repeatable, scalable, and measurable programs that drive engagement, efficiency, and results. So taking your vision and translating it into the day-to-day execution takes a winning combination of marketing nous, data obsession, and technical expertise.

The good news is - we have a team of passionate experts that you can lean on.

We understand the technology and can assist as an extension of your team so you can focus on the strategy and planning. Let us extend your teams capabilities with Pardot and Salesforce expertise to build, launch and optimise your marketing operations programs. Together we'll drive outcomes and results.

ON COMMAND BENEFITS.

- Rapidly add value with immediate Pardot and martech expertise.
- Augment your team without the onboarding or overhead costs - either temporarily or on an ongoing basis.
- Easily ramp up and down your team capacity and expertise as you need it.



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ON COMMAND SERVICES.



CAMPAIGN MANAGEMENT AND EXECUTION



SETTING UP AND MANAGING ONGOING CAMPAIGN AND ATTRIBUTION REPORTS, AND DASHBOARDS



MAPPING AND CONFIGURATION OF NURTURE CAMPAIGNS AND JOURNEYS



CREATING EMAILS, LANDING PAGES AND OTHER CAMPAIGN ASSETS



BUILDING AND MAINTAINING LEAD SCORING PROGRAMS



INTEGRATION INTO CRM AND OTHER APPS TO EXTEND YOUR PARDOT PLATFORM



EVENT AND WEBINAR CAMPAIGN SET-UP



CRM CONFIGURATION CHANGES SUPPORT MARKETING INITIATIVES



DATA REVIEW AND OPTIMISATIONS



OTHER AD HOC CAMPAIGN SUPPORT AND PARDOT ACTIVITIES



ABOUT CATTLE DOG DIGITAL.

Cattle Dog Digital provides full-funnel architecture solutions for innovative businesses. Together with the world's top technologies, Cattle Dog Digital delivers measurable business outcomes from marketing to financials using agile delivery and a best practice governance model.

To learn more, visit: www.cattledogdigital.io
Email us directly at: hello@cattledogdigital.com