Croma Campus is now
NASSCOM®
Certified Member

Celebrating 12 YEARS OF EXCELLENCE

CROMA CAMPUS

SALESFORCE PARDOT CERTIFICATION TRAINING

Chase your dream companies

500K+ Satisfied Students
100K+ Online Students
300+ Trainers
300K+ Placements
200+ Global Certifications
150+ Companies

1.2 Million Learners

1-1 Personlized Mentorship

60% Average Salary Hike

www.cromacampus.com

About PROGRAM

Learning Format
Online / Offline

Trainer
Industry Professionals

Career Services
By Croma Campus

Our course content has been specifically designed to turn you into a skilled professional in this industry. As a part of your certification training, you will receive enough study material and recorded video sessions that will help you cover all the latest trends and features in this course. The training session will comprise important sections, features, advantages, and scope of the technology in the coming years. Moreover, our qualified trainers will help you imbibe all the required skills, and information in a much better manner to help you in you becoming an expert in this technology. Post the completion of your course, you will receive a training certificate recognized world-wide.

What Make Us Trick

Career-oriented Sessions
Attend 25+ career-oriented sessions by industry mentors and prepare your career trajectory

Profile Building
Craft a Cloud Computing resume and LinkedIn profile and make an impression on top employers

Mock Interview Preparation
Prepare with mock interviews including most asked questions by top employers

1:1 Mentoring Sessions
Get 1:1 guidance at every step in your career transition to Cloud Computing

Dedicated Job Portal Access
Get exclusive access to 200 job postings per month on Intellipaat's job portal

Minimum 3 guaranteed interviews
Get job interviews with 400+ hiring partners including promising startups and top MNCs

Program FEATURES

Key Highlights

- Instructor - Led Training
- Self- paced Videos
- Project & Exercises
- Job Assistance
- Flexible Schedule
- Life Time Free Upgrade
- Mentor Support
- Guaranteed Interviews
- 1 - 1 with industry mentors
- Training Certification

Who Should Enroll in this Program?

Any technical degree or equivalents such as B.tech, M.tech, a degree in engineering, bachelor/master's in computer science, and basic programming knowledge.

This program caters to a wide audience, from those who are hoping to enter the industry

- Fresh graduates who are intent on taking the plunge into the job market
- Developers who are working in one of the functional roles of front-end or back
- Development and want to shift to full stack development
- Test engineers, system engineers, and others who want to make a career shift to

Module 1 : Introduction

- Introduction to Pardot
  - ◇ Introduction to Salesforce
  - ◇ Common Sales & Marketing Terms
  - ◇ Marketing Automation Goals and Planning
  - ◇ Quick visual of Pardot interface and navigation
  - ◇ Review the Pardot Glossary
- Technical Setup
  - ◇ Implementing Website Tracking Code
  - ◇ Adding DNS TXT Entries
  - ◇ Creating our CNAME and verification
  - ◇ Create or Add Users
  - ◇ Import Prospects
  - ◇ Manage Pardot Accounts
- Administration
  - ◇ Dashboard Overview
  - ◇ Pardot Connectors
  - ◇ Page Actions
  - ◇ Custom Fields
  - ◇ User Management
  - ◇ Recycle Bin

Module 2 : Salesforce and Pardot Integration

- How Pardot and Salesforce works together?
- Covering key items of things to know before connecting the two platforms
- Object Syncing
- Salesforce Connector
- Mapping Fields
- Field Syncing
- Creating the connector in SF and viewing the connector options in Pardot
- How to introduce your sales team to Pardot
- What needs to be done before importing our legacy contacts

Module 3 : Managing Pardot Visitors and Prospects

- Know Prospects
- Know Visitors
- Difference between prospects and visitors

- Prospect Records
- Prospects Creation
- Add Prospects Manually
- Assigning Prospects
- Deleting and Undeleting Prospects
- Merge Prospects
- Export Prospects
- Importing Prospects
- Tracking Prospect Field Updates
- Tracking Most Recent Prospect Activity
- Prospect Actions
- Prospect Accounts

Module 4 : List Management and Automation

- Introduction to Lists
  - ◇ What are Lists?
  - ◇ Types of Lists
  - ◇ Building List
  - ◇ Dynamic Lists
- Automation
  - ◇ Building Automation Rules
  - ◇ Building Segmentation Rules
  - ◇ Page Actions
- Scoring
  - ◇ Lead Qualification
  - ◇ Scoring Rules
  - ◇ Grading

Module 5 : Email Marketing

- Recap - before sending our first email
- Email templates vs List emails
- Building, testing and sending emails
- Verify Email Delivery
- Email preference center
- Working with the awesome Engagement Studio
- Review sending off our first email!
- Email Marketing and Permission-based Marketing

Module 6 : Lead Generation with forms, Landing Pages, Campaigns

- Form Creation and Form Handlers
- Landing Pages
- Layout Templates
- Creating a Landing Page
- Lead Generation
- Lead Management
- Lead Nurturing
- Creating an Engagement Program
- SEO Monitoring: Keywords and Competitors
- Social Marketing and Social Posting
- Custom Redirects, dynamic content, and folders
- Built-in Pardot Reports
- Pardot Campaigns
- Creating a Pardot Campaign
- Pardot Campaigns vs. Salesforce Campaigns

Module 7 : Placement Guide

- Tips to clear an Interview
- Common Interview questions and answers
- Salesforce Pardot Interview Questions and Answers
- Resume Building Guide
- Attempt for Salesforce Pardot Global Certification Exam
- Start applying for Jobs

e-Learning through LMS

Learning Management System

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

Key Features Learning Management System

- Live Sessions with Class recordings
- Get study material with Assignments.
- Track your curriculum covered.
- Track your class wise attendance
- Share your feedback for Trainer & Training
- Get your Training Certificate from LMS

Training Certification

Earn Your Certificate

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.

Croma Campus is Nasscom Certified

Croma Campus is now

NASSCOM®

Certified Member

Croma Campus! Reviews

"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

"By The Students For The Students"

Your Success Is Our Story

Bharat

"I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines."

Ankit

"It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support."

Umesh

"Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone."

Shams Khan

"Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes."

Meet Our Team

Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.

Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.

Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.

Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.

Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.

HR Team

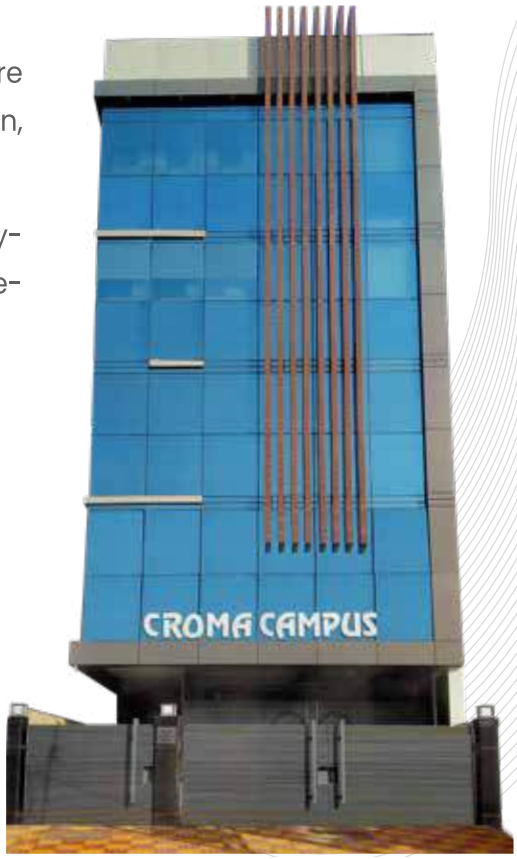
Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.

Glimpse Of Our Office

Look Who We are

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



About Croma Campus

“Our Mission is to Build Nation through Education & Beyond Limitation.”

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 12 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

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