



Pardot to Salesforce Marketing Cloud

On the path to omnichannel communication

CBS Executive Education program was seeking to modernize its marketing automation platform by migrating from Pardot to SFMC. JourneyBlazers was selected to lead this initiative, encompassing a comprehensive transition plan that includes asset auditing, channel enablement (email, SMS, WhatsApp), IP warming, data migration, platform governance and staff training. This slide details the ongoing project, highlighting the key phases.

Initiatives:

- **Discovery and Training Workshops:** Initial workshops to understand existing workflows, identify requirements, and provide introductory training to CBS EE teams.
- **Asset Audit:** Thorough audit of assets within Pardot to prepare for migration and optimization within SFMC.
- **Channel Enablement:** Setting up and configuring email, SMS (including short code acquisition), and WhatsApp channels within Salesforce Marketing Cloud.
- **IP Warming:** Gradually increasing email volume from the new SFMC instance to establish a positive sender reputation.
- **Data and Asset Migration:** Transferring data and marketing assets from Pardot to SFMC including inflight campaigns
- **Ongoing Training and Support:** Providing comprehensive training upfront via workshops and continuous support to ensure effective utilization of SFMC.

Results:

- Successful migration from Pardot to Salesforce Marketing Cloud.
- Enablement of email, SMS, and WhatsApp marketing channels within SFMC along with omnichannel Journey implementation
- Integration with Salesforce CRM (future Ed Cloud)
- Setting up solid scalable foundation for Marketing Cloud Personalization and Intelligence
- Maintained and enhanced communication with prospects and customers.
- Improved marketing automation capabilities and reporting.
- Trained staff proficient in using Salesforce Marketing Cloud.