

Client:

Fransmart

Industry:

Franchise Development

Headquarters:

United States

Project:

Pardot Implementation with Website Integration

Implementing Pardot for franchise development company

Challenge

Fransmart was using different microsites to promote their customers' brands, which became a complex process for them to handle. They came to us needing a way to automate manual sales and marketing processes in order to free up time to focus on value-adding touchpoints for their clients and grow their business.

Platform

The platform that highly suited this project was **Pardot**.

Solution

To resolve the complex microsite issue, we synchronized marketing data and websites in the real time, ultimately helping Fransmart enhance their clients' digital presences. We developed a plan of attack with a mixture of custom-coded Pardot forms, Pardot form handlers and Landing Pages which are now hosted directly on their clients' websites. Where friction points were identified, Pardot landing pages and forms are now able to be easily deployed without any difficulty, enabling the simple gathering of prospects' details and the delivery of valuable information at a time when it will best benefit the prospect.

Results

- Separate Microsites no longer need to be created.
- Customer websites are achieving better SEO, lead generation and digital marketing results.
- Pardot has helped to generate pre-qualified leads via the websites.
- Pardot has become a master database for all the brands which has reduced manual data-gathering efforts.
- Information that was previously warehoused was made accessible. Now sales teams were able to see prospects' interaction with digital marketing channels.
- Pardot's web tracking functionality has enabled Fransmart to achieve heightened marketing goals in the same way it has helped their customers.