



Marketing Cloud Account Engagement (Pardot)

Salesforce MCAE Package: Smart Flow

Accelerate your journey to Salesforce success
with the Salesforce Partner you can trust

brysa



brysa

Of Spanish origin meaning “Breeze”.
A Personalisation, Operational automation,
and Salesforce modernisation company.



Our Expertise

At Brysa, we specialise in enabling organisations to unlock the full potential of Salesforce. Our quick start packages are designed to help you get up and running swiftly and cost-effectively.

Our Approach

We understand the importance of seeing a return on your investment quickly. Our structured methodology eliminates the uncertainties often associated with traditional engagements.

Our Promise

Exceptional quality, tailored to your needs, delivered on time and within budget.



Marketing Cloud Account Engagement empowers marketing and sales teams to work together to find and nurture leads, close more deals, and maximise ROI with **Brysa MCAE Package: Smart Flow.**

The ideal tool for organisations looking to grow their B2B pipeline and automate their marketing operations.

Completed implementation with a fixed cost.

Ongoing support to ensure staff training for long term success.

£3,500 excl Tax



Discovery & Design

Project Planning

- Project Kickoff
- Workshop
- Implementation Plan

Technical Setup

- Vanity Tracker Domain (CNAME)*
- Email Authentication*
- Website Tracking Code*

Salesforce Integration

- Salesforce Connector Configuration
- Update Salesforce Lead/Contact Page Layouts
- Users and Single Sign-On Configuration
- Initial Prospect Import from Salesforce

*Brysa to offer guidance so that the client can implement

**All HTML creative to be provided by the client

What is included in this MCAE Package



Marketing Asset Setup

Email Template Setup**	2
Landing Page Setup**	2
Form/Form Handler**	2
Account Engagement	
Campaign Setup	2
List Setup	1
Engagement Prog. Setup	1
Automation Rules	5
Add-On Connector Setup	

Training & Support

2x2 Hour Training
Sessions (Remote)
30 Days of Go-Live
Support (up to 4 hours)

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What is not included?

While our package is comprehensive, some elements are **outside the scope**.

However, for these additional features, our team can work with you to create custom solutions.

Features that are not a part of this Package:

- Designing any creative content (HTML or other)
- Lead functionality in Salesforce (except for integration and page layouts)
- Custom object integration
- Setting up custom roles in Marketing Cloud
- Setting up Salesforce Campaigns
- Data Cleansing

Since we are not a creative marketing agency, we will be relying on your team to provide us with the following:

- All creative content, including HTML emails, styling for forms and whitepapers.
- Strategy for any engagement/drip campaigns.

We will work with your IT team to address the following items, and it will be up to you to make the required changes on your end:

- Vanity URL (CNAME) & Email Authentication: We'll configure Marketing Cloud, and you are responsible for updating your DNS settings
- Website Tracking Code: We will provide you with website tracking code and you will be responsible for adding this to your website. If you use wordpress, there is a plugin available for this.





Prerequisites

To ensure smooth
implementation, we
require

Signed Statement of Work (SoW) with **Brysa**.

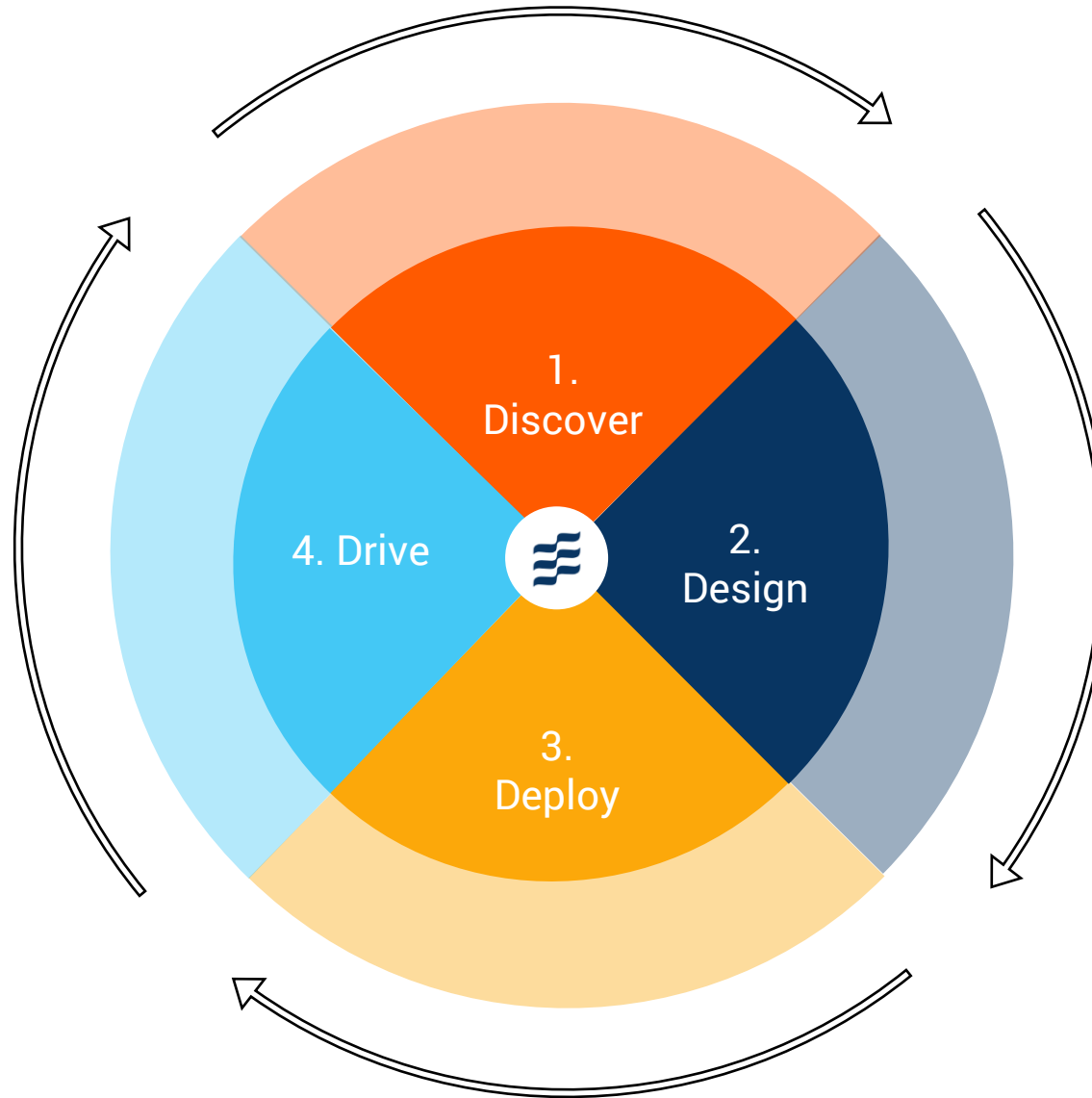
A new, clean Salesforce instance with appropriate licences.

Clean data, provided in the right format.



Process

The Brysa Way

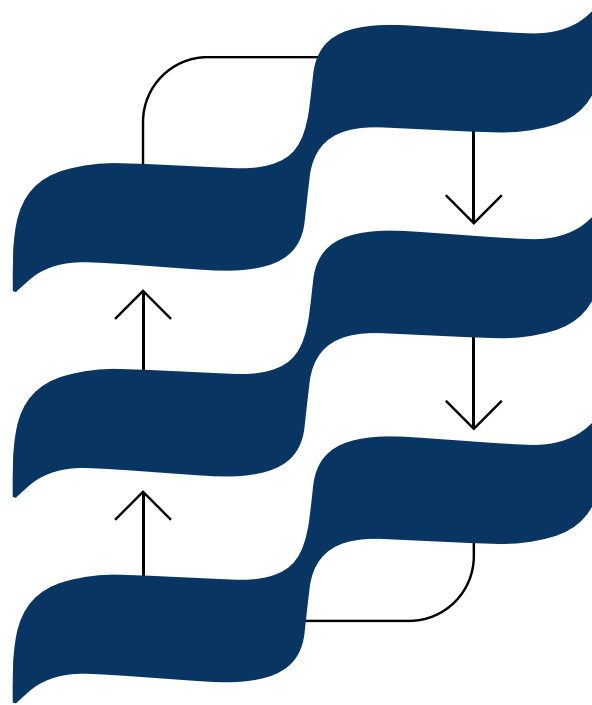


As trusted Salesforce experts, Brysa is committed to delivering excellence.

Our experienced consultants coupled with a client focused approach make us the partner of choice for organisations looking to achieve Salesforce success.



We call this the
Brysa Effect.



Automated operations.
Systems harmonised.
Technical debt reduced.
And employees in **flow**, embracing an
AI-powered world.

Who Am I?



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