

 ROUTINE  
AUTOMATION

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Salesforce  
**Webinar**  
**Integrations**  
To Boost Sales



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# GoTo Webinar

GoTo Webinar is a popular platform for hosting webinars and online events. GoTo Webinar and Pardot can be integrated to improve business processes, particularly in marketing and sales. The integration can streamline lead generation and lead nurturing by capturing attendee information and creating new leads in Pardot, and nurturing those leads with targeted marketing messages.



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# Webex

Webex is a video conferencing and collaboration tool that enables remote teams to communicate and collaborate effectively. Integrating Webex with Pardot allows tracking and analyzing customer interactions during Webex meetings and events. This provides valuable insights into customer behavior and preferences and can be used to create targeted marketing campaigns.

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# ReadyTalk

ReadyTalk is a web conferencing and webinar solution that enables businesses to host online meetings, webinars, and virtual events. Integrating ReadyTalk with Pardot can improve sales alignment by automating several marketing processes, such as lead nurturing and follow-up. Streamline marketing processes, and enhance reporting and analytics.



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# Should Salesforce be your next big move?

Contact us today 



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Thank u ;)