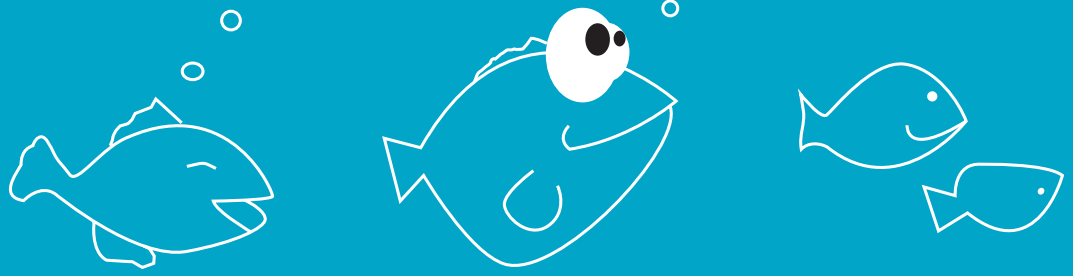
MODERN MARKETING BASICS

PUSHING PAST SEND

4 Ways to Survive the Looming e-Maelstrom.



TO DO:

- Uncover a Well Behaved Audience
- Don't Duplicate. Automate.
- Empower Sales. And Watch Out!
- See Beyond the Click.

ORACLE | eloqua

The winds of change are upon us

By 2017 there will be: 206 billion emails sent every day to 4.9 billion email accounts

Based on those mind-boggling numbers from Radicati Group, it would be easy to assume that B2B and B2C emails will be making up a healthy portion of that activity. And why not? Email's cheap. It's relatively easy. And it works. Mostly.

Gale Warning. Roughly 100 billion spam emails were sent *just today*.

And another 100 billion will be sent tomorrow. In other words, email recipients now assume at least half of what fills their inboxes to be useless junk and a good portion of the rest to just be mistimed or mis-targeted annoyances. And considering that according to Consumer Reports the average online attention span has decreased from 10 seconds to 8 in just the past decade, there just isn't as much time to convince a prospect to bother with your offer or message.

Don't Despair. There are powerful new ways to stand out in the e-maelstrom.

But we know there's no resting on the laurels of our previous tactics. The usual untargeted, non-personalized, batch and blast with hopes of hitting someone—anyone—who's interested won't work. Cutting through all that clutter requires thinking past the send button to leverage a mix of tactics—beyond the inbox—that will drive significant results from your marketing.

Use This Checklist. See how to storm-proof *your* marketing in 4 key areas.

This guide is set up to help you compare your current email marketing tactics and technology against four core areas where marketing automation extends the power of email (without banking everything on it): Audience Targeting, Automating Marketing Tactics, Enabling Sales, and Measuring Results.

WHAT'S INSIDE?

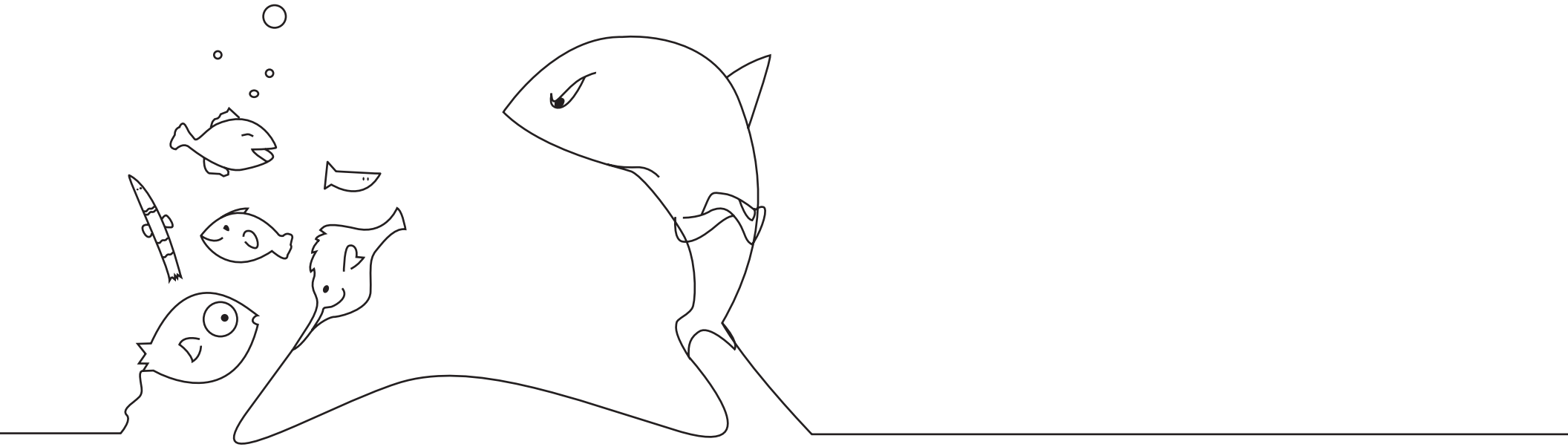
4 Ways to Get More from Marketing

1. **Uncover a Well-Behaved Audience**
   Use behavior and preferences to trigger the most relevant offers.
2. **Don't Duplicate. Automate.**
   Manage repetitive tasks with technology, not time.
3. **Empower Sales. And Watch Out!**
   Give them real-time data and insight into each prospect's buying attitude to better understand lead quality.
4. **See Beyond the Click**
   Transform email into just one part of the powerful whole.

SOURCES

1. Radicati Group, Email Statistics Report, 2013-2017
2. Commtouch's Internet Threats Trend Report for the first quarter of 2013, an average of 97.4 billion spam e-mails and 973 million malware e-mails were sent worldwide each day in Q1 2013.

Uncover a Well Behaved Audience



Uncover a Well Behaved Audience

Tough truth: We marketers are a biased group.

We pour our time and creativity into what we do—and when that moment comes to select an audience for a promotion, we tend to go big. Let everyone see what we created! But it's not just ego that can drive mass blasting. Unfortunately, many simply lack a better way to target.

How do you pull contact lists now?

Is it only based primarily on demographic or static data? If so, you're missing out on vital indicators of someone's likeliness to act: How they've behaved in the past. How they are behaving right now. How you can calculate they'll behave tomorrow. Sadly, most email providers are unable to track past offer response and web activity, so segmenting on behavior just isn't an option. The result is massive, de-personalized email blasts (AKA the cause of low open and click through rates).



It's time for Predictive Targeting.

Imagine 100% accurate weather forecasts—no more spoiled picnics or baseball games! When you can target your offer based on what someone has demonstrated an active interest in, they're more likely to engage. Here are a few ways that marketing technology can help you find the best-behaved audience:

Digital Body Language

Today's buyers start their journey online, researching your product or service extensively before wanting to connect. (Research shows that as much as 70% of the decision making process is done online before even engaging with a sales person or tool.) We call these online "clues" a person's Digital Body Language™. Each activity or preference can be tracked in Eloqua and used as key indicator for sales and marketing about what messages and offers will best resonate.

> **"Campaigns that target based on web site user click-stream data generate conversion rates that outperform untargeted broadcast campaigns by nearly 4 to 1."**
>
> — Forrester Research



Example: Think about targeting a field event invite focused on "widget x" to anyone who is located near that region, but has also visited the "widget x" information page online in the last quarter and read blogs or posts about the product on social media. Conversions would skyrocket!

Standardized and Normalize Data/Fields

Imagine trying to pull a list based on the values in JUST the 'First Name' field. You'd have to include every possible first name that existed in your database! This scenario seems crazy, but it's similar to the frustration most marketers face when trying to target on "job title" or "state." If the values in these fields aren't entered in the same way (standardized or normalized) then you have to query against every version of that job title (think CMO, C.M.O, Chief Marketing Officer, etc.) to capture the entire audience. With Eloqua, data values are easily standardized to ensure you get what you're looking for.

List Flexibility

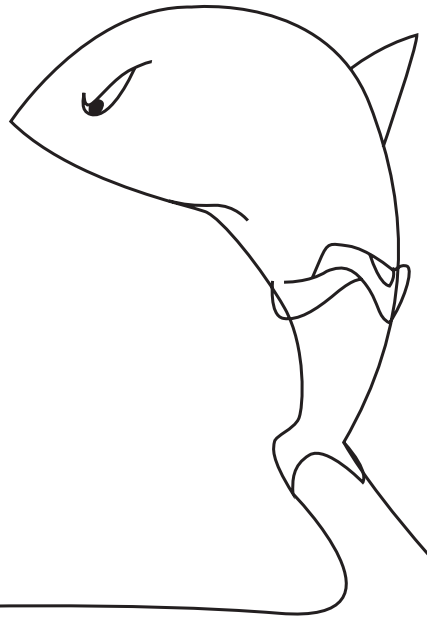
Have you ever received a contact list and then realized you forgot to exclude a group of people or that you simply had the wrong information? Normally this results in spreadsheet acrobatics, fun with pivot tables, and delayed execution. But making on the fly adjustments is simple in Eloqua—no spreadsheet is necessary. And you can trust your excludes will actually be excluded.

Frequency Guardrails

You know how much time and money can be consumed growing and tending to a marketing database. Are you putting all that work at risk by over-communicating? With Eloqua, you can easily set system level excludes to ensure contacts don't get over-communicated to, plus you're a click away from visual reports of email volume by core audience segments.

MODERN MARKETER IN ACTION

By dynamically personalizing email message content targeted at existing customers post-purchase, RedEye International leveraged behavioral data in program that yielded a 80% unique click through rate, and 7% conversion rate.



Uncover a Well Behaved Audience

Answer these questions to determine your targeting prowess.

I can easily and confidently identify audience members based on demographic data. ☐ YES ☐ NO

I am confident that this demographic data is accurate and standardized. ☐ YES ☐ NO

I am targeting contacts based on past email response activity. ☐ YES ☐ NO

I am targeting contacts based on past website activity. ☐ YES ☐ NO

I am able to make on the fly adjustments to my target list. ☐ YES ☐ NO

I am easily able to manage communication frequency for my prospect/ customer database. ☐ YES ☐ NO

If you answered "No" to any of these consider this.

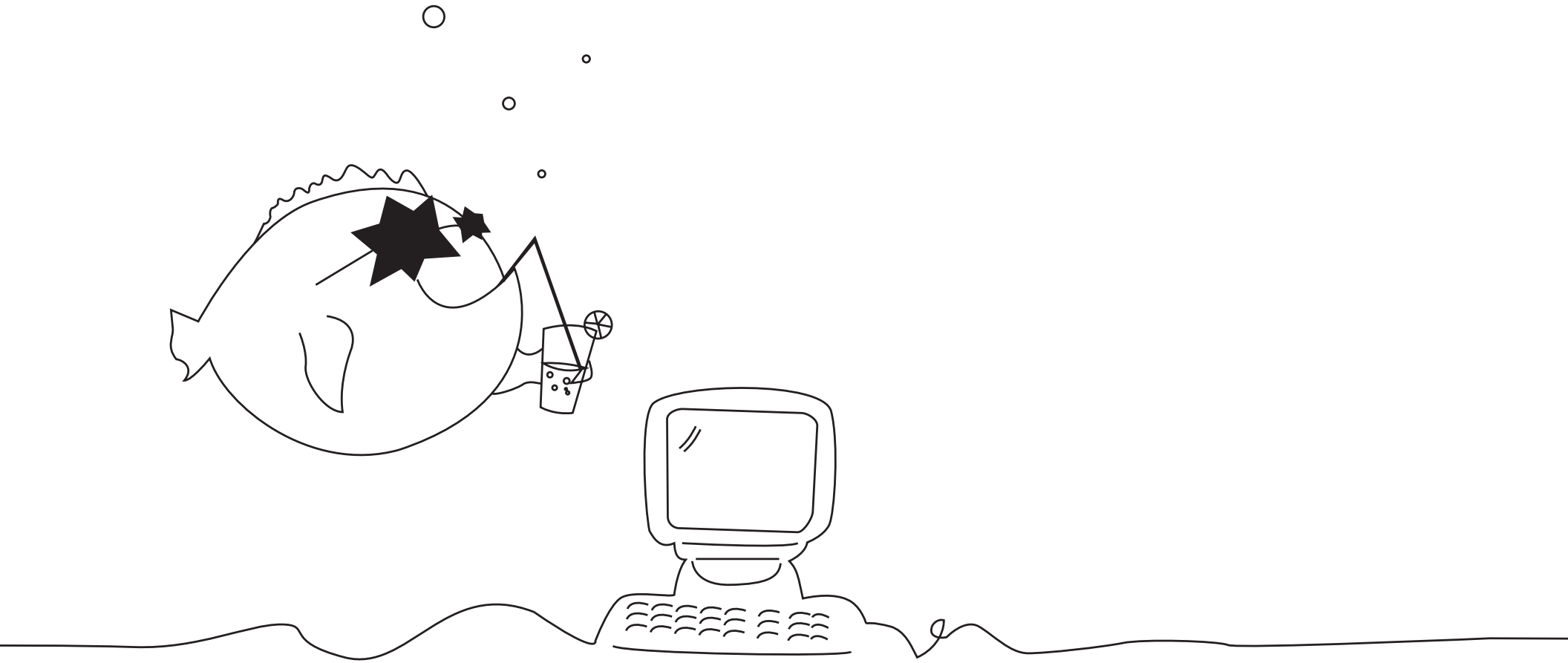
Marketing automation technology can help you build and manage the perfect lists and campaigns by helping you better establish:

Who: Standardized and normalized prospect job title and organizational role, filtered by lead rating and past activity.

What: Automatic, comprehensive profiles for any individual that visits your online presences or responds to a marketing effort.

When: Logs of page visits and views, CTAs responded to, and the like—all embeddable in your sales CRM system.

Don’t Duplicate. Automate.



Don't Duplicate. Automate.

It's that wheel everyone talks about *not* re-inventing.

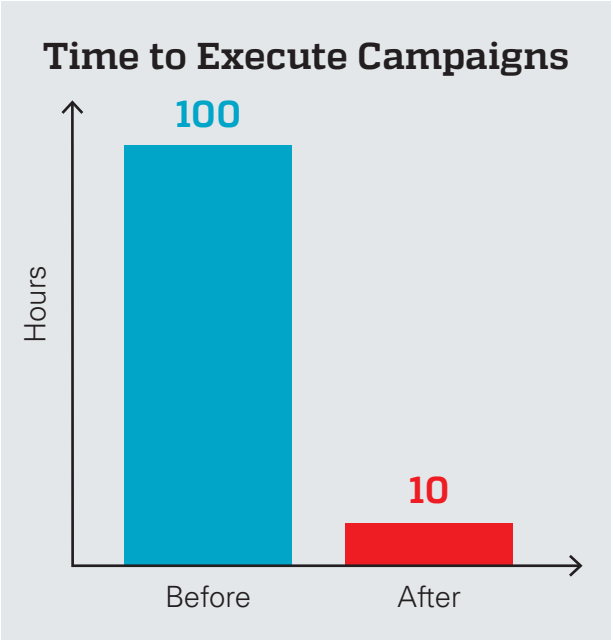
Write down the process you went through executing communications for your last webinar or event. Your list probably looks like this:

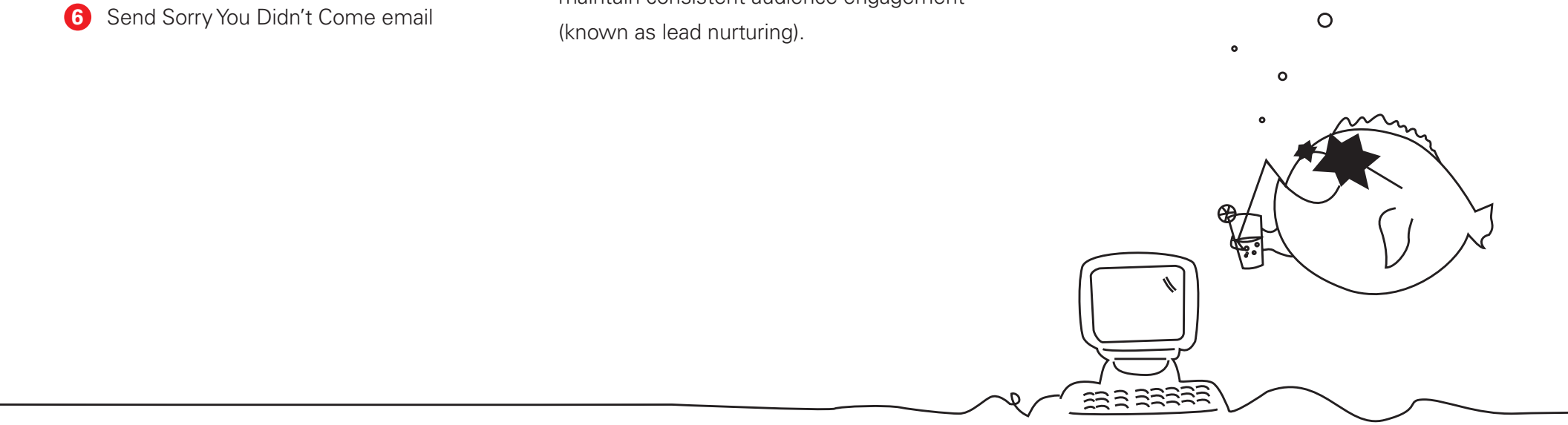
1. Send first invite email
2. Send confirmation of registration
3. Send a second invite to non-registrants
4. Send a reminder pre-event
5. Send Thank You email
6. Send Sorry You Didn't Come email

These steps remain more or less the same each time, right? The content may change, but the time between invitations is likely pretty similar. Why spend time scheduling reminders to execute the next step, recreating the same process every time?

Launch and move on to other things.

With **marketing automation**, you can trigger communications based on actions and build a re-usable process/workflow for events, webinars and other repetitive tasks. By automating these manual procedures, marketing can more easily maintain consistent audience engagement (known as lead nurturing).





Note: Not all automation is the same.

Yes, some email providers can trigger communications based on a limited set of actions, but they fall short on both the breadth of triggered events, as well as the ability to automate outreach after that first touch. Modern Marketing solutions should be able to automate basic, serial campaigns (e.g., send an email, wait a day, send another, if the user clicked-through send X, if not send Y, etc.). However, the more comprehensive and creative a marketer wishes to be, the more flexible the solution must be to support those processes.

There are timesaving differentiators with Eloqua.

Ready to Use Templates and Libraries
Access a robust library of proven, award-winning multi-touch program templates to help you get started faster with programs like lead scoring and nurturing.

Intuitive "Build Your Own" Options
Create your own multi-touch, multi-channel programs for webinar/event/offer execution and follow up. Copy and re-use for similar activities.

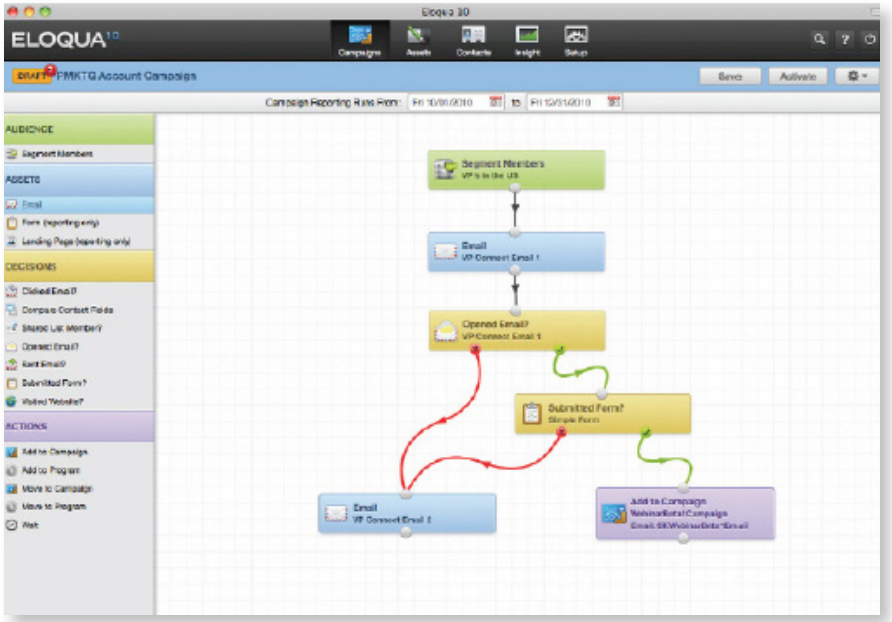
Master Control
Trigger any number of emails (or direct mail, voicemail, SMS) off of web activity, form submissions, content tags, email responses, profile information and more.

Copy and Modify
Quickly re-purpose successful campaigns; adjust triggers, copy, images, and forms as needed.

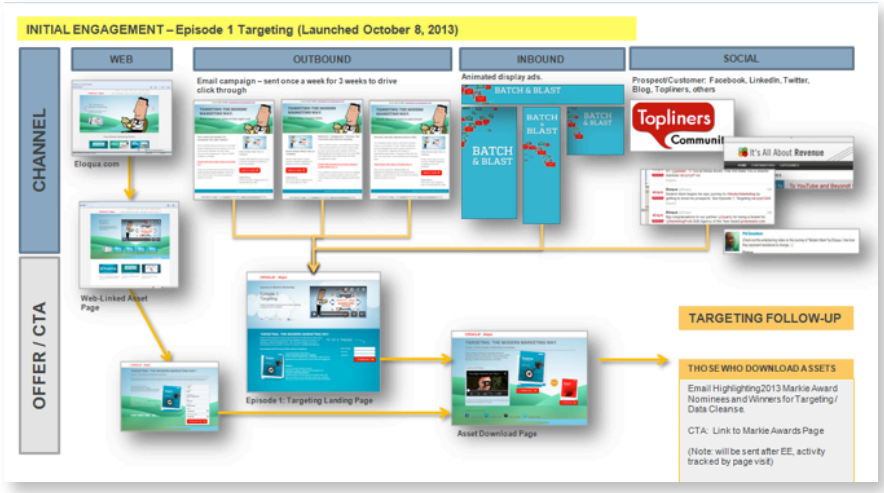


Ready to Play?

The campaign canvas lets you build, test, launch, and reuse simple campaigns…



Eloqua's Campaign Canvas allows easy drag and drop design for single or multi-touch. Build once. Re-use often.



…to complex multi-channel, efforts driving many queries from many sources with many triggers.

MODERN MARKETING IN ACTION

After sending out its first email survey to solicit fan feedback, the Chicago Bears received a response rate 3xs more than the rate considered satisfactory. Through the use of surveys, the Bears are able to gain additional insight to ensure that they are providing the best experience to season ticket holders, fans, corporate partners and key stakeholders.

MODERN MARKETING IN ACTION

By tailoring content to the needs of highly qualified leads with an automatically triggered nurture program, Trelleborg Marine Systems offered value with a focused program. It yielded a 56% open rate, more than 38% click through rate, and 87% conversion rate.

Don't Duplicate. Automate.

Answer these questions to see if automation could put hours back in your day.

I can easily and confidently identify audience members based on demographic data. ☐ YES ☐ NO

I often use the same process to execute marketing activities (i.e. webinars include invite #1, invite reminder, follow up (attendee/non attendee). ☐ YES ☐ NO

I currently repeat the timing and sending of event-based emails manually each time we run an event. ☐ YES ☐ NO

Emails are triggered automatically when specific activity occurs on our web site, like a form submit or asset download. ☐ YES ☐ NO

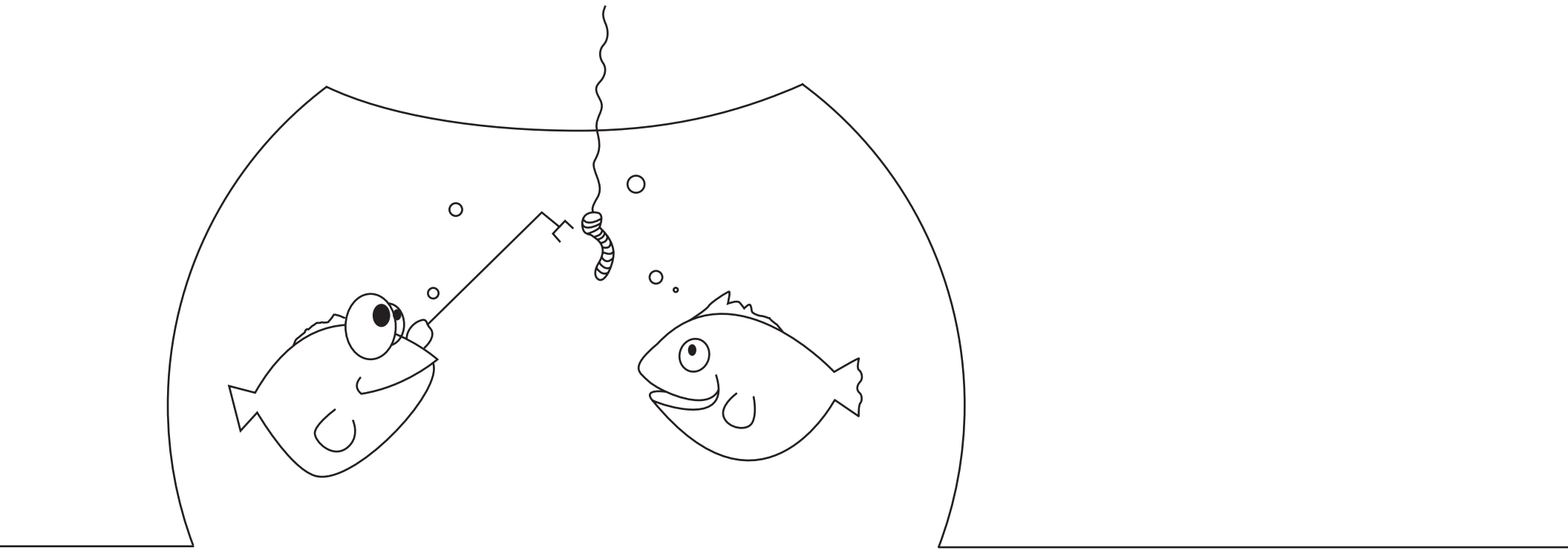
I have the ability to create a consistent buying process/experience for every lead that enters our database. ☐ YES ☐ NO

If you answered "No" to any of these consider this.

Eloqua marketing automation technology is designed to quickly facilitate robust campaigns, regardless of complexity, with tools enabling:

- Email marketing, demand generation, and content marketing programs.
- Webinars, renewal/upsell campaigns, customer marketing campaigns, and more
- New contact nurturing campaigns
- Opportunity stage nurturing campaigns

Empower Sales. And Watch Out!



Empower Sales. And Watch Out!

Hard truth: Most of those "hot prospects" are not even thawed out.

Anecdotal data shows that over 60% of B2B marketers send ALL leads directly to sales. Yikes. When the sales team is left without insight into the digital activity of their prospects, they're calling blindly—trying to stumble over the most qualified prospects.

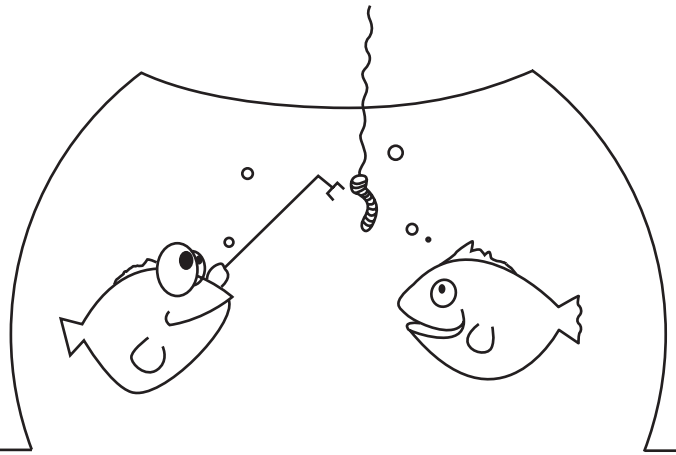
SiriusDecisions benchmarks show that on average, each lead is called 10 times with only a 10% chance of connecting! This inefficiency is costly and a main point of tension between sales and marketing teams.

Shine a bright light on real leads. A very bright light.

While a growing number of email service providers offer CRM integration—which is a step in the right direction—there is so much more that marketing can do to help align with sales to drive efficiency and results. Here are some examples of what Eloqua can help you do for your friends over the trenches:

Hold back 'cold' leads

Let sales focus on calling the leads most ready to buy. "Score" leads based on each person's level of fit for your product/services and their engagement (Digital Body Language). Those not yet ready to buy, or missing valuable profile data stay with marketing to be further profiled and nurtured until they are sales ready.



MODERN MARKETING IN ACTION

With a shared view of the revenue process, Thomson Reuters has seen a 23% increase in the number of leads routed from marketing to sales, as well as a 175% increase in revenue attributed to marketing leads.

Companies that implement dynamic lead scoring have a 192% higher average lead qualification rate than other companies.

— Aberdeen Research

Share Contact Level Marketing Data

Give sales reps a visual, interactive view of each contact's digital history – emails opened and clicked through, web visits, search terms—everything they need to hone and target their sales pitch. Even set up real-time alerts when key contacts are hitting the web site for a timely response.

Help 'Build' Territory Call Lists

Eloqua Discover provides a roll-up of the Digital Body Language of individual contacts to the account level, reps now see when certain accounts are really hot—an indicator of an active sales cycle that helps to validate current targets and identify those that weren't yet on the radar.

Empower Reps to Respond

Now that you've shared who is interested and what they're interested in; give reps marketing approved email templates that they can send from Outlook on the spot. Track open and click-through rates just like any other communication.



Eloqua Prospect Profiler gives sales a visual interactive view of a contact's digital history.

Empower Sales. And Watch Out!

Answer these questions to uncover areas where Sales and Marketing alignment could improve.

Sales often complains about the quality or quantity of marketing leads.

☐ YES ☐ NO

We pass every marketing lead to sales for follow up.

☐ YES ☐ NO

I feel confident that sales has the best insight into each leads history of activity with our company. ☐ YES ☐ NO

I can easily alert sales to the most interested/ready to buy leads.

☐ YES ☐ NO

Sales is empowered with on-brand, on-message content they can use to respond to interested leads. ☐ YES ☐ NO

If you answered "No" to any of these consider this.

When integrated with CRM and connected to a set of prospect intelligence tools, marketing automation can make a dramatic difference in sales results.

- Who are the most engaged buyers?
- How did they respond to your email campaign?
- What web pages did the prospect visit?
- Which search terms brought them to your site?
- Are the exploring your web site now?

See Beyond the Click.



See Beyond the Click.

Transform email into just one part of the powerful whole.

Some fun facts from a recent eMarketer survey of B2B marketing departments:

- **45%** expected to increase search engine advertising spending
- **43%** foresee an increase in mobile advertising
- **41%** an increase in e-newsletter ad participation

But… Nearly 70% will NOT see an increase in budget.

It's going to take more than email clicks to prove marketing value (and a reason for more funding).

If you were to break measurement and reporting into two categories—info I need to do my job better, and info my boss needs to show marketing's contribution; where would email open and click-through rates fit? Not for your boss.

And, what about you? Does watching the click-through rate like a hawk really give you the insight you need to spot patterns of success or even audience preference? Does it help inspire you to brainstorm new ways to help grow sales pipeline? Probably not.

Email may make up the majority of marketing communication, but it is not the only way that a buyer interacts with your business - so why would it be the main measure of your success? Closing the loop on dollars spent and dollars made—across all channels—is the only way to gain one view of the truth into the tactics and strategies that guide marketing's contribution to the bottom line.

Integrate your channels; search, display, social, web, etc., into a comprehensive set of campaign measures and metrics to truly understand the influence of marketing. Gone are the days of when integrated campaigns mean nothing more than "loosely coordinated" activities.

Eloqua is ready to help you report marketing contribution.

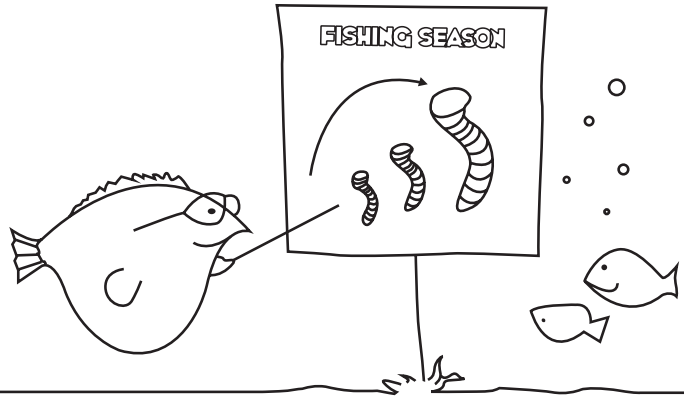
Tie movement at each stage of the buying process back to marketing touch-points for insight on what's really working and what's not.

Real-time ROI reporting by tactic and channel (email, display ads, paid search, for example), or rolled up to entire campaigns/geographies/product lines, etc.

Automatically email key reports to anyone in the organization using pre-scheduled sharing features.

Dynamic, interactive reports let you drill down, filter, export and add similar contacts to strategic segments for true insight to action.

Use out of box reports, or flex your creative muscles by building your own dashboards.



See Beyond the Click.

Answer these questions to expose opportunities for improved insight.

I can tie my email campaigns to revenue to "close the loop" on my email marketing efforts. ☐ YES ☐ NO

I can easily track the progression of email responders to qualified leads to opportunities — without a spreadsheet. ☐ YES ☐ NO

I can measure the effectiveness of my campaign by geography and product line. ☐ YES ☐ NO

My boss can view a real-time dashboard to see how my email marketing drives business results. ☐ YES ☐ NO

If you answered "No" to any of these consider this.

Eloqua gives you greater visibility into the marketing metrics that drive your business:

- Dashboards and reports with integrated data from social media, email, web site, and sales pipeline
- Web site analytics
- Performance reports on all assets within a campaign for a holistic view of program effectiveness.

So, are you ready for the impending e-maelstrom?

Only the sturdiest and swiftest will weather the storm.

Ensuring that your content is relevant to subscribers and is in line with their expectations is the easiest and most effective way to maximize your email communications. Marketers rely on email automation to drive 7x the inquiries, 4x the leads, and nearly 3x the revenue of the S&P 500 average. How? By extending the power of their email marketing strategies. Their formula for success includes a strategy with winning touch-points based on buyer interests that align with sales. They also measure and optimize their efforts for predictable revenue generation.



QUANTIFY YOUR ENGAGEMENT:

Best in Class Eloqua users see an average 26% click-thru rate and 58% open rate in their traditional email marketing efforts.

Oracle Eloqua is the leading provider of modern marketing automation and revenue performance management software that helps ensure every component of marketing works harder and more efficiently to drive revenue. Eloqua software is now the centerpiece of the Oracle Marketing Cloud. Companies across a wide range of industries rely on Eloqua's cloud-based software, professional services and education programs to help them automate marketing processes across multiple channels, target and nurture prospects and deliver highly qualified leads at a lower cost to sales teams.

For more information, visit www.eloqua.com, subscribe to the "It's All About Revenue" blog, call 866.327.8764, or email demand@eloqua.com

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