ORACLE | eloqua

The Changing Face of Modern Marketing

Fresh Insights for Social Media Marketers



Welcome to the Age of the Empowered Customer

Today's customers live in a multichannel world where they are **always connected, always on the go,** and **always informed**. They connect with the sales process across a wide variety of touchpoints, with social media playing a pivotal role in their buying journey.

These empowered customers seek their own information, share experiences and insights with others, and expect fast answers to enquiries through their channels of choice. In doing so they generate vast quantities of data that marketers can use to provide them with relevant, personalised experiences that intelligently move them through their buying process.





67%

of the buyer's journey is

now done digitally.

SiriusDecisions

The Increasing Importance of Social Media Marketing

Recently, the role of social media marketers (SMMs) has become a lot broader and increasingly critical in the sales process. Your role now requires **connecting, reaching, engaging** and **understanding** consumers across multiple platforms.

As the buying process has evolved, Social Media has become more closely integrated with Sales. Today's social media marketers often perform tasks that were traditionally handled by salespeople, such as educating prospects and moving them through their buying journey.

With the right data and solutions, marketers can get valuable insight into where buyers are in their journey, enabling them to deliver the right content at the right time.

Only marketers who are customer-obsessed and adapt to consumers' changing behaviours in real time will succeed

Forrester Research

Tightening Targeting

Traditionally, customer knowledge was accumulated and held individually by salespeople. Gradually, this evolved into modern Customer Relationship Management (CRM). Now, we can go even further, thanks to the emergence of Social Relationship Management (SRM) and Digital Body Language monitoring.

Digital Body Language monitoring allows SMMs to assess a prospect's needs by tracking and analysing their social media activity and previous engagements. With this information, SMMs can build up detailed customer personas and profiles that enable them to deliver a highly tailored buying experience.

Pairing this with advanced **Social Listening** technology provides SMMs with a complete picture of their prospects, giving them the ability to target content and communications more accurately than ever before.



Improving Engagement

By using detailed customer data and profiles, SMMs can now automate many of the ways that they engage with prospects. The high quality insights granted by Digital Body Language monitoring and social listening can be used by new cloud-based marketing solutions to automatically deliver highly targeted content and communications to the right prospects at the right time.

This gives SMMs the opportunity to take a more proactive approach to customer engagement and connect with individual prospects on a personal level. The time saved by reducing day-to-day tasks enables SMMs to go the extra mile and create strong 1-to-1 relationships with individual prospects.

As content marketing continues to grow in popularity, these insights can help organisations increase the focus, relevance, and appeal of the content they produce, in addition to simplifying how the content is delivered to prospects.



Summary and Next Steps

While the role of the SMM is becoming broader with a greater number of responsibilities, there are a range of new technologies and solutions that are making their day-to-day tasks simpler. By reducing the time and effort needed to deliver the right content to the right prospects at the right time, SMMs can focus on delivering the personalised cross-channel experiences that today's empowered customers demand.

Here are some actions that you can start taking today to measure and increase the value your company gets from its marketing activities:

1. Use **Social Listening** to learn more about the issues and topics that truly matter to your prospects as they learn about your products and services

2. Integrate your prospect's **Digital Body Language** through social channels into demand generation efforts for a more complete view of the buyer along their journey

3. Create **automated campaigns** that allow you to send prospects and customers the right message, at the right time, through the right marketing channel

4. Monitor and review **engagement analytics** to learn how you can improve and refine future campaigns

5. Start having **meaningful conversations** with your superiors about the social media and marketing automation solutions available to help you support the company's business goals

How to widen your sales net with lead management

eloqua.com

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 or subscribe to the "It's All About Revenue" blog.
1.866.327.8764 — demand@eloqua.com
+44 (0) 80 8234 2143 — europe@eloqua.com

Copyright © 2013, Oracle and/or its affiliates. All rights reserved.

ORACLE | eloqua