ELOQUA
THE POWER TO SUCCEED

AUTOMATE MARKETING

Q: Are inefficient, manual marketing processes consuming all your time?

Problem:

Your process for creating and deploying marketing campaigns lacks scale and efficiency – forcing you to be more reactive than you'd like. Whether its building lists, managing leads, or creating emails and landing pages – the development of each new campaign is like reinventing the wheel. Spending so much time executing programs leaves you with little bandwidth to focus on strategic initiatives or new ideas.

Solution:

Thousands of marketers are transforming manual tasks into efficient, repeatable processes with automation. By automating core workflows using basic logic, marketers can predictably deliver key touch points throughout the customer lifecycle. From webinars and lead nurturing campaigns to lead scoring and routing programs, automating demand generation processes frees up marketing bandwidth to focus on innovation.

> "We have nine different brands. We have three million contacts in our database. We have 20 different programs. And we are doing this with just two people using Eloqua."
>
> ~Carson Poppenger
> *Senior Manager of Lifecycle Marketing, Prosper*

Feeling Like You're Running in Place?

Is sorting and routing sales leads a full time job? Do multiple tools and systems make basic campaign execution a chore? Does your marketing team spend too much time deploying campaigns when they could be finding new ways to drive demand? If you feel like you're running all the time but aren't getting anywhere—there is a better way.

Hundreds of organizations use Eloqua's marketing automation platform to eliminate the busy work that gets in the way of actually getting work done. From the most basic email marketing programs to sophisticated multi-step campaigns—marketers are driving efficiency with automation. Whether you need to trigger a renewal communication, automatically route web leads to sales or initiate a long term nurturing program, Eloqua's powerful workflow automation let's you build sophisticated marketing programs that are working even when you're not there.

Using automation, Concur cut the time required to execute an event program from start to finish by 80%.

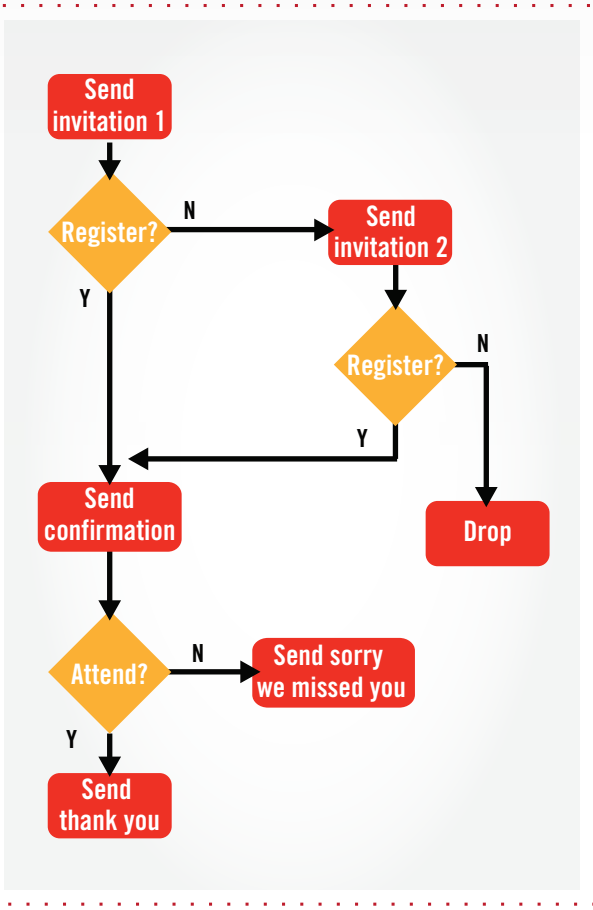
GO AHEAD... DO MORE WITH LESS

Not only does Eloqua increase marketing productivity so you can accomplish more without adding headcount, but for many customers—it feels like they've gained additional staff. Drawing on the power of logic-based workflows and event triggered campaigns, Eloqua allows you to execute targeted communications across all marketing channels.

HOW IT WORKS:

You probably have many marketing processes that require the same steps every time. Webinars and events are a perfect example. You build a list, create and send an invite and then wait to see who registers so you can follow up with reminders and additional details. After the event, you send "thanks for coming" and "sorry we missed you" messages, sort and distribute leads and try to measure the impact of your campaign. The whole process takes several days from start to finish, and depending on the scope of your event, many of those hours are spent in spreadsheets and deploying assets.

What if you could build a single, repeatable process that automated all the steps of your event program and could be used every time? With marketing automation, your event invites are deployed, registration data is captured in a form that you control, and additional invitations or reminders are delivered automatically based on the responses the system has already received. Leads are scored and routed to the right sales reps or passed into nurturing programs, and all your campaign metrics are available in a single system. Virtually all manual follow up is eliminated, allowing you to focus on more meaningful tasks.



> "Without the technology Eloqua provides, we would have to have several more people involved in just getting regular communications out."

~Sam Sanderson
Manger, Sales Automation & Analysis, Administaff

If you can dream it, you can automate it

In addition to standard marketing campaigns, automation can trigger almost any process or communication. Automatically rank and prioritize leads based on objective scoring criteria. Clean, normalize and append data as it enters the system. Trigger auto responses off form submissions, cross-sell campaigns based on prospect behavior or free trial communications based on expiration dates. With Eloqua's SmartStart implementation methodology, you'll be ready to deploy campaigns on day one and with a library of best practice templates—building new programs is as simple as following a task list.