5 Tenets
of Modern Marketing

Targeting

The foundation of any effective Modern Marketing effort is to ensure you have a clear and accurate picture of your potential customers. Without the proper strategies in place for data collection and management, your marketing operations will suffer because manual methods aren't geared to helping you meaningfully know, segment, and refine your prospects. How well do you know your potential customers?

There's a lot of information beyond classic demographics that should be gathered and integrated to give you a more complete view of every prospect. Effective targeting and segmentation no longer hinges on basic information, or even demographics.

MODERN MARKETING ESSENTIALS

1

1
2
3
4
5

ORACLE | eloqua

MODERN MARKETING ESSENTIALS

26% of marketers cite weakened effectiveness of marketing as a key driver for evaluating the need for Modern Marketing strategies.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

1

Targeting

Marketing simply can't be most effective if you're unclear who's involved in the buying process.

Modern Marketers are refining targeting strategies by building a more complete picture of potential prospects through their online behavior, what we call their Digital Body Language™.

Improve your messaging and engagement with "right time" content to support your buyer's research process, by monitoring key behavioral attributes, including:

- Web site visits
- White paper downloads
- Social interactions
- Searches performed
- Email responses

Key Questions That Help You Properly Allocate Marketing Efforts.

It's critical to identify the roles and responsibilities of those involved in the buying process. Before you can build an accurate and complete picture of your best prospects, you have to ask the right questions to understand their pain-points and how you can directly address them:

- What's her job title and role?
- What email marketing campaigns did he last respond to?
- When did she last visit your website?
- What content did he download?

TARGETING RESOURCES

- Find more Targeting Best Practices **eloqua.com/targeting**
- Access Social Targeting strategies **eloqua.com/social-suite**

"If you don't know where you're going, you might not get there."

–Yogi Berra

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

ORACLE® | eloqua

MODERN MARKETING ESSENTIALS

Applying Your Insights To Improve Targeting

Marketing automation helps you properly collect, manage, and apply more granular, meaningful insights. You also can leverage automation functionality to help your teams be more cognizant of your prospect and customer data.

Targeting Blueprint

Take a crack at developing your Modern Marketing targeting strategy and enhancing your Targeting efforts by filling out this blueprint plan.

Our organization's key objectives for improving Data Management are:

Our comprehensive activity profile includes behaviors such as (i.e. web site visits; email opens; etc.)

Our campaign audience segments will be defined by (i.e. lead score; title; etc.):

The standardization tools and marketing applications we use to optimize data accuracy are:

The key integrations we must consider to ensure silo-free communication are:

Rules of Engagement: Our prospects prefer to communicate via (i.e. Email, LinkedIn, etc.)

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

ORACLE | eloqua