Eloqua 101 End User & Strategy Workshop

Getting new users on board faster.

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Overview

Oracle Eloqua 101 end user & strategy workshop

This two day workshop is designed to lift marketing users to Modern Marketers with a focus on both the Oracle Eloqua platform and also the strategy associated with the rich level of functionality they have available to them.

Each workshop is tailored to the audience and can be adjusted as necessary to ensure the best possible outcome for all attendees.

The workshop can be facilitated in two ways:

Option 1:   Day 1 - Modern Marketing Strategy

             Day 2 - End User Training

This option is suitable if you have a larger marketing team with clear lines of responsibility between groups e.g. one group builds campaigns within Oracle Eloqua the other develops digital campaign strategy.

Option 2:   2 Days - A blended approach

This option delivers Modern Marketing Strategy and Oracle Eloqua End User training in a combined format. e.g. We review campaign effectiveness and then immediately apply what's learnt during the end user session.

Prerequisite

- Attendees must have access to Oracle Eloqua for the duration of the workshop.
- They need to come to the workshop with a specific campaign in mind which they will work on during the 2 days.
- Access to copy and artwork relevant to their campaign will save time if available.

Learning Outcomes

- An understanding of the platform.
- An ability to build the various components of a campaign, contact segmentation, email and landing page builds and form processing.

Business Outcomes

- A completed to partially campaign ready for execution.
- A campaign road map for the next 90 days

Attendees

- This workshop is capped at 10 attendees
- Attendees must have access to Eloqua for the duration of the workshop.

Duration

- This workshop is capped at 10 attendees.

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Module breakdown

This workshop is suited to either new Oracle Eloqua users or as a refresh for existing users. Depending on the size of your marketing team, a mix of people with varying levels of skill will benefit from this workshop. The overriding objective is to up-skill your Marketing users and have them design & build a campaign across the two days.

1   Day 1: Am Session

The morning session begins with an overview of the Oracle Eloqua service and an introduction to Modern Marketing. Your users will login to the platform and discover the various aspects of the Oracle Eloqua. We introduce participants to the concept of problem based marketing and help them understand the benefits of moving their thinking from "email marketing" to "marketing automation".

2   Day 1: PM Session

The afternoon is spent exploring two key functional areas of Oracle Eloqua, 1. Email and 2. The Campaign Canvas. Users will build emails, learn about the time saving aspects of templates and how to test email deliverability and how to send emails as batches.

We then talk through better campaign design and look at the best practice approach to delivering emails, reminders, reviewing who's opened and who's clicked through on emails.

3   Day 2: AM Session

Day 2 kicks off with a review of day 1 and we explore what's coming up today. The morning session dives into contact management, segmentation, offers and creating engaging content.

We'll explore personalisation, understanding digital body language and how this can be used to deliver trigger based campaigns. The team will be introduced to the Eloqua Marketing Grid and how to use the output of the Grid to help shape a content marketing strategy.

4   Day 2: PM Session

The afternoon session explores more around content marketing and helps users understand how to maximise current content. We then explore forms and publishing them to landing pages understanding a best practice approach and how to minimise form abandonment.

The final part of the day bring all of the various component together on the Campaign Canvas and participants will learn how to launch their campaign and explore Oracle Eloqua INSIGHT and reporting.

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Marketing Automation is not email marketing

If Oracle Eloqua is the first time your team has used a Marketing Automation platform, there may be a need to move people's thinking from email marketers to Marketing Automation experts.

By helping the marketing team understand exactly how Oracle Eloqua can execute their campaigns, they will learn that nurturing, lead scoring and engagement over time delivers much better results than simply spamming your contact data base.

Learning time saving tips & building on what's needed today

Our approach to training is to ensure a very hands on experience. Our objective is to have attendees leave this two day workshop with a campaign either partially built or even completed and ready for approval and launch.

It's critical that all attendees have a login to Oracle Eloqua and access to the system during the two day workshop.

Prior to the workshop our facilitator will work with your executive sponsor to understand your business priorities and facilitate the workshop to that end.

Contact management, segmentation & data quality

t's our experience that data quality can be the biggest hurdle to a successful and quick campaign execution. If this sounds familiar, Oracle Eloqua can help the marketing team clean data to ensure it's in the best possible condition to be used to help segment and personalise your communications.

If Oracle Eloqua is integrated with your CRM or another system, we will need to understand exactly how that has been configured to ensure the data is accurate and there is no doubt in the marketing team's mind. If your team aren't confident about the data quality, this will impact their ability to take advantage of Oracle Eloqua's personalisation functions.

"If you build it they will come"

That's a great quote from the movie "Field of Dreams" with Kevin Costner & James Earl Jones. It's relevant to your Marketing Automation campaigns.

Your team will learn that through careful and considered campaign design, campaigns designed to deliver value and not simply to throw products or services at people, customers will engage.

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Book your Oracle Eloqua & Strategy workshop today

Get Your Marketing Team Up To Speed Faster with Expert Coaching & Support

Any new software platform requires end users to get up to speed quickly and as efficiently as possible. This workshop is designed from the ground up to ensure users are confident in building and executing their marketing automation campaigns.

Investment

- AU$6,950 +GST*
- Travel & Living expenses, if required.

Travel & Expenses

Expenses will be kept to a minimum and charged back at cost. If it's easier for your operations team to book and pay for travel on behalf of Marketing Cube, this is easily accommodated.

Post Workshop Follow-up

The success of any workshop learning is largely driven by what happens after the workshop.

Marketing Cube will work with your executive sponsor following the workshop to provide additional coaching as needed for 30 days. These sessions are capped at 4 hours in total across the 30 days.

* GST is charged to Australian & New Zealand business entities as required.

Duration

- 2 days

Registration & Pre-work

Attendees will be required to personally register with Marketing Cube College.

Each attendee will be provided with pre-work to be completed before the workshop.

Who should attend

- CMO
- Marketing Manager
- Digital Manager
- Marketing Analyst

How to book your workshop:

- Contact your Marketing Cube Account Manager or Click Here to email us today.

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About us

An agency & more...

Marketing Cube is a connected capability agency. We help brands and businesses create marketing campaigns that are more responsive and sensitive to what consumers want at a person by person level.

We are an accredited Oracle Eloqua Gold Partner and have been creating unique customer experiences, connecting strategies to actions for our clients across Asia Pacific, since 2007. In 2019, we were awarded the Oracle APAC Partner of the Year Award: CX for Marketing.

In a world of increasing disconnection, brands need to be more inspiring and relevant with how they engage with their customers.

We combine strategic services and marketing automation technology expertise to help brands deliver more compelling and relevant customer experiences that deliver on business and brand objectives.

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