

ORACLE®  
Marketing Cloud

*Go Further With*  
**Marketing  
Automation**

ORACLE®

An Ignite Guide  
24 MIN READ



# To the marketer who's always on

We know. There's a lot to keep up with. And get to the bottom of. As the universe of marketing evolves, shape-shifting from one minute to the next, the importance of building muscle memory around new topics is undeniable.

At Oracle, we get it. Which is why we created a series of guides about what's trending in modern marketing. They'll get you up to speed on pivotal trends in less time – with less effort – so you can get back out there. Because sitting on the sidelines isn't really your thing.



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# Understanding The Core

**Digital marketing. You hear it everywhere.  
As you and all your competitors know, it's:**

*A marketing approach that leverages online channels like email, websites, social media, and display advertising to deliver content that influences opinions and sells products and services.*

But to effectively execute a digital marketing strategy, you'll need a marketing automation system that can follow a customer's lead around the web and offer the best recommendations at the best times to deliver a more relevant "1-to-you" customer experience.

**FYI:** Marketing automation is the software that automates and measures marketing efforts to prepare leads for sales.

# Why You Need It

It's clear that batch-and-blast marketing no longer works. Digital marketing tactics – and the marketing automation platforms that power them – aren't just nice to have. They're essential to reducing cycle times and ensuring your marketing campaigns keep pace with the market.

For starters, automated digital marketing can help you:

## **INFLUENCE THE CONVERSATION**

As the buyer's journey begins online, preferences are often shaped far before a prospect contacts sales

## **SWELL REVENUE**

Consistent, high-quality leads generate more solid sales opportunities and close more deals

## **PACK YOUR PIPELINE**

Digital marketing automation helps develop purchase intent and accelerates leads through the funnel

## **PARE DOWN COSTS**

With less wasted time and duplication of efforts (and more resource efficiency) marketing costs shrink

# The Way

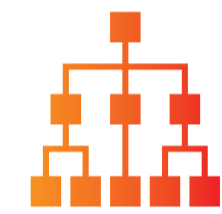
Now that you're prepped and ready, it's go time. But look before you leap. There are a few key hurdles you must jump before you build your digital marketing strategy.

- 01** Prepare your internal database.
- 02** Track, segment, and target your audience.
- 03** Engage them with email, social media, and content.
- 04** Nurture, route, and manage your leads.
- 05** Enable your sales team to take the reins.

# Database Bootcamp

Like a team's playbook, your internal database is a source you'll return to again and again. Keeping that database stocked with properly maintained and normalized data is incredibly important.

Good quality data is what enables:



**DEMOGRAPHIC AND  
BEHAVIORAL SEGMENTATION**



**AND REAL-TIME MESSAGING**



**THAT ESCALATES CONVERSION**



**KEY PERFORMANCE  
INDICATORS (KPIs)**



**AND REVENUE**

Beyond data hygiene best practices, the quality of your data can be further improved by connecting your marketing automation and customer relationship management (CRM) systems. This helps standardize data across systems and enhances current and future usability by providing extra visibility into data detriments.

# Track, Segment & Target

With the strategy set, it's important to consider all factors, including team dynamics.

Because people don't meet face-to-face during the awareness and consideration purchase stages much nowadays, marketing and sales teams learn about prospects through their digital body language.

Digital body language is:



Think of digital body language as someone's posture, facial expressions, and eye movement.

With marketing automation, you can segment audiences in your database by similarities in their digital body language or by common attributes like demographics, interests, connections, geography, title, job function, visit frequency, and sharing behaviors.

This allows you to deliver trigger-based content at critical moments in the decision-making process, influence behavior with calls to action, and zero in on the right opportunities.



# Email Marketing

After your data has been streamlined and your audiences are put into the appropriate sets, you can create a multi-touch strategy to get, and keep, people interested.

As email addresses are often included as fields on web forms, third-party lists, conference registrations, and more, email marketing often provides the best start to your digital marketing sprint.

When launching any sort of email campaign, keep in mind:

**01**

Your email sender reputation and deliverability score (it's key to reach)

**02**

Your list management strategy (adjusting based on send frequency, inactivity, blocks, spam trap hits, and complaints)

**03**

Your privacy and security policies (letting regulators know how you're collecting, using, and protecting data)

Use a marketing automation system in tandem with your email efforts so you can see which email links are most popular.

# Social Media

Now that you've made a beeline to cleaner data, more calculated segmentation, and agile email efforts, social media is next up.

Since the content on social channels is often populated by a user's friends, family, and colleagues, social media is a great place to:



**GENERATE LEADS**



**BUILD BRAND AWARENESS**



**AND INFLUENCE OPINIONS ABOUT YOUR COMPANY**

Beyond those, behaviors on these platforms can signal interest and intent. (For instance, if someone is sharing your content, it could mean they're preparing to buy.) Info gathered from social media will help you create more robust buyer personas too, so you can allocate your resources on the tactics that work best.

**NOTE:**

Expand my social media presence with content that elevates my brand's organic personality (and track everything with a marketing automation system).

# Content Marketing

Now that the buyer is guiding the flow of communication, content is a vital element to making contact with, and nurturing, prospects and customers until they're ready to buy.

But not just any content will do. You need content that will help you hit the goals in your cross-hairs.

To nurture a buyer's independent research, your content should tell a captivating story and provide meaningful education based on a buyer's role and position in the funnel.

Content of varied lengths (ebooks, interactive tools) and visual formats (infographics, case studies) adds a bit of fun to functionality and can grow brand affinity long before a prospect is in the purchase phase.

Marketing automation can help you prep content based on collected audience attributes and deliver it at the most impactful times. Attempting to develop and deploy content without a marketing automation system is like entering a tournament without ever having a scrimmage.

# Managing Your Leads

This is where things get interesting. Now that your digital marketing has scored demand and viable leads, the question becomes, what should you do with those leads?

First, establish a lead qualification process by defining:

- 01** Each stage of the buying cycle  
(i.e., inquiry, marketing qualified lead, sales qualified lead)
- 02** What criteria will characterize those definitions  
(i.e., certain responses, activities, and behaviors)
- 03** A lead-scoring model  
(based on a buyer's role, function, or vertical)

Just make sure you align with sales to ensure everything's agreed on.

You may have a direct sales force, named account model, or a distributed channel and sales organization. In any case, marketing automation systems with built-in lead scoring move customers and prospects to the next phase of the buying cycle based on preset rules of your choosing.

Without a marketing automation system, it's tough to score, nurture, route, or prioritize leads, making it impossible to progress them through the buying cycle, pass them to sales, and capitalize on their interest.

**NOTE:**

Consider progressive profiling (requesting more prospect info over time) to increase intel on leads.

# Sales Enablement

## Digital marketing is a long game. But you're in the home stretch: sales enablement.

As today's self-educated buyers are engaging with sales later in the buying cycle than ever, helping your sales reps have more consultative and differentiated conversations (rather than traditional product, feature, or company-focused pitches) is what makes the difference between closing a deal – or coming in too late.

Digital marketing backed with marketing automation provides the sales team with a library of content (created and tested by marketing) for various scenarios and buyer stages, so when a prospect finally reaches out, reps are ready.

Because marketing automation collects intel about prospects from head to reinforced toe, it also gives sales insight about buyers, helping sales focus on delivering personalized value.

**NOTE:**

Connect my CRM to a marketing automation system to squash silos and help sales snag new customers.

# Business Intelligence

Beyond transactional revenue, automating your digital marketing efforts provides focused strategic direction for enterprise decisions.

When you automate your digital marketing, what you're really doing is:

## SETTING THE STRATEGY

Optimized customer profiles built with behavioral insights enable marketing analysts to make better (and quicker) strategic decisions.

## CAPTURING NEW OPPORTUNITIES

When analysts have access to segmentation intelligence, they're able to identify data patterns and create marketing strategies that maximize reach.

## BACKING UP SALES

Profiles fortified with prospect scoring help sales identify likely buyers, fashion product bundles, and pinpoint cross-sell and upsell opportunities. (Plus, it helps marketing teams meet accountability head-on!)

Before moving forward with any strategy, double-check that your marketing automation supports deep intelligence with tools like these:

- Closed-loop campaign reporting (explains how marketing forges revenue)
- Campaign engagement reporting (reveals which offers spurred the most engagement and helps you A/B test)
- Website analytics reporting (unveils who's on your site and how they convert)
- Database health reporting (spots data health issues like segment growth or shrinkage rates)

# The Power of Oracle Marketing Cloud

**Oracle Eloqua**  
(B2B Marketing Automation)

**Oracle Bluekai**  
(Data Management)

**Oracle Maxymiser**  
(Testing & Optimization)

**Oracle Responsys**  
(B2C Cross-Channel Orchestration)

**Oracle Social Marketing**

**Oracle Content Marketing**

**Oracle Eloqua** is a marketing automation platform for B2B marketers that features best-in-class lead and campaign management tools designed to engage the right audiences in the right channels at the right time while providing real-time reporting and insights. (So you can see a campaign's highs and lows to complete your mission.) Look for it inside Oracle Marketing Cloud.

## About Oracle Marketing Cloud

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

Want to know more? (Of course, you do.)  
Visit [oracle.com/marketingcloud](https://www.oracle.com/marketingcloud) to get it.