

Marketing Automation with Eloqua

Ben Griffith

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Build a robust campaign from start to finish using Eloqua

Ben Griffith

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Ben Griffith : Marketing Automation with Eloqua before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Automation with Eloqua:

0 of 0 people found the following review helpful. This is a good book for marketersBy Nathan AndersonThis is a good book for marketers, but it is a very basic introduction. I would check out other books for more detailed analytics.0 of 0 people found the following review helpful. Marketing Automation with Eloqua is EssentialBy GinaMN"Marketing Automation with Eloqua" is essential for any marketer who uses Eloqua. It covers everything for marketing automation you need to know from creating your first campaign to managing and creating emails, landing pages, segmentation, forms and lead scoring. Eloqua is a powerful tool and has many great features. This book walks you through all the essential information you need to know to get you off and running. It's an easy to read guide that gives step-by-step instructions on how to do everything that would take years for a marketer to learn or figure out on their own. It's a great value--- especially when compared to the training courses available for purchase by a vendor. This book includes great examples and best practices that will be easy to understand by any marketer. The book is nicely organized by topic area, so you can always refer back to certain topics that you need to as you are working in Eloqua. I wish I would have had this book years ago! I highly recommend it!!0 of 0 people found the following review helpful.

Great Guide to Learn How to Leverage Marketing Automation Using Eloqua By Steven and Mirna Marketing automation is quickly becoming a standard for digital marketers looking to increase demand and support a great customer's experience. Systems that support automation, like Eloqua, can take months if not years to navigate and utilize effectively. "Marketing Automation with Eloqua", can help you to rapidly reduce the learning curve and get you "shipping" before you know it. The book is an easy read with helpful tips, tricks, important notes and example code highlighted for easy consumption. Although I recommend reading the book from cover to cover, it is also a great reference guide for future use, especially if you don't have the time for long tutorials and expensive training classes provided by marketing automation vendors.

In Detail Eloqua is a powerful platform that develops automated marketing and demand generation software and services for business-to-business marketers. It provides enough tools to start to centralize marketing operations and build holistic views of demand generation across multiple channels. This, in turn, gives marketers actionable results for their campaigns and the ability to centralize more of this data from one or a few systems. It helps ensure every component of marketing works harder and more efficiently to drive revenue. This practical guide will help you realize your full potential by demonstrating how your campaign vision can be translated into a digital campaign in Eloqua, and how to measure its success. It will walk you through building a practical campaign, and explains the powerful features of Eloqua on this journey. You'll also learn how to utilize these features in your campaign along with various tools that will enhance its marketing value. This concise, yet focused guide looks at the Eloqua platform and breaks down the powerful tools that can be used to build automated digital campaigns for the modern marketer. You will learn to build e-mails with personalized and reusable content. You'll learn how to build and manage your database, efficiently execute marketing campaigns, score and route leads to sales. You'll also learn how to measure marketing's impact on your business. Gating of your high value marketing content will be explored, implemented using native features of Eloqua landing pages and forms. Contact management and segmentation will also be covered in depth. Approach This book is a practical guide following a step by step approach to create, edit, customize and upload your marketing campaign using Eloqua. Who this book is for If you are a marketing professional or business analyst who wants to use Eloqua to manage demand generation, lead scoring, e-mail marketing, and build digital marketing campaigns, this book is ideal for you. No previous knowledge of Eloqua is required.

About the Author Ben Griffith Ben Griffith is an accomplished consultant and developer with expertise in web analytics, sales and marketing automation, and system integrations. His career began at a consulting firm where he was one of the first certified consultants for the Eloqua partner program. He is the founder and president of Salytics (<http://www.salytics.com>), a hybrid consulting and application development firm. Client services cover a range of platforms including Eloqua, Salesforce, Marketo, and Adobe Marketing Suite. Salytics works with numerous companies designing and implementing global marketing campaigns utilizing the Eloqua platform. Ben has also authored open source projects to extend Eloqua website tracking and three native Salesforce.com applications that have been publicly released. He holds a dual degree in computer engineering and economics from Queen's University in Kingston, Canada.