Oracle Eloqua: Implementation Bootcamp Ed 1

CX Marketing

DURATION	MODULES	COURSE CODE
3 Days	**12 Lectures**	**—**

Course Overview

This intensive course covers the implementation of Oracle Eloqua: Implementation Bootcamp. Learn to deploy, configure, and optimize CX Marketing solutions for your organization.

What You Will Learn

Module 1: Oracle Eloqua Implementation Bootcamp Overview

- Objectives
- Questions to Ask Now
- History of Eloqua
- Key Attendees
- Implementation Stages: Example
- Major Milestones and Key Deliverables
- Course Content Flow
- Summary

Module 2: Eloqua Fundamentals

2.1 Segmentation Basics

- Marketing Segmentation
- Webinar Workflow
- Using Events for Segmentation
- Segment: Target Audience
- Brainstorm and Segment Building Blocks
- Demonstration

2.2 Adding Contacts

- Contact Basics and Key Points
- Demonstration

- Prospect Profiler
- List Basics: Characteristics, Shared vs Local
- Best Practices for Uploading Lists
- Managing Contacts in a List

2.3 Filtering Contacts

- Filter Basics
- Dynamic vs Static Lists
- Adding Filters and Operators
- Multiple Criteria and Boolean Logic
- Converting to Shared Filters
- Shared Assets Best Practices
- Demonstration

2.4 Excluding Contacts

- Unsubscribes and Bouncebacks
- Excluding Contacts: System, Master, Segment
- Demonstration

2.5 Segment Templates

- Segment Templates and Examples
- Summary & Resources

Module 3: Fundamentals of Emails

3.1 Email Basics

- Components, Folders, Groups
- Email Headers and Footers
- Subscription Center
- Types of Email Reporting
- Tracking Opens, Click-Throughs, Unsubscribes, Bouncebacks

3.2 Creating Emails

- Methods of Creation
- Design Editor: Full and Mobile UI
- Configuring Email Settings
- Upload HTML Files
- Email Templates and Template Manager

3.3 Managing Emails

- Preview, Delete, and Organize Emails
- Demonstration

3.4 Sending Emails

- Test Sends, One-time Emails, Batch Sends
- Multi-Step Campaigns and Campaign Canvas

- Comparison of Send Methods
- Operational Reports
- Summary & Resources

Module 4: Forms and Landing Pages

4.1 Forms Overview

- Webinar Workflow
- Why Use Forms?
- Types of Forms and Data Flow

4.2 Building Form Fields

- Field Best Practices, Adding Fields, Limits
- Pre-Population and Validation
- Drag-and-Drop Layout and Sequencing
- Hidden Fields
- Demonstration

4.3 Adding Automation

- Form Processing Steps
- Update Contact, Update Rules, Add to List, Redirect, Auto-Responder Emails
- Conditional Steps
- Viewing Form Submission Data
- Demonstration

4.4 Creating Landing Pages

- Landing Page Creation Methods
- Microsites
- Design Editor
- Demonstration
- Summary & Resources

Module 5: Campaign Canvas

5.1 Campaign Basics

- Campaign Elements and Toolbar
- Draft Status, Campaign Fields (General, Financials, Custom, Notifications)
- Completed Campaigns Tip

5.2 Batch Sending

- Campaign Creation Methods
- Batch Send, Naming Conventions
- Demonstration

5.3 Campaign Workflow

- Segment and Email Configuration

- Control Time, Decisions, Evaluation Periods
- Canvas Shortcuts
- Demonstration

5.4 Activating, Editing, and Testing

- Campaign Status Options
- Organization, Activation, Scheduling
- Editing Campaigns
- Actions: Add vs Move

5.5 Reporting

- Types of Reports: Operational and Insight
- Campaign Analysis Report
- Form and Landing Page Metrics
- Summary & Resources

Module 6: Database Configuration and User Security

6.1 One-Time Configurations

- Campaign Details and Financials
- Account Linkage and Company Defaults
- Demonstration

6.2 User and Security Settings

- Users, Management, Security Groups
- Licensing, Permissions, Interface Access
- Demo: Security Settings
- Login and Password Configuration
- SSH Keys and IP Allowlist
- Embedding iFrames

6.3 Fields, Lists, and Views

- Contact Fields, Creating, Options
- Picklists
- Contacts View
- Demonstration

6.4 Email Management

- Email Groups, Exclusions, Auto Exclusion, Master Exclude Demo

6.5 Website Management

- Visitor Tracking, Tracking Scripts, Sub Sites, Page Tags
- Microsite Types and Demo
- Summary & Resources

Module 7: Branding and Deliverability

- Overview, Methods of Consent, Deliverability Cycle
- Email Sender Reputation, Poor IP Reputation, Bulking, Denylisting
- Branding: Subdomains, Email Defaults, Authentication (SPF, DKIM)
- Feedback Loops, DMARC, International Deliverability, CASL, GDPR
- Best Practices, IP Warming, Campaign Preparation
- Demonstrations and Monitoring

Module 8: Forms and Integration

- Form Configuration, Integration Options
- Eloqua Hosted vs Externally Hosted Forms
- Direct Post, Integration Scripts
- Resource Requirements and Demonstration

Advanced Form Techniques: Hidden Fields, Progressive Form, Social Sign-On, Blind Form Submit

- Landing Pages, Microsites, Default Pages, Demonstration

Module 9: Platform Architecture and Data Model

- Introduction and Objectives
- APIs, Multitenancy, Components, Website Tracking
- CRM Integration, Sales Tools, Extensibility, Apps
- Eloqua Data Model and Custom Objects
- Eloqua AppCloud, Marketplace, Demonstration
- Automation Overview and Workflow Demonstration

Module 10: Data Management

10.1 Data Management Fundamentals

- Importance of Data Quality, Four Cs, Normalization

10.2 Building Data Cleansing Program

- Lookup Tables, Update Rules
- Contact Washing Machine App: Interface, Configuration, Actions
- Data Imports and Exports Demonstration

10.3 CRM Integration

- Integration Components, Data Prioritization
- Oracle Sales Cloud, Account Linkage, Installation and Demonstration
- Imports, Notifications, Update/Create Contact Records

Module 11: Closed-Loop Reporting and Sales Tools

- Overview, Campaign Management, Lead Management
- Campaign Settings, Financial Configuration, Lead Information

- CLR Reports, Opportunity and Revenue Information
- Revenue Attribution, Influenced Revenue, Opportunity to Contact Association
- Demonstration
- Sales Tools for Microsoft Outlook

Module 12: Lead Scoring and Eloqua AI

12.1 Lead Scoring

- Overview, Planning and Configuration, Step-by-Step Configuration, Exercises
- Lead Scoring Outcomes, Fit-to-Engagement Ratio, Segmentation, Troubleshooting
- Summary and Resources

12.2 Eloqua AI Capabilities

- Objectives, Product Capabilities Updates
- Send Time Optimization, Fatigue Analysis, Subject Line Optimization

Account Intelligence, Dashboards, Demonstration, Benefits of Advanced Intelligence