Oracle Eloqua: Implementation Bootcamp Ed 1

Oracle Marketing

DURATION	MODULES	COURSE CODE
3 Days	**27 Lectures**	**—**

Course Overview

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

What You Will Learn

Module 1: Oracle Eloqua Implementation Bootcamp – Course Overview

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

Module 2: Eloqua Fundamentals & Segmentation Basics

- Marketing Segmentation Overview
- Webinar Workflow
- How Can You Use Events?
- Segmentation Concepts
- Segment: The Target Audience
- Brainstorming Segments
- Segment Building Blocks
- Demonstration

Module 3: Segmentation – Adding Contacts

- Contact Basics
- Contact Fields: Key Points
- Prospect Profiler
- List Basics
- Lists: Characteristics
- Shared vs. Local Lists
- Best Practices for Uploading Lists
- Managing Contacts in a List
- Demonstration

Module 4: Segmentation – Filtering Contacts

- Filter Basics
- Lists vs. Filters (Static vs. Dynamic)
- Adding a Filter
- Filter Operators
- Multiple Criteria
- Boolean Operators: Combination and Grouping
- Converting to Shared Filters
- Shared Asset Best Practices
- Demonstration

Module 5: Segmentation – Excluding Contacts

- Unsubscribes and Bouncebacks
- Excluding Contacts
- System Exclude
- Master Exclude
- Segment Exclude
- Excluding Contacts: Key Points
- Demonstration

Module 6: Segment Templates

- Segment Templates
- Segment Template Examples
- Summary & Resources

Module 7: Eloqua Email Fundamentals

- Objectives
- Email Basics
- Email Components
- Email Folders and Groups
- Email Headers and Footers

- Subscription Center
- Email Organization
- Types of Email Reporting
- Tracking Opens and Click-Throughs
- Tracking Methods Comparison
- Unsubscribes and Bouncebacks

Module 8: Creating Emails

- Email Creation Methods
- Design Editor Overview
- Configure Email Settings
- Additional Email Settings
- Define Email Style
- Color Chooser
- Add/Edit Content
- Repurposing Campaign Content
- Mobile Design Editor
- Upload HTML Emails
- Email Templates and Template Manager
- Demonstration

Module 9: Managing and Sending Emails

- Managing Emails
- Preview with Contact-Specific Data
- Plain-Text Email Editor
- Deleting Emails
- Test Send Methods
- One-Time Sends
- Batch Sends
- Auto-Responder Emails
- Simple vs. Multi-Step Campaigns
- Email Send Methods Comparison
- Email Reports
- Summary & Resources

Module 10: Eloqua Forms Overview

- Why Use Forms?
- Forms as Transaction Tools
- Form Types
- Data Flow
- Webinar Workflow

Module 11: Building Form Fields

- Form Field Best Practices

- Eloqua Form Editor
- Adding Fields
- Contact Fields Usage
- Field Limits
- Field Properties
- Pre-Population
- Validation and Picklists
- Layout and Sequencing
- Hidden Fields
- Demonstration

Module 12: Form Automation and Processing

- Form Processing Concepts
- Recommended Processing Steps
- Update Contact Data
- Update Rules
- Add to Contact Lists
- Redirect Pages
- Auto-Responder Emails
- Conditional Steps
- Viewing Submission Data
- Best Practices and Cautions
- Demonstration

Module 13: Landing Pages

- Landing Page Concepts
- Creation Methods
- Microsites
- Reusing Forms Across Pages
- Landing Page Design Editor
- Demonstration
- Summary & Resources

Module 14: Campaign Canvas – Fundamentals

- Campaign Concepts
- Campaign Canvas Overview
- Draft vs. Active Status
- Campaign Elements
- Toolbar: Audience, Assets, Decisions, Actions
- Campaign Settings
- Campaign Fields (General, Financials, Custom, Notifications)

Module 15: Campaign Execution and Workflow

- Batch Sending

- Campaign Creation Methods
- Naming Conventions
- Segment and Email Configuration
- Control Time (Waits, Decisions, Evaluation)
- Real-Time Evaluation
- Canvas Shortcuts
- Demonstration

Module 16: Campaign Activation, Editing, and Reporting

- Campaign Status Options
- Activation and Scheduling
- Editing and Deactivating Campaigns
- Folder Organization
- Larger Campaign Strategies
- Reporting Types
- Campaign Analysis Dashboard
- Summary & Resources

Module 17: Eloqua Insight and Analytics

- Oracle Eloqua Insight Overview
- User Interface
- Key Insight Reports
- Campaign, Email, Form, and Website Reports
- Working with Standard Reports
- Demonstration

Module 18: Database Configuration & Security

- One-Time Configurations
- Campaign Financials
- Account Linkage and Defaults
- User Management
- Security Groups and Permissions
- Login and Password Configuration
- SSH Keys
- IP Allowlisting
- Domain Allowlisting
- IFrame Embedding

Module 19: Fields, Lists, Views, and Email Management

- Contact Fields and Data Types
- Picklists
- Views
- Email Groups
- Email Exclusions

- Auto and Global Exclusions
- Demonstrations

Module 20: Website and Tracking Management

- Visitor Tracking
- Tracking Scripts
- Identity Linking
- Outbound Link Tracking
- Page Tags
- Microsites and Subsites
- Demonstration

Module 21: Branding and Deliverability

- Deliverability Overview
- Consent Models
- Sender Reputation
- IP Reputation and Warming
- SPF, DKIM, DMARC
- Feedback Loops
- International Compliance (CASL, GDPR)
- Monitoring and Best Practices

Module 22: Forms Integration and Advanced Techniques

- Hosted vs. External Forms
- Integration Methods
- Advanced Processing
- Progressive Forms
- Social Sign-On
- Blind Form Submit
- Landing Page Enhancements

Module 23: Platform Architecture and Extensibility

- Eloqua Platform Architecture
- Multitenancy
- APIs
- CRM Integration
- Sales Tools
- Custom Data Objects
- AppCloud and Apps
- Automation Overview

Module 24: Data Management and Cleansing

- Data Quality Fundamentals

- Data Normalization
- Data Cleansing Programs
- Contact Washing Machine App
- Program Canvas
- Imports and Exports

Module 25: CRM Integration and Closed-Loop Reporting

- Integration Options
- Closed-Loop Reporting Concepts
- Campaign and Lead Management
- Opportunity and Revenue Attribution
- Reporting Dashboards

Module 26: Lead Scoring

- Lead Scoring Overview
- Planning and Configuration
- Profile and Engagement Scoring
- Thresholds and Activation
- Troubleshooting
- Performance Dashboards

Module 27: Eloqua AI & Advanced Intelligence

- Overview of Eloqua AI Capabilities
- Send Time Optimization
- Fatigue Analysis
- Subject Line Optimization
- Account Intelligence
- Account Performance Dashboards
- Benefits of Advanced Intelligence