Oracle Eloqua (B2B): Fundamentals Ed 1

CX Marketing

DURATION	MODULES	COURSE CODE
1.5 Days	**30 Lectures**	**—**

Course Overview

This course aims to help introduce new users to the Eloqua application.

What You Will Learn

- Oracle Eloqua Fundamentals Table of
- Eloqua Segmentation & Targeting
- Defining segmentation
- Targeting an audience
- Adding contacts to the Eloqua
- Managing contacts
- List uploads
- Segmentation best practices
- Filtering the database
- Excluding contacts from campaigns
- Unsubscribes, hard bounces, spam hits
- Segment templates
- Emails
- Responsive email design
- HTML uploads
- Email templates
- Copying emails
- Previewing emails
- Plain-text emails
- Mobile emails
- Email sending/testing options
- Eloqua Forms and Landing Pages
- Understanding forms fields
- Responsive forms
- Mapping data from forms to Eloqua
- Creating forms

- Adding form processing steps
- Eloqua form best practices
- Managing external forms
- Microsites
- Exploring the Responsive Landing Page Designer
- Embedding forms on landing pages
- Campaign Canvas
- Creating simple/batch campaigns
- Best practice campaign templates
- Campaign elements
- Configuring Settings
- Campaign field creation
- Campaign management
- Testing campaigns
- Operation reports
- Insight reports