ORACLE-ELOQUA MARKETING CLOUD USER TRAINING AGENDA

Location: Remote, Hands-On*

Time: Eloqua 101: 3 Sessions, 3 hours each *$549*
Eloqua Admin: 2 Sessions, 2 hours each *$249*

Facilitator: Kelly Kandler, Managing Consultant
Firefly Consulting Services

Session One

Welcome to Eloqua

- System Overview & Navigation
- Organization Best Practices
  - Naming Convention, Folder Structure

Get to Know Your Contacts

- Eloqua Terminology & Data Model
  - Contacts, Accounts, Custom Objects
- Contact Record Attributes
- Search, Add, Edit, Delete, Unsubscribe
- Uploading Contact Lists
- Subscription Management

Find Your Audience

- Contact Filters vs. Contact Lists
- Contact Filter Criteria
- Creating Campaign Segments

Session Two

Become an Email Master

- Uploading HTML Emails
- Eloqua's Email Editor
- Email Template Management
- Managing Images and Files
- Inserting Links and Images
- Using Personalization
  - Field Merges, Dynamic Content, Batch Signatures
- Headers and Footers

How to Succeed with Data Capture

- Form Design
- Form Processing
- Landing Page Design

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Session Three

Orchestrate Your Campaigns
- o Campaign Canvas Overview
- o Campaign Planning & Flow Design
- o External Assets
- o Campaign Apps & Tricks

Impress Others with Your Success (Eloqua Insight)
- o Viewing Reports & Dashboards
- o Saving Custom Reports
- o Exporting Reports
- o Scheduling Reports

Admin Sessions

System Administration
- o User and Security Management
- o Eloqua Asset Management
- o Website Tracking Management
- o Database Management
- o Program Canvas

Integration Administration
- o CRM Integration Management (SFDC, OSC or MSCRM)
- o Campaign Management and Closed-Loop Reporting

Additional One-Hour Sessions Available *$149 each*

Lead Scoring Best Practices (strategy, design, Eloqua configuration overview)
Lead Management Best Practices (strategy, CRM considerations)
Data Management Best Practices (strategy, CWM program design, Eloqua data tools overview)

*Hands-on exercises will be given provided the student has access to an existing Eloqua instance. Otherwise, training will be given via hands-off walk-through, explanations and examples. All training decks will be made available after class completion.

Contact Information

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