

Modern Marketing: Advanced Lead Nurturing

Duration: 1 Hour

OnDemand

Version: NA

Course Overview

This self-paced course focuses on the advanced best practices of lead nurturing and demonstrates how to apply various lead nurturing tips and techniques to convert leads into customers. The course also gives insight on how to apply advanced lead nurturing practices, trends, and automated processes to improve your present lead nurturing Campaigns. In addition, this class examines how several enterprises applied the best practices to transform their existing nurture Campaigns or start new ones.

Objectives

- Apply lead nurturing best practices and strategies
- Identify the latest lead nurturing trends
- Understand how to leverage different channels for lead nurturing
- Examine how several enterprises started effective nurture Campaigns



Oracle Marketing Cloud Overview:

If you use Oracle Eloqua, Oracle Responsys, Oracle Bluekai, Oracle Content Marketing, Oracle Maxymiser, or Oracle Infinity, we can deliver the Oracle-approved training you need to successfully support your marketing automation investment. Contact our Help Desk any time and browse the Frequently Asked Questions for quick answers to common issues.