

Duration: 1.5 hours

OnDemand

Version: Release 19A

Course Overview

From the days of mass batch-and-blast marketing to the current target account specific communication, Account-Based Marketing (ABM) has had quite a makeover.

This OnDemand training on ABM is divided into two courses; ABM Basics and ABM Implementation with each course around 45 minutes in duration. The first course offers an introduction to ABM, the strategies involved, the dangers to avoid while implementation, and the best practices to follow. The second course covers the general implementation of ABM and implementation of ABM with Eloqua.

Objectives

- Understand the strategies involved in ABM
- Identify the problems faced by marketers when implementing ABM
- Examine the best practices to follow for ABM
- Learn the general approach towards implementing ABM
- Learn how to implement ABM with Eloqua



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.