

ORACLE®

# Integrated Marketing

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# Drive incremental pipeline in the new era of Digital Transformation

The way we do Marketing has changed



WHY?

WHAT?

HOW?

# Fundamental shift in Customer Experience



## Customer in Control

**80%**

Of customers feel they have found their solutions provider, not the other way around

**70%**

Of the buying cycle takes place (online) before buyers engage with a sales person



## Information Access

**95%**

Of B2B decision makers use a search engine when shopping for new solution.

**39%**

Of researched companies are using social networks to select their vendor.










## Multiple Interactions

**x 11**

Customers continue to **initiate** interactions and conduct online research throughout the purchase cycle

On average, a customer will 'touch' a vendor **11 times** before making a purchase

# Integration Online / Offline Worlds Together

	MODERN STRATEGY - ANALYTICS			MODERN STRATEGY - ANALYTICS			
							
	<b>Direct Mail &amp; Email</b>	<b>Contact Center</b>	<b>Events</b>	<b>Web Banners</b>	<b>Search</b>	<b>Social Media</b>	<b>Click to Chat</b>
<b>CONTENT &amp; OFFERS</b>	<ul style="list-style-type: none"> <li>• Shared offers across marketing channels</li> <li>• Integrated messaging and offers mapped to purchase status</li> <li>• Consistent purchase offers drive marketing leads</li> </ul>						
<b>TARGETING &amp; PROFILE DATA</b>	<ul style="list-style-type: none"> <li>• Shared targeting and segmentation models</li> <li>• Persona development</li> <li>• Competitive information</li> </ul>						
<b>METRICS &amp; RESULTS</b>	<ul style="list-style-type: none"> <li>• Marketing qualified pipeline \$</li> <li>• Marketing qualified leads</li> <li>• Responses and net new names</li> </ul>						

# Integrated Campaign Approach

## Awareness

Traffic Driving Activities



Sales InMail & Email



Organic & Paid Social Promotion



Web Sites Content Syndication



Content Syndication

Unique Visits

## Microsite

Progressive Profiling through gated content



Net New Contacts

## Engagement

Demand Generating Activities



Email, Webcasts Campaign



Events



Telemarketing

QUALIFIED OPPS FOR SALES CONVERSATION



# EMEA A&C FY19 **VAD Demand Generation**





# Oracle, VADs & Partners Demand Generation Activities

What we offer to our VADs/Partners



**50%**  
of the  
**DEMAND  
GENERATION  
BUDGET**



- ✓ Content
- ✓ Data bases
- ✓ Segmentation
- ✓ Branding
- ✓ Guidance



- ✓ Marketing Automation Platform
- ✓ Access and training



- ✓ Demand Generation workshops for Integrated activities



- ✓ Lead Management Guidance



# Join the Marketing Automation Platform



**Website Content**



**Social Media Syndication**



**Website Analytics**

Services at no additional charge

- Modern marketing platform to run your own activities
- Exclusively for Oracle Partner Network (OPN) community
- Easy-to-use marketing platform powered by Zift
- Increases your sales success and saves your time



**Email Marketing**



Opt in to implement:

- For an additional cost of \$640/year (access to all Oracle Campaigns and email marketing tools)



# New: Assess your social maturity

## Personal report & recommendations

- Brand / Audience / Engagement
- Maturity, Examples, Next Steps
- Partner version (April launch)

<http://bit.ly/socialassesspartner>



**Assess your influence on social media**

In just a few minutes, assess your personal profile using specific recommendations in order to increase your influence...

This evaluation is anonymous and as such will not be collecting personal information

[START NOW](#)

[Download a sample report](#)

**Smart questionnaire**

**Analysis engine**

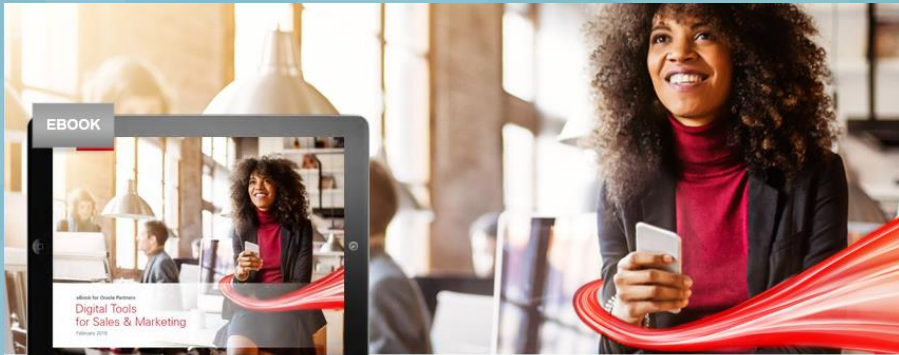
**Personal report**

# New: Digital Tools for Sales & Mktg eBook

The value of tools : define your toolbox & business routine

- Research trends, content & contact
- Explore profile & engage
- Manage automate & analyse

<http://bit.ly/LPdigitaltools2018e>



**GET STARTED**

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**Digital Tools for Sales & Marketing**

**eBook for Oracle Partners**

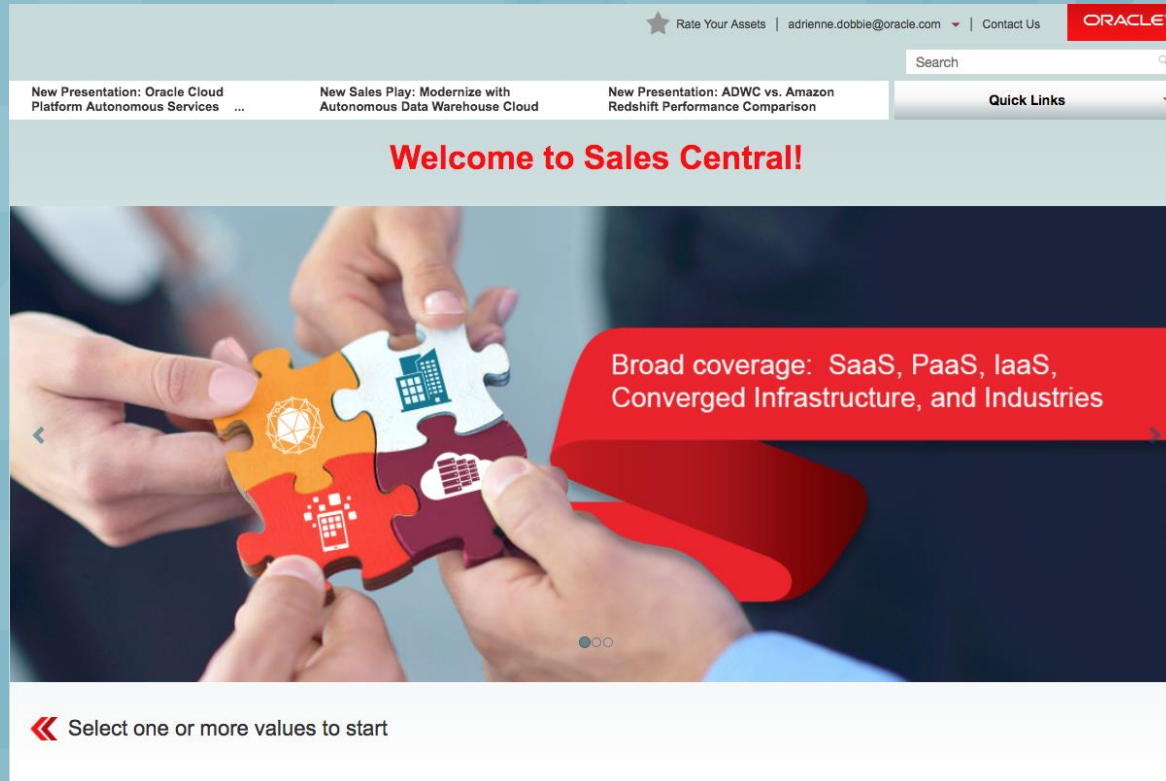
Sharing is a way to accelerate the transformation of our partnering experience. We make resources and services available to help in adopting digital platforms and using social media.

In a [previous eBook](#) we shared tools, tips, practices and examples to show how Digital & Social can increase the impact of content, events, campaigns or online conversations.

This eBook presents social media tools in a very practical way, illustrating the value they bring in a salesperson and marketer business journey:

When you research for market trends, content, customers insights

# OPN Portal : Content is king



Marketing Central


<http://bit.ly/OPN4marketers>

Sales Central

<http://bit.ly/OPN4salespeople>




# VAD Go Beyond Community Portal


 Go Beyond for Distributors ▾

Following in ↔ 1 stream Leave this group

**Overview** Activity Content People Calendar Actions ▾ About

 **ANNOUNCEMENT:** Download the Workshop in a Box, accelerate your partners knowledge. [Show Details](#)


**Featured Expert**



**Oracle Go Beyond in association with Intel®**

Oracle's distribution initiative that helps you accelerate your customers to cloud.  
For more information contact your Oracle distribution team or explore the category pages below.

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**TCO As A Service**  
Go Beyond 1:  
Lift & Shift | DBaaS  
15 Minute Video Training

<https://community.oracle.com/groups/vad-gobeyond>

# VAD LinkedIn Group


**in** Back to LinkedIn.com

**MEMBERS** 221 members


 **Laurence LEPRIVIER** • **Manager** ... 1w  
Senior Sales Leader - Western Europe Distribution Channels - Leadin...

**D - 13 Do you want to hear about the A&C FY19 VAD Strategy and your role in driving the channel ecosystem ?**

Javier Torres, Vice President EMEA Alliances and Channels, will share it with YOU at #oraclevadforum. If you're not yet registered, it is still time to do so, click on below link :  
<https://eventreg.oracle.com/profile/web/index.cfm?PKwebID=0x546650abcd>



**Oracle Value Added Distributors**  
Global Community Forum  
June 4-5, 2018  
Lisbon, Portugal

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<https://www.linkedin.com/groups/12092729>

# Integrated Cloud

## Applications & Platform Services



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