ORACLE®

Integrated Marketing

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Drive incremental pipeline in the new era of Digital Transformation

The way we do Marketing has changed

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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

x11 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

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Integration Online / Offline Worlds Together

	MODERN STRATEGY - ANALYTICS			MODERN STRATEGY - ANALYTICS			
	Direct Mail & Email	**Contact Center**	**Events**	**Web Banners**	**Search**	**Social Media**	**Click to Chat**
CONTENT & OFFERS	• Shared offers across marketing channels • Integrated messaging and offers mapped to purchase status • Consistent purchase offers drive marketing leads						
TARGETING & PROFILE DATA	• Shared targeting and segmentation models • Persona development • Competitive information						
METRICS & RESULTS	• Marketing qualified pipeline $ • Marketing qualified leads • Responses and net new names						

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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

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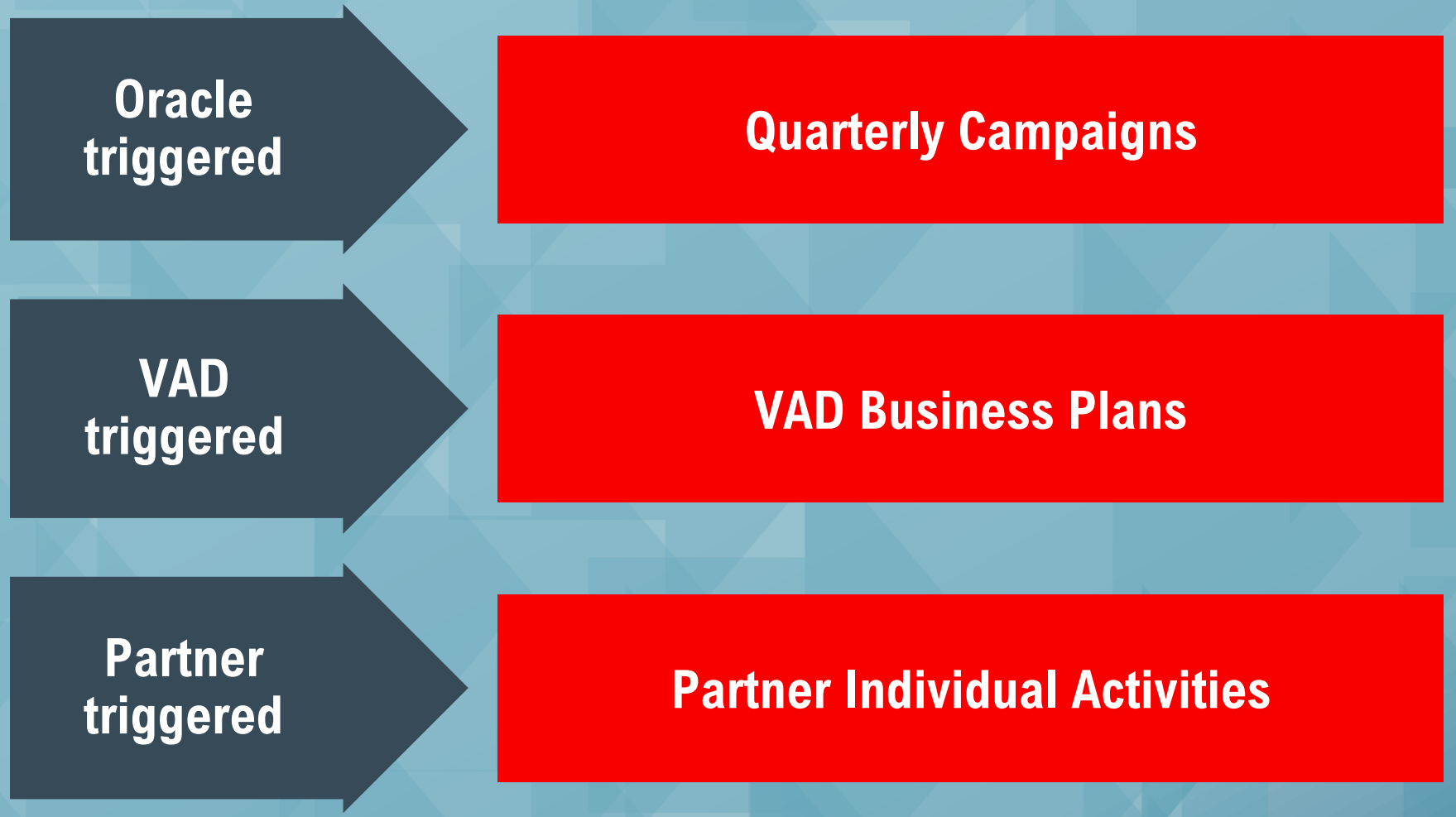
EMEA A&C FY19 VAD Demand Generation



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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

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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)

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New: Assess your social maturity

Personal report & recommendations

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

http://bit.ly/socialassesspartner

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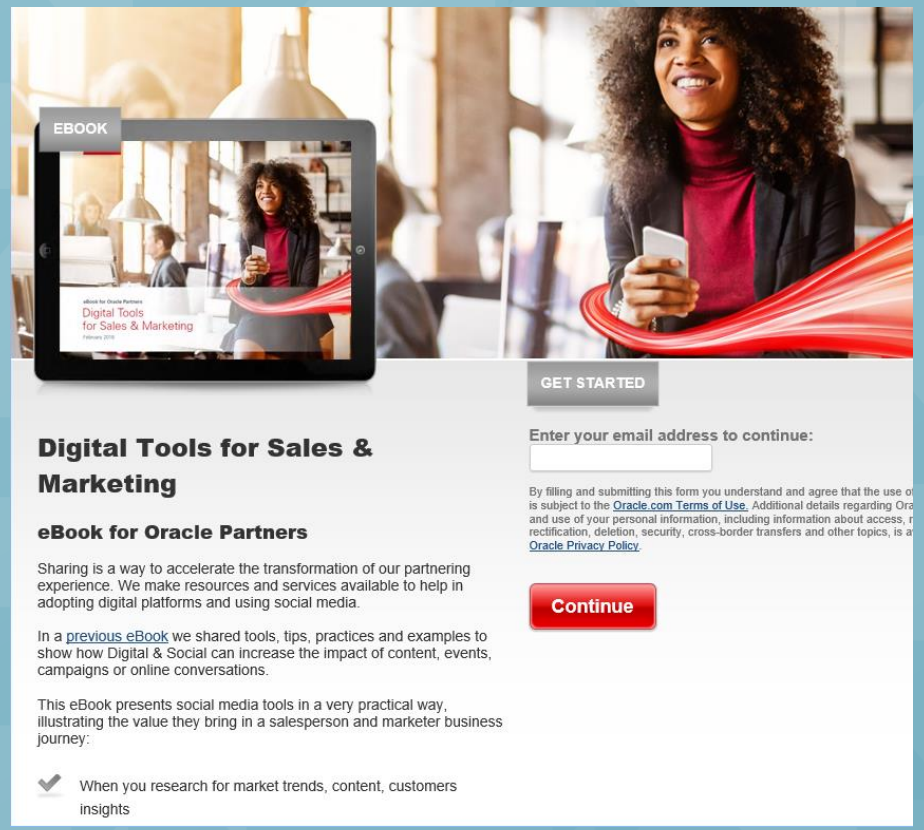
New: Digital Tools for Sales & Mktg eBook



The value of tools : define your toolbox & business routine

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

http://bit.ly/LPdigitaltools2018e

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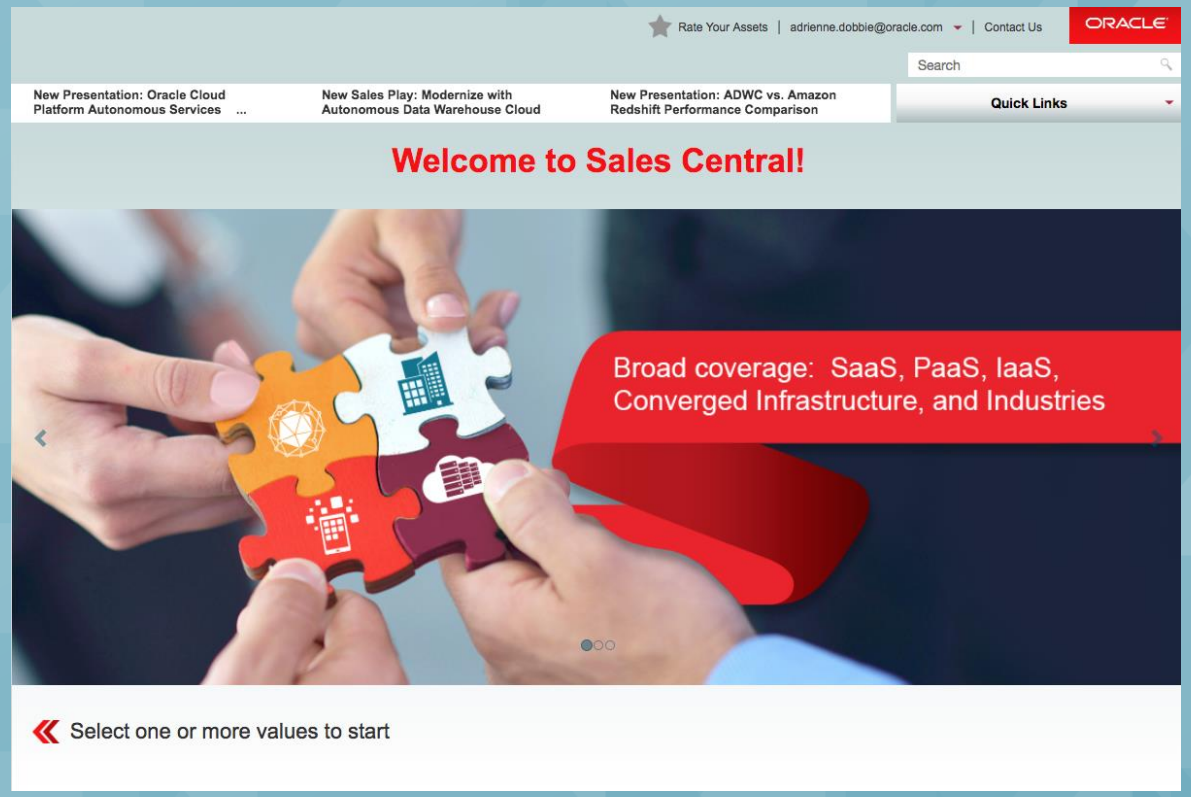
OPN Portal : Content is king



Marketing Central
http://bit.ly/OPN4marketers

Sales Central
http://bit.ly/OPN4salespeople

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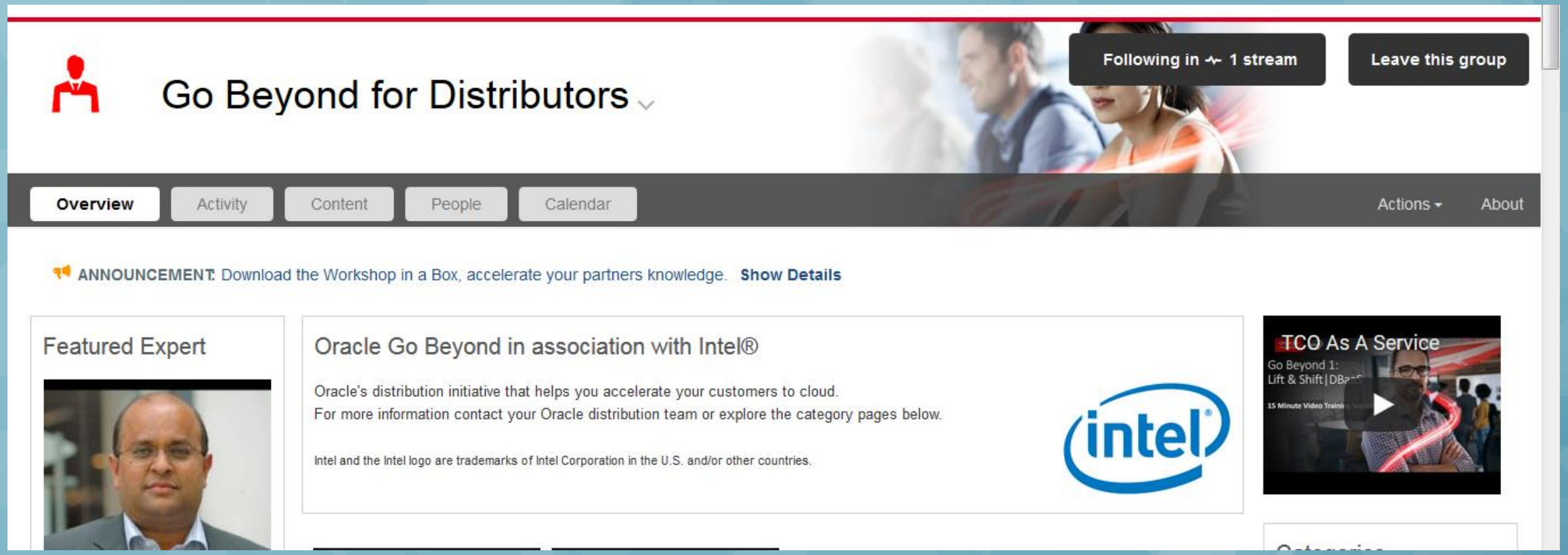
VAD Go Beyond Community Portal



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

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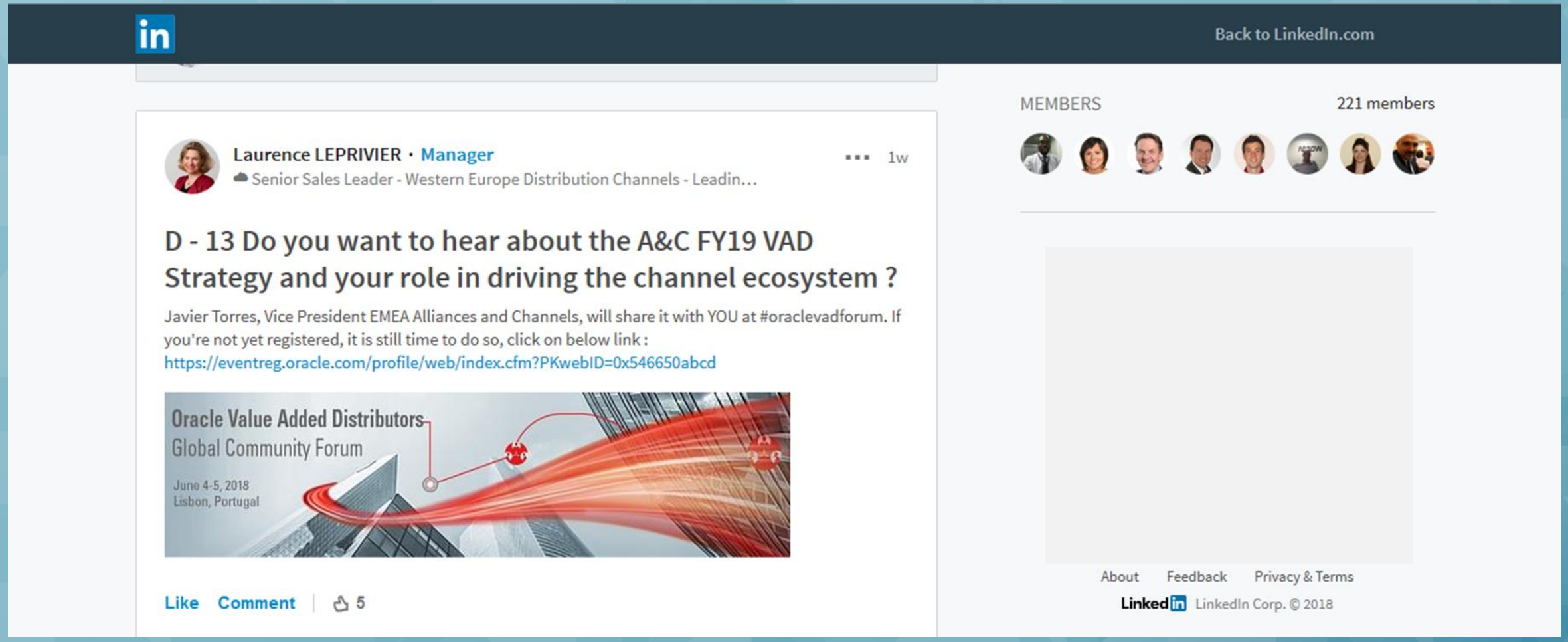
VAD LinkedIn Group



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Integrated Cloud

Applications & Platform Services

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