

How Content Marketing Helps Organizations Tell Their Story

There's nothing wrong with filtering someone else's content to share with your audience. But that's hardly the same thing as getting smart about how you invite people into your story. With an integrated content marketing platform, you can pull content from wherever you like while also creating and maximizing original content.



Plan Your Story

Develop a contagious story that draws people in.

Oracle Content Marketing helps you get crystal clear about the story you want to tell. From topics, timelines, tasks, and tracking, to managing and growing your sources and library of original content, advanced tools help you conceive, curate, and refine the story that makes you most appealing to the market.

Produce Your Story

Tell an original story with help from your friends.

Nothing drives value for your story like original content. Create stronger material, manage processes for content creation, and get the story out there. With the Story Capture feature, you can turn conversations and customer stories directly into fresh content for your story—naturally.



Publish Your Story

Make sure your setting is as strong as your story.

Your blog is the repository for your content. Take advantage of a wide variety of template, matching, or fully custom designs to make sure your storytelling hub is exactly the way you want it to be. Now there's a content marketing platform that hosts every site and handles all tech support.

Promote Your Story

Be everywhere your audience wants to see you.

With our "from anywhere, to anywhere" approach, your story can live and grow wherever you want it to. It helps you move smoothly across your social media channels, while also helping you build a repository of content you can repurpose and reuse time and again.



Prove Your Story

Keep your conversations and goals aligned.

Communication only happens if what's being said matches what's being heard. Content marketing software keeps you up to speed on what your audience is responding to and how your efforts are performing. Oracle Content Marketing make it easy to see your progress, build and motivate your team, and refine your tactics as you go.

To learn more about Oracle Content Marketing, please go to eloqua.com/content-marketing

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