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Marketing Automation

Cross-Channel Engagement with Oracle WebCenter Sites and
Oracle Marketing Cloud

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Introduction: A Vision for Unified Customer Engagement

Marketing professionals need automated systems to target, engage, convert, and analyze customers if they are going to attract today's sophisticated digital buyers. Mature markets demand advanced practices for analyzing customer data, segmenting customers, and targeting people with relevant offers. There is a strong correlation between these modern marketing practices and business success. According to Forrester, organizations that embrace modern marketing processes outperform their nonmodern marketing peers and competitors on key business performance indicators including revenue growth, market leadership, and workplace excellence.¹

As organizations automate the process of attracting and engaging customers, they need a unified way to create and distribute content across multiple marketing campaigns and touchpoints including online commerce, corporate sites, mobile, social, in-store, and service. Unified engagement has emerged as one of today's most important marketing practices.

This paper provides an overview of the modern marketing practices that define today's market leaders. It drills into one of the most critical areas of modern marketing: unifying content among channels. Technology can help you automate the entire process of creating and managing web, mobile, and e-mail content as part of an integrated marketing program. It can help you create a unified engagement model for attracting prospects and customers across websites, landing pages, and e-mail campaigns.

While this paper is largely concerned with general issues and business practices, it demonstrates modern marketing principles in the context of two foundational technologies:

- Oracle WebCenter Sites, a web content management system (WCMS) that enables marketing teams to create interactive online experiences across multiple channels
- Oracle Marketing Cloud, an online service that empowers marketers to optimize customer engagements across web, mobile, and social channels—as well as to integrate web apps with enterprise applications

By unifying your WCMS and marketing automation system, you can accelerate the buying cycle and convert leads into sales.

The View from the Chief Marketing Officer's Desk

Today's customers want to connect with your brand from wherever they are and with whatever device they choose to use from moment to moment. They expect to have a consistent digital experience across applications and devices. How easy is it for people to find what they need on your website? Are you delivering multichannel experiences that are seamless, consistent, and secure? Have you established consistency among your mobile, social, and web channels? When people engage with your brand do they receive unified content, offers, and experiences?

According to industry experts, most companies are unable to answer these questions affirmatively. Forrester surveyed 492 marketing decision-makers across a range of industries in the United States, the United Kingdom, Germany, and France. Their findings were revealing: despite a clear and measurable impact on revenue, many businesses have yet to adopt modern marketing practices. More than half of the respondents use conventional conversion and customer-acquisition processes that rely on one-way, outbound communications. 57 percent said their marketing infrastructure lacks integration, and only 14 percent claimed to have created cross-channel marketing automation platforms.²

¹ Forrester, "[Why You Need to Be a Modern Marketer: The Business Impact of Marketing Maturity in the Age of the Customer](#)," October 2014.

² *Ibid.*

“Novice” marketers:	“Modern” marketers:
Segment inconsistently and use basic information like industry, company size, and geography.	Employ intelligent targeting based on real-time feedback data and behavioral analysis in addition to preferences and readiness criteria.
Don't really use formal data to inform understanding of customers.	Use data to develop personas for every major audience type, and use these to guide marketing strategy, messaging, and execution.
Focus on outbound communication through direct channels like email and sales calls.	Distribute thought leadership, build a two-way dialogue about challenges, and give customers exactly what they need at each stage of the purchase journey.
Use conventional conversion processes, running campaigns and turning respondents over to sales to qualify and close.	Use scoring, nurturing, behavioral triggers, and recycling across not only the sales pipeline but also after sales to increase loyalty.
Have incomplete, siloed, and untrustworthy customer data.	Have current and real-time accessible customer data. Use predictive models and statistical techniques to create models and drive business opportunities.
Measure channel effectiveness for each channel separately.	Leverage attribution measurement to understand the impact of all channels.
Do not use any marketing automation systems.	Have a standard, fully integrated cross-channel marketing automation platform.

Figure 1: The disparity between novice and modern marketers.³

Aberdeen Group revealed similar findings. According to a recent research study, 96 percent of chief marketing officers (CMOs) are not satisfied with their ability to use customer data to orchestrate buyer journeys. And yet the desire to do so runs strong, and the rewards are clear. According to Aberdeen, savvy CMOs are 35 percent more likely to align customer needs with individual marketing campaigns and 42 percent more likely to empower their teams with technology to address buyer needs and drive positive financial outcomes.⁴

One of the ongoing problems that marketers face involves the complexity of interacting with today's digital buyers. The typical purchase journey includes multiple stages—from the initial recognition of need to information gathering to evaluation to final purchase. Customers and prospects require different information and motivations for each stage. Nurturing leads involves delivering the right information and messages to each prospect at the right time. You need to meet people on their terms, not yours.

And what are those terms? As the researchers at Aberdeen point out, the customer lifecycle is made up of numerous journeys. When organizations are building awareness for their products and services, potential buyers take an “awareness” journey. After closing a sale, they take buyers through an “onboarding” journey, and so on throughout the service cycle—and hopefully, to additional sales cycles in the future. Most marketing professionals have a hard time leveraging a consistent set of data for each of these journeys, which makes it difficult to orchestrate effective marketing programs.

To ensure excellent customer experiences, marketers need a real-time view of all the customer “conversations” taking place across all channels. In addition to standardizing customer data, organizations must integrate data among related enterprise systems that store or rely on that data, such as order entry, sales force automation, marketing automation, CRM, and customer-facing websites.

Having a consistent base of customer data enables you to optimize your marketing campaigns. That way, no matter which channel your customers and prospects use, they will have a personalized experience based on their previous interactions and stated preferences.

Ensuring these types of informed digital experiences is fundamental to modern marketing. Effectively managing these experiences involves overseeing and tracking interactions with customers throughout their relationships with your brand, and across all points of contact. As we will see in the remainder of this paper, digital experiences that are informed by data and driven by analytics help you build a base of engaged, loyal advocates.

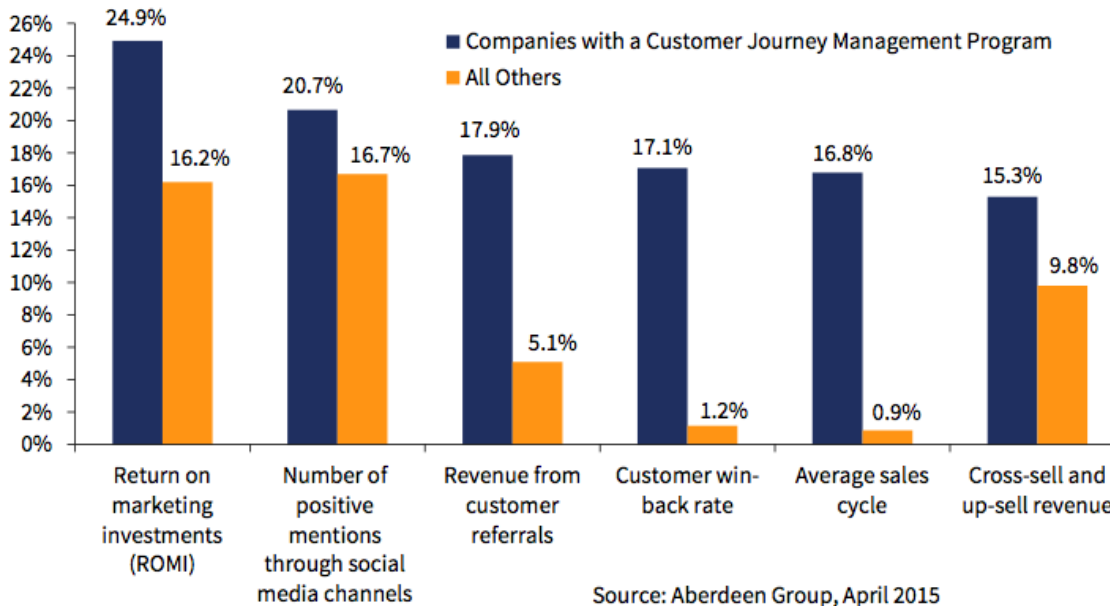
Mapping the Customer Journey

Aberdeen defines the term *customer experience management* (CEM) as “a continuum of business activities executed on an enterprise level to interact with buyers via different channels and devices throughout the customer lifecycle.” CEM technology—also known as customer experience (CX) technology—is an important aspect of ensuring customer engagement as part of an exceptional digital experience.

³ Source: Forrester Consulting, September 2014.

⁴ Aberdeen Group, “The CMO Dilemma: Bridging the Gap Between Love and Money,” May 2015.

But getting and holding a customer's attention is only part of the challenge. To build momentum and solidify your brand, you also need to obtain customer input and incorporate customer feedback within your marketing campaigns and decision-making processes.



Percent of respondents, n=207

Figure 2: Marketers that manage the customer journey outpace competitors across several key metrics.

Infusing Social Insights


Many businesses now encourage the formation of online communities to take advantage of the power, reach, and influence of today's social networks. For example, a business might use comments, ratings, reviews, polls, and blogs to generate buzz about a new product launch. Customers who engage with a company via social media spend 20 percent to 40 percent more money with that company than other customers do, according to a Bain & Company report.⁵ When properly moderated, social networks can cultivate loyal and satisfied customers and encourage self-service. Active, satisfied users may generate positive content for your site, which can be harnessed to support your promotional efforts.

Technical Needs and Capabilities

To keep campaigns current and content fresh, marketers need to be able to manage the online experience with a minimum of IT involvement. That's where modern marketing and WCMS technology come in.

Cloud-based marketing automation systems generally allow marketers to integrate website and e-mail content as they identify customers across channels and segment them according to their stated or implied preferences. In conjunction with a WCMS, automation systems enforce consistency in promotional messages, whether they are delivered via an e-mail, on a webpage, or through an in-store display. This integration empowers your team to create campaigns with shared content and shared segments, enabling consistency across channels. A WCMS delivers the unified data and closed-loop analytics that will allow you to attract, identify, and nurture informed customers.

⁵ Bain & Company, "Putting Social Media to Work," [September 2011].



As cloud-based marketing solutions proliferate, these integrated capabilities are quickly becoming requirements for delivering a next-generation digital experience. The stakes are getting higher. Information must be unified and rapidly accessible within the context of each user session—ideally with links to an enterprise identity management system to authorize users, encrypt data, and uphold the information-management policies of the organization. Automating these interactions helps drive the acquisition, retention, and ongoing service needs of customers.

Web Content Management Meets Marketing Automation

A web content management system is a valuable tool for creating websites, managing content, and creating web-centric user experiences. A complete WCMS provides a foundation for collaboration as well. It coordinates the activities of multiple web authors, campaign experts, and other team members. It lets you easily drag and drop content and publish information to various channels using a “change once, deliver everywhere” paradigm. Finally, a WCMS enables you to collect insight about the browsing habits of web visitors. You can use these insights to understand the wants and needs of those visitors—and, ideally, to personalize their experiences each time they connect with your brand.

Web content management systems and marketing automation systems can be used together to cohesively manage web properties and e-mail campaigns. This type of integration makes it easier to connect with your constituents to nurture relationships and close sales. Sharing content across web and e-mail channels ensures that customers have relevant, contextual digital experiences.

For example, e-mail campaigns can include dynamic content that is automatically adjusted to reflect the preferences, browsing habits, and purchase histories of each visitor. Connections among websites, landing pages, and e-mail content provide a seamless experience for people who move among these channels. Articles and images can be shared between the two platforms to populate e-mails and landing pages. An image that appears in an e-mail can also be reproduced on the website, creating an integrated experience across channels. You can define rules to determine which content should be displayed for each visitor based on the knowledge you have gathered and saved in their profiles—a degree of insight that is sometimes called “digital body language.”


Integrated Solutions from Oracle

Oracle WebCenter Sites and Oracle Marketing Cloud leverage the same data about visitors, targets, and segments. This inherent integration allows you to continually refine your targeting, segmentation, and profiling strategies. Oracle WebCenter Sites leverages the same Oracle Marketing Cloud segment data to provide a continuous and consistent experience for visitors, regardless of which channels they use. These robust targeting capabilities deliver relevant information wherever a visitor goes on a website—not just on the landing page, as is typical with standalone marketing automation systems. Furthermore, data gathered by Oracle WebCenter Sites during a customer visit can be shared back with Oracle Marketing Cloud to generate closed-loop analytics and enriched profile data about that customer.

You can also create and share lead-capture forms between e-mail campaigns and websites. You can share the data you collect from these forms simply by dragging and dropping completed Oracle Marketing Cloud forms onto Oracle WebCenter Sites web pages. Sharing data and functions ensures that when visitors navigate between channels they will have a consistent experience. A visual authoring tool lets you construct e-mail templates within Oracle WebCenter Sites. The marketing team simply places URLs in their e-mails and web content. User-defined parameters automatically segment visitors and queue up the appropriate content.

Perhaps most importantly, Oracle WebCenter Sites also helps people work together efficiently. Contextual collaboration tools optimize connections among people, information, and applications. All authorized users can easily access information in the context of the business process in which they are engaged. For example, Oracle WebCenter Sites makes it easy to mobile-enable existing web content and sites, yet reformat it for mobile delivery. These capabilities allow you to easily extend your web presence to the mobile channel and effectively deliver multichannel sales and service experiences, while saving significant time and effort managing mobile sites.

Oracle WebCenter Sites includes user-friendly authoring tools that make it easy to create, manage, and moderate contextually relevant, targeted, and interactive online experiences. It features social networking integration, end user personalization, and mobile web delivery to synchronize digital experiences across channels. Intuitive



authoring tools let you easily create, deploy, and manage multiple web properties, while empowering business users to manage websites themselves.

Web visitors will be automatically placed in a customer segment based on their implicit behavior (such as what they click on or their location) or explicit behavior (their stated preferences and interests). A rules engine ensures that each user is always shown the most appropriate content for their needs. Built-in analytics allow marketing professionals to optimize campaigns to improve stickiness, conversion rates, and customer loyalty. Mobile options make it easy to offer highly personalized and relevant experiences to mobile customers as well.

Oracle's powerful, integrated WCMS/marketing automation solution enables you to target customers and prospects with relevant content and offers. The segmentation and targeting built into Oracle WebCenter Sites can now be leveraged in a cross-channel campaign. Not only is the data shared between Oracle Marketing Cloud and Oracle WebCenter Sites, but Oracle WebCenter Sites uses that data to personalize each user's visit by presenting relevant content for each visitor depending on their profile (including images, videos, articles, text, and so forth). After presenting tailored content in an e-mail message or landing page, Oracle WebCenter Sites can continue to target visitors with relevant content wherever they subsequently go on the site—and to learn more about those visitors as they peruse the site. It captures data on their visits (such as what they read, topics they searched for, what they clicked on, and so on) and provides it back to Oracle Marketing Cloud to enable closed-loop analytics, more-complete visitor profile information, and more digital body language—both for desktop and mobile users.

When it comes to social media, Oracle WebCenter Sites and Oracle Marketing Cloud allow you to quickly implement community-oriented features including comments, ratings, reviews, polls, and blogs that add user-generated content and interactivity to your sites. Business users can review user-generated content through the same interface that they use to review website content, making social content and social interactions a seamless part of the website management experience.

Conclusion: Join the Modern Marketing Elite

Most organizations are striving to bring consistency to their customer-outreach efforts, from building awareness to fielding potential cross-sell and up-sell opportunities. If those activities lack integration, marketing campaigns suffer and result in a negative impact on sales. In order to create successful marketing campaigns, you need a web content management system that spans all touchpoints including online commerce, corporate sites, mobile, social, in-store, and service. Websites are essential to modern marketing but today's web visitors expect a personalized, highly connected experience. Similarly, many people rely on targeted e-mail campaigns to learn about special offers and easily navigate to corporate websites. That means you need an integrated marketing automation system as well.

Taken together, these fundamental technologies will allow you to attract and retain today's sophisticated digital buyers with rich, secure, and responsive experiences. Customers and prospects will enjoy unified content across all channels, touchpoints, and campaigns. For more information about how to create this type of integrated marketing environment and to learn more about Oracle's vision for modern marketing, please visit oracle.com/goto/webcenterdigitalbusiness and oracle.com/marketingcloud.



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Hardware and Software, Engineered to Work Together

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