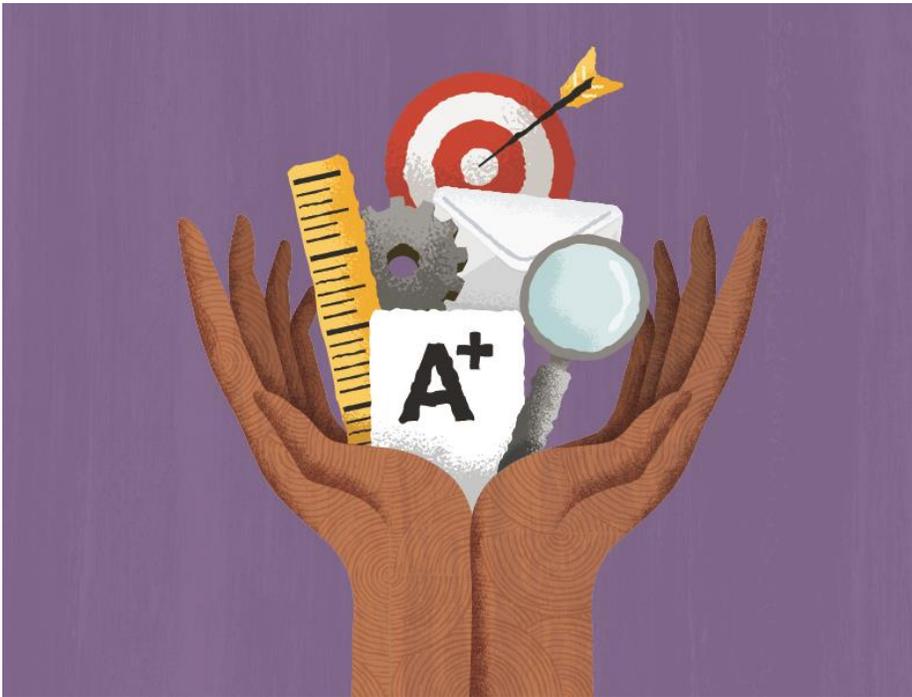


Five Keys to Successful Automated Marketing

How to crack the B2B customer code



Find the best B2B prospects and convert them into loyal customers

In the past, B2B transactions occurred in face-to-face meetings as a sales professional worked a product demo, business luncheon, or boardroom presentation to influence a customer and close the deal. Today, however, B2B stakeholders perform much of their product and service research online. In fact, 33% of buyers spent more time researching products in 2020 than they did before the pandemic. 49% said they spent time doing extra research to ensure products meet their data security requirements.¹

As your prospects research and evaluate your offerings, they leave behind valuable clues to their intent. Understanding these clues—cracking the code—can help you tailor your messages to them, thereby providing them a more relevant, personalized experience. As a result, business-savvy marketing and sales departments have embraced marketing automation platforms, so their respective teams can work together on one common platform, reach B2B customers online, and drive revenue.

“The average buyer uses 6.9 information sources to make a purchase decision.”

[B2B Buying Disconnect, Trust Pilot](#)

Last accessed August 18, 2021
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“64% of marketers say marketing automation contributes to more sales.”

[E-commerce Marketing Trend Report, Spotler and Thuiswinkel.org, emailmonday.com](#)

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Marketing automation platforms automate repetitive manual tasks for email campaigns, web forms, and landing pages, thereby freeing your marketing team to be more efficient, productive, and strategic. Equally important, marketing automation can align marketing and sales teams with vital revenue-producing tasks such as:

- Generating, nurturing, and scoring sales leads
- Improving customer loyalty and long-term engagement
- Cross-selling and upselling
- Measuring marketing ROI

As B2B buying has moved online, marketing automation has become a must-have technology for marketing and sales.

Companies that embrace automated marketing often see increased revenue and decreased marketing costs. This is because marketing automation enables companies to automatically reach customers and prospects across multiple channels and cost-effectively target them with context-appropriate and personalized messages. Indeed, many B2B marketing professionals say marketing automation is critical to their company's long-term business success.

Deciphering the B2B customer code

How marketing automation provides B2B companies with a competitive advantage

When a user visits your website and spends several minutes watching a video about a product, it's important to know who the visitor is and their intent. Is this visitor a college intern conducting market research? A mid-level manager who's heard about the features of a competing product? Or a senior executive who is poised to pull the trigger on a large purchase?

Marketing automation platforms collect, analyze, and decipher various online clues to help paint a more accurate picture of your customers and their intent. Identifiers like cookies, device IDs, and other digital tools establish the identity of an online visitor. An accurate visitor profile is then created with information from other data sources, such as a job title.

A marketing automation platform also provides insights based on a prospect's behavior—such as the amount of time a person spent on a product landing page, which blog posts they read, and even if they started to sign up for a webinar but didn't complete the web form.

Once the marketing automation platform has identified where the prospect is in the sales journey, marketing and sales can target the prospect with context-appropriate, personalized messages and offers.

Using a marketing automation platform to crack these B2B customer codes will give you a significant competitive advantage over your peers who don't. Some of the top reasons for using a marketing automation platform are to:



“95% of marketers say marketing automation was successful in helping them achieve primary objectives.”

[Marketing Automation Integration Survey, Ascend2 and research partners, ascend2.com](#)

Last accessed August 18, 2021

- Generate higher-quality leads
- Increase revenue
- Align sales and marketing

Companies that can accurately decipher a B2B customer code are on the path to increased lead conversion rates, shortened sales cycles, and improved win rates.

Five keys to successful online marketing

Transforming marketing vision into business reality

A marketing automation platform provides B2B companies with the technological foundation needed to achieve five key goals of effective online marketing:

1. Know your customers

Unlike any other marketing solution, marketing automation enables a company to aggregate relevant profile data from various online and offline sources to create a complete view of customers.

In addition to your own proprietary customer data, you can add data from third-party vendors and other outside sources, including information about a company's demographics, organization, and buying patterns. And you can integrate multiple marketing channels—such as email, mobile, and web—into a single marketing system to create comprehensive customer profiles.

An integrated view of your customers' data helps you target them with appropriate and personalized messages. The payoff? Companies that recognize their customers and continually nurture them with marketing automation see a significant increase in qualified leads.

2. Crack the code on customer journeys

Marketing automation's robust tracking and analytics capabilities help marketing and sales teams understand a prospect's online behavior—such as which stage of the sales funnel the prospect is in with precision. This enables you to deliver the right marketing message or sale offer at the optimal time.

A marketing automation platform can also alert you in real-time when a specific customer visits your website. This allows you to provide personalized content immediately after that customer's visit, increasing the odds of a sale. Moreover, your ability to deliver relevant marketing collateral demonstrates value and helps advance the customer through the sales cycle.

3. Provide informed, personalized experiences

Customers take different routes to purchasing a product or service. As they progress along their paths, their information needs and behaviors change.

A prospect who is at the consideration stage may download a white paper about industry trends. Further down the sales funnel, a prospect may review technical specifications and an implementation guide. Marketing automation will allow you to adapt your customer outreach with informed, personalized messages that meet the prospect's needs at each stage and advance them to the next stage in the sales funnel.

Suppose you're hosting a conference in Las Vegas and your target demographic is senior risk management executives in the Midwest. The prospects who fit the description will receive a personalized email invitation.

The executives who open your email will receive precise, targeted messages based on whether they accept, reject, or ignore your invitation. The ones who accept will receive a confirmation email and a reminder email or text message on the day of the conference. And at, or soon after, the conference, a salesperson will follow up with the executives.

After the conference, the executives who decline the invitation will receive a "We hope to see you next time" email and a "This is what you missed" email. As for the executives who ignored the email invitation, they will see sponsored ads on Facebook, LinkedIn, and elsewhere for a designated period of time until they accept or decline the invitation.

This ability to provide informed, personalized messages is why B2B marketers use marketing automation for everything from scoring leads to automating lead flow and data integration to sending highly targeted nurture emails.

4. Reach your customers anywhere

Marketing automation empowers marketing and sales to execute personalized experiences across multiple channels, including email, direct mail, phone campaigns, mobile, social media, and online initiatives.

When you can reach customers and prospects everywhere with sales-relevant insights and content, this helps close deals faster. And as mentioned earlier, marketing automation lets you learn about a customer's online activity in real-time. The more targeted, personalized content your customers receive, the more time they're likely to spend exploring your website. So you should consider every possible touchpoint and interaction—and maximize the impact of each.

5. Drive revenue and marketing ROI

CMOs at top-performing companies say the most compelling reason for using marketing automation is to increase revenue. This is hardly surprising given marketing automation's ability to identify the best sales leads and nurture them through the sales funnel until they are ready to pull the trigger on a deal.

One of the chief ways marketing automation decreases marketing costs and improves ROI is through better time management.



Time is one of an employee's most precious resources. With marketing automation, marketers can spend their time on important initiatives, such as finding the best prospects, not manually sifting through sales leads or juggling multiple marketing systems. Many users of marketing automation say its biggest benefit is its ability to save time.

All told, marketing automation users often realize a substantial increase in sales productivity and a significant reduction in marketing overhead.

How Oracle Eloqua Marketing Automation cracks the B2B customer code

Oracle Eloqua helps marketers manage the entire customer journey. You can leverage the industry's richest data set in tandem with adaptive marketing tools developed for your specific needs. The result: prospects and customers receive relevant, consistent, and contextual experiences across multiple channels.

One B2B company that has benefited from using Oracle Eloqua Marketing is Dow Jones, a business and financial news company. Dow Jones uses Oracle Eloqua to provide essential integration between its marketing and sales technologies—scoring leads, sending customer mail, ensuring clean data, and making sure that the right customer marketing permissions are in place. Oracle Eloqua functions in the background, leaving Dow Jones marketers free to focus on adding the essential creative elements required to make marketing work.

During a one-year transformation, the B2B marketing team doubled the number of forms created, improved conversion rates by 73%, and increased email marketing campaigns by 36%. The sales team uses Profiler, an Oracle Eloqua sales tool, to present valuable information about contacts in rich format embedded in the sales team's Salesforce workflow.

Oracle Eloqua Marketing Automation empowers B2B companies to:

1. Target the right customers at the right time

Oracle Eloqua enables marketers to present personalized campaigns across email, display, search, web, video, and mobile. And its lead and campaign management tools ensure that you can deliver the right messages to the right customer at the right time. In addition to its targeted, personalized campaigns, Oracle Eloqua will help you generate new sales leads. And you can extend your global reach as Oracle Eloqua is now integrated with WeChat, China's most popular messaging platform. B2B companies can use WeChat activity data for their cross-channel campaigns.

2. Deliver intelligent, personalized marketing

Oracle Eloqua lets you strategically filter and segment customers based on their attributes, behavior, and geography to deliver targeted, personalized marketing. It collects and analyzes different profile data, customer behavior data, and third-party data so you'll have a single comprehensive view of each customer. As part of Oracle's marketing suite of solutions, Oracle Eloqua boasts a best-in-class partner ecosystem that delivers a diverse



portfolio of innovative and fully integrated marketing technologies. This centralized interface allows you to organize and assess your campaigns across paid, owned, and earned channels to drive greater revenue.

3. Understand a customer's real intent

Thanks to Oracle's marketing suite of solutions, Oracle Eloqua has access to the industry's richest data set, so it can take unknown customer profiles and transform them into real-life prospects. It can also add information from third-party data sources and use identity resolution technology to create accurate and fully detailed customer profiles. This comprehensive customer profile, plus a unified view of a customer's behavior across email, social media, and other channels, allows you to understand a customer's intentions like never before.

4. Measure marketing impact

Oracle Eloqua helps CMOs and their teams better analyze and report various customer metrics. CMOs are increasingly putting customers at the center of everything they do: leadership, strategy, and operations. As a result, spend on loyalty and retention marketing will increase by 30% in 2021 while spend in other areas slows.⁴ Use Oracle Eloqua's intuitive digital whiteboard to design multichannel campaigns and visualize every step in the campaign, ensuring that your customer messaging is precise. Also, Oracle Eloqua's lead and campaign management tools provide you with immediate reporting and insights so you can improve your marketing efficiency.

5. Align marketing and sales for greater ROI

Oracle Eloqua unifies various sources of intelligence about a buyer, such as email opens, web activity, social activity, and form submissions to create a comprehensive buyer profile that helps sales engage with the buyer about their specific interests or concerns. Collaboration between marketing and sales is enhanced as Oracle Eloqua pulls together all relevant communications, highlighting a buyer's interests and sales funnel status and the buyer's multichannel activities in the sales cycle. This and other information can be easily shared between marketing and sales—and is readily available in the customer relationship management system.

Conclusion

Target customers at every stage of the funnel

B2B customers have moved much of their product research online and usually contact a company late in the sales cycle. Marketing automation helps marketing and sales work together to reach customers at every sales funnel stage with targeted, personalized messages. Marketing automation also automates many of the manual, repetitive tasks pertaining to customer data, email campaigns, and social media, enabling you to devote your time and energy to more rewarding strategic initiatives.



“Spend on loyalty and retention marketing in 2021 will increase by 30% while spend in other areas slows.”

[Predictions 2021: Accelerating Out of the Crisis, Forrester](#)

*Last accessed August 18, 2021
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Key takeaways

- The average buyer uses 6.9 information sources to make a purchase decision.¹
- Marketing automation platforms can help you understand the intent of prospects and customers and provide them with contextually informed and personalized messages in real-time, increasing the odds of a sale.
- Marketing automation enables B2B companies to deliver a comprehensive customer experience from the first interaction to the closing sale.
- Marketing automation empowers marketing to devote their time and energy to important strategic initiatives instead of time-intensive manual tasks.
- B2B marketing professionals almost universally agree that automated marketing is critical to long-term business success.

About Oracle Marketing

B2B and B2C marketers use Oracle's marketing, an integrated portfolio of applications, to drive sales, brand, and customer loyalty. Oracle's marketing suite of solutions offers the industry's richest data sets and most adaptive intelligence so marketers can deliver irresistible, consistent, and connected experiences to customers wherever they are and however they choose to engage.

Sources

¹ ["B2B Buying Disconnect," Trust Pilot, last accessed August 18, 2021](#)

[\(Complete form to download\)](#)

² ["E-commerce Marketing Trend Report," Spotler and Thuiswinkel.org,](#)

[emailmonday.com, last accessed August 18, 2021 \(Complete form to download\)](#)

³ ["Marketing Automation Integration Survey," Ascend2 and research partners,](#)

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⁴ [Predictions 2021: Accelerating Out Of The Crisis,](#)

[Forrester, last accessed August 18, 2021 \(Complete form to download\)](#)



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