

Best Practices for Creating Integrated Marketing Multi-Step Campaigns

Oracle Eloqua

Create an integrated multi-step marketing campaign in Eloqua to automate, scale and personalize the cross-channel customer experiences you deliver to your B2B leads, prospects and customers.

With Eloqua multi-step campaigns, your marketing team can create integrated marketing campaigns that automatically perform actions based on a contact's specific engagements within the campaign.

For example:

- If a contact or prospect has not engaged with email after the 2nd resend, send a message to LinkedIn to re-engage contacts with a LinkedIn Ad
- If a contact or prospect has joined a webinar or event, a follow up email confirmation can be sent automatically.
- If a contact or prospect has visited a landing page, a follow up action such as send a thank you email or add to another campaign can be performed.

Considerations When Getting Ready to Create a Multi-Step Campaign

Due to the vast capability to customize responses and take specific actions based on a contact's specific engagements, multi-step campaigns have the potential to become quite sophisticated and complicated. Therefore, it is best to plan out the campaign first before it is created inside Eloqua.



Target audience

- Marketing Leader
- Marketing Team

More kit components

- [Video](#)
- [Do you know about Multi-Step Campaigns?](#)

Quick link to resources

- [My Oracle Support \(MOS\)](#)
- [Oracle Help Center](#)
- [Oracle University](#)
- [Eloqua Hub](#)

Other Helpful Links

- [Supported Environments](#)
- [Oracle Cloud Readiness](#)
- [Eloqua System Status](#)

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- [Cloud Customer Connect for CX](#)

Pre-planning Checklist

Plan Your Campaign

Take the time to document your campaign goals, target audience, key messages, and identify the appropriate channels to reach your audience. Collaborate with other team members and align on the purpose and design.

Use Eloqua's campaign canvas to storyboard and once finished, you can use this as your campaign template.

If you're not sure where to start, check out this [storyboard example](#) and have a look at the [Best Practices templates](#) provided within Oracle Eloqua.

Create all Campaign Assets

Once you have a plan, create all the necessary campaign assets (emails, forms, landing pages) in Eloqua. You can then easily add the assets to the campaign canvas and connect them to create your multi-step campaign flow. See the [Assets](#) topic for more information.

Add Forms and Landing Pages to Campaign Canvas for Future Reporting

In order to report on all activities on the form and the landing page resulting from your campaign, be sure to add them to the campaign canvas. This allows you to attribute form submits and page visits back to the campaign. See the [Campaign Canvas Elements](#) topic for more details.

You can make changes even after activating the campaign. Just deactivate the campaign and make the required changes. For more information, see the [Activating Multi-Step Campaigns](#) and [About Deactivating Campaigns And Oracle Eloqua's Retention Policy](#) topics.

Campaign Execution Best Practices

Test Before Activating

Before activating your campaign, plan to test it first. This will catch typos, broken links, and ensure you're sending the right emails in your campaign flow.

Include A/B Testing

A/B testing is one of the easiest ways to increase conversion rates and learn more about your audience. Plan to test various elements in your campaign by identifying which elements to test. For example, you could create multiple content elements like subject lines, headlines, calls to action, or plan for different design elements like color choice, button design, and so on. See the [A/B Testing Campaigns](#) topic for more details.

Creating a Multi-Step Campaign in Eloqua

Create a multi-step campaign as follows:

1. Navigate to **Orchestration**, then click **Campaigns**.
2. Click **Create a Multi-Step Campaign**.
3. Select a template or use the blank campaign.
4. Start building out the workflow of your multi-step campaign.

See the [Creating Multi-Step Campaigns](#) topic for step-by-step instructions.

Testing Campaign Before Activation

Test your campaign and the campaign assets thoroughly

For example, send test emails, preview landing pages, and submit forms associated with the campaign.

You cannot make changes to it while it is activated. You will have to deactivate the campaign to make changes.

Set up a test audience:

1. Create a segment with a title that indicates it is your audience of contacts that will receive test emails or campaigns. For example, Email Test Audience.
2. To the segment, add the contacts who will receive the test email.
3. Use the segment to send a test email.

Activating the Multi-Step Campaign

- Activate a multi-step campaign now or schedule it to start later.
- To activate the campaign, you must specify how long you want the campaign to run.

After the campaign ends, the following changes occur:

- Oracle Eloqua deactivates the campaign and the status changes to COMPLETED.
- The campaign becomes read-only and you cannot reactivate the campaign, add contacts to it, or modify any settings. If you want to reuse the campaign, you can copy it.
- Oracle Eloqua removes all contacts who were members of a campaign element, and the contacts exit the campaign.
- Oracle Eloqua continues to track all campaign activity for 12 months after the campaign end date. If a contact opens an email, submits a form, or performs other campaign-related activities, Oracle Eloqua captures those actions, and you can report on them.


See the [Activating Multi-Step Campaigns](#) topic for step-by-step instructions.

Resources

- [Marketing Automation 101 Best Practices Guide](#)
- [Eloqua Orchestration Campaigns Guide](#)
- [Eloqua Campaigns User Guide](#)

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