

# Do you know about:



multi-step campaigns in Oracle Eloqua that boost **your integrated marketing strategy?**



**automating and personalizing marketing communications** across multiple channels in a single campaign flow?

## You can do more with Oracle Eloqua Multi-Step Campaigns!

- **Configure integrated, multi-touch marketing campaigns** for consistent experience across multiple channels, such as email, mobile, display search, web, video, social and direct mail



- **Build integrated, always-on marketing campaigns** to acquire contacts, nurture to qualified lead, and convert to a sale

- **Automate marketing interactions, decisions, and test scenarios** to continuously optimize marketing performance and return on investment

- **Scale marketing activities and broaden campaign scopes** without increased management from the marketing or sales teams



### Marketers

can simply add the elements of an integrated campaign to the campaign canvas and then connect them to create an automated campaign flow. See the [Multi-Step Campaigns](#) guide and the [Best Practices templates](#) for more details.

### Tremendous benefits:



Maximize marketing efficiency and revenue potential



Leverage automation and allow for focus on strategy planning



Personalize the experience for your prospects and leads



Improve customer affinity with a consistent cross-channel experience

Try it and let us know what you think:

[Cloud Customer Connect for Marketing](#)

#### ALSO IN THIS KIT:

- [Video](#)
- [Best Practices for Deploying Multi-Step Campaigns](#)