

ELOQUA 10: MANAGING SOCIAL MEDIA

COURSE CODE

- » EPO-MASO-1212

VERSION

- » Eloqua 10

DELIVERY METHOD

- » Web Based Training (WBT)

COURSE DURATION

- » 30 min.

PREREQUISITIES

- » Eloqua 10: Complete Fundamentals Series

COMPLETION REQUIREMENTS

- » View all slides and complete any embedded quizzes

COURSE OVERVIEW

This self-paced course explains the Eloqua product skills required to manage social media and access website reports. Participants learn how to work within Eloqua to add and configure cloud components, and manage sub sites.

There are three modules in the course. The first module focuses on tracking social media . The second module focuses on social tools, specifically on how cloud components work, and the third module focuses on managing Sub Sites and blogs.

TARGET AUDIENCE

This class is intended for any Eloqua users who require a basic overview on using Eloqua to track and manage social media.

LEARNING OBJECTIVES

- » Access Website reports
- » Add components to a landing page
- » Create and Test Share Links on a Landing Page
- » Identify the Cloud Components
- » Configure Sub-sites
- » Add a Sub-site and report via Sub-sites

For additional information visit www.eloqua.com/education

Eloqua automates the science of marketing – campaign execution, testing, measurement, prospect profiling, and lead nurturing – allowing marketers to acquire customers, drive revenue and do what they do best: develop strong brands, build creative campaigns, and deliver compelling content.