General Presentation

ELOQUA MARKETING AUTOMATION SOLUTION & SUPPORT

2012
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A unique offering

Eloqua – the leading marketing automation platform – combines the benefits of a world leading technology platform and specialised knowledge of business marketing communication. Eloqua and BBN with its international B2B agency network BBN together offer a one-of-a-kind combination extending where conventional IT vendors can only dream of.

Why are we unique and what is the added value?

When technology sets no limits to marketing superiority it is in need of professionals with a superior knowledge of best business marketing semantics and with the best practical experience.

Eloqua has pioneered the field of marketing automation and revenue performance management, not only on the technology side but also on the underlying philosophy and management thesis. The company’s mission is to make its customers the fastest growing companies on earth. It’s without doubt the flagship solution on the market.

Combining this outstanding technology with BBN – The Business Branding Networks 25 years of know-how on international B2B marketing, leads to an empowered service combination for companies pursuing from good to best.

More than anything we hope you enjoy our submission and that it provides you with enough food for thought.

We look forward to discussing this in further detail with you soon.

With kindest regards,

Timo Kruskopf
Managing Director
EXECUTIVE SUMMARY:
COMPANY BACKGROUND

BBN & BBN International – right people, right place

BBN has an ‘audacious goal’ of becoming the Number 1 B2B agency in the world together with its global Business Branding Network (BBN) partners. BBN is the leading network of B2B agencies on the globe and was founded 25 years ago.

The initiative was developed to make BBN unique – the only global B2B Marketing Group, where every agency works to a ‘franchisable’ model, which is developed by the four partner agencies and is ported out to the other 27 member agencies in the network.

BBN is run by a Board of 5 Directors. Rob Morrice from U.K. agency acts as the Chairman of BBN. The BBN HQ is in London.

Consistent models guarantee consistent success

BBN has 4 best practice groups; Brand Asset Management, Contact Strategy (digitally based), Creative and Public Relations. This means that BBN always has a seamless, up-to-date approach to its offering that takes clients from a blank sheet of paper to a business result.

Seamless integration of marketing, communications and sales

BBN has also carved out a very specialist niche in B2B by offering a unique ‘sales enablement’ package which facilitates full integration of all clients’ marketing, communications and sales initiatives.

Leading the change for marketing automation excellence in B2B worldwide

When you choose BBN as ‘Lead’ BBN agency for Your company, we will develop marketing automation enablement strategies and act as main implementer or facilitator of implementation together with other BBN partners or partner agencies appointed by Your company. Using Eloqua as the premier platform enhance Your company’s goals of consistency and excellence.

Technology platforms and partnerships – Eloqua as flagship solution

BBN’s solutions are underpinned and powered by a range of the latest technologies and tools. They ensure that all campaigns and dialogue programs are effectively integrated with websites, CRM databases and the most advanced reporting and analytical tools. This means that sales and marketing functions are able to access the very latest campaign performance and a clients’ and/or prospects’ very latest interaction with your brand. Our technology framework is based on a modular approach, enabling us to adapt our technology platforms on a client’s existing systems. An agile plug and play infrastructure means we can select the best of breed tools and applications from our partner ecosystem and a number of cloud based application providers, which are seamlessly integrated to deliver fully connected solutions.
HOW WE CAN SUPPORT THE DESIGN AND IMPLEMENTATION OF YOUR COMPANY’S MARKETING AUTOMATION

20 years in the B2B business has made us familiar with the concepts of campaign and lifecycle marketing automation, not least through the work we have completed for a number of clients.

Over the last years we have helped companies develop campaign automation plans. These have included the development of multi-channel lead nurturing dialogue programmes that are mapped against timeline based contact strategies across the three business units within the organisation.

We also advise our customers on their technology platform roadmap, ensuring that the technical architecture and marketing activities are utilising the latest technology platforms:

- Campaign mechanics
- Lead management design
- Contact Scoring models and functionalities
- Email and form set-up and configuration
- Campaign reporting/tracking
- Personalisation of campaign deliverables (PURL, emails, etc)
- Development and implementation of nurturing workflows
- Development of Landing pages and Email templates in Eloqua
- Automated segmentation processes
- Support with lead scoring, routing and CRM integration with Salesforce.com
- Lead routing based on multi country/region requirements
- Lead nurturing tracks
- Specific region, program or campaign specific CRM routing needs
- Revenue Performance Management
Lead nurturing

Mapped against each of the timeline stages (Unaware, Aware, etc) we will develop multi-channel nurturing strategies and campaign workflows. These will determine the triggered actions and events that prospects will experience as part of their engagement with the campaign and position within the purchasing timeline. Each lead nurturing programme will be planned to target users at key points within the estimated purchase window of up to 3 months.

It is envisaged that the same timeline lead nurturing strategies will be used across all industry segments, job functions and locations, however the content within each communication element will be targeted towards the prospect’s segmentation criteria.

Template development

To support the various outbound email campaigns, landing pages and lead nurturing emails, a number of templates will need to be planned, designed, developed and integrated into the Eloqua system.

Campaign measurement and analytics

Campaign measurement and effectiveness will be achieved using a number of different tools designed to report on the overall campaign effectiveness but also the effectiveness of specific channels. The following details the types of tools that will be used for measuring each element.

**Measurement tool:** Measuring: Overview: Eloqua Campaign
All campaign elements contained within Eloqua i.e. email, direct mail, landing pages, websites.

Campaign advertising placements, banners, social media sites, blogs, ie. owned visibility in digital hemisphere.

Campaign dashboards to show visibility of the overall marketing campaign performance and impact on the funnel, including sales opportunity and conversion data.

**Eloqua Website Analytics**
Channel referrers to the campaign platforms and prospect identification. Eloqua website analytics makes tracks specific referring sites – from banner ads to Twitter and other social media destinations. The system can also be configured to identify when interesting contacts or companies have visited the campaign Web platforms.
PROJECT REFERENCES

More than 1200 clients rely on the marketing automation power of Eloqua to improve demand generation and lead management while driving more qualified leads. Eloqua’s customers include Adobe, AON, Dow Jones, Fujitsu, Siemens, McAfee, Deutsche Bank and Sony.

- 1200 customers
- 184 global enterprises using Eloqua
- 36 countries with Eloqua users
- 8,000,000,000 daily transactions processed by Eloqua
- 155,000 total Eloqua users
- 95,000,000 $ estimated revenue for 2012
REFERENCE CASE: IRON MOUNTAIN

Iron Mountain is a global document management organisation. Born out of the requirement to store confidential government information in an iron ore mine in Pennsylvania, Iron Mountain has become the leading authority on best practice document management with the world’s top 1000 organisations.

Services range from secure document storage, intelligent scanning and digitising and destruction services, ultimately all of which play a role in the lifecycle management of a record.

The challenges and the strategy
Iron Mountain is considered a ‘household’ name across the world’s leading organisations and has been highly successful in developing the quality of their services over the last 50 years and generating new revenue from their existing customer base. However, this has led to a plateau of revenues and the business needed to look at new markets to increase its revenue streams, in particular with mid-market companies across Europe (100–1000 employees in size).

Objectives
The campaign was targeting mid-market organisations with low awareness not only of the category, but also of Iron Mountain. The objectives were clear:
1/ Generate awareness of the issues surrounding document management
2/ Generate awareness of Iron Mountain across Europe
3/ Generate sales leads

Audience
The market we were targeting was mid-market companies with 150–1,000 employees across Europe. As this is an area within these organisations that isn’t greatly defined, the responsibility can fall under a number of job functions. As a result IAS (BBN UK) developed a series of personas and key messages to a wide audience as follows:
• Business owner
• Office / facilities manager
• Records manager
• IT manager
• Finance manager
• HR manager
• Compliance / quality manager

Whilst targeting these key audiences, we needed to ensure that the messaging was handled in a way which could target a specific audience but also appeal to the business. The discovery work indicated that the responsibility of document management was spread across a number of disciplines from business to business.
The channels and techniques we used
The nature of the objective and the audience we were targeting required a fully integrated campaign. Using IAS’ contact strategy process Iron Mountain developed a full communications platform which integrated with Iron Mountain’s Eloqua platform in order to tie closely with their sales process. The key thing for this activity was to generate marketing qualified leads.

The campaign required an Eloqua based segmented campaign website and traffic was directed to it from email activity, pay per click activity, online banner activity, linkedin activity, whitepaper distribution and direct mail.

Segmented communications
The website plays a crucial role in any digital marketing exercise and this campaign was no different. The campaign site was where our audiences could answer the question “Where’s your tipping point?” and key content was developed to support the multitude of audiences, scenarios and products. Further to this, as the site was built within the Eloqua platform it was designed to support the explicit and implicit lead scoring, employed by Iron Mountain, by developing key pages which were classified as “awareness, interest, desire or action” pages. This would allow the audience to better their understanding step by step, whilst Iron Mountain was able to categorise their prospects based on the level of interaction with the campaign site.

In order to do this we mapped out the buying process and the key questions the audience would ask as they went through the buying cycle. Key content assets and messaging were then developed to support these questions. There was limited existing content, so we were tasked with creating a number of assets that would house the answer to these questions. They ranged from awareness level videos and thought leadership eBooks through to decision enhancing data sheets and comparison tools. This supported the overarching objective of educating the market and providing them with the right information in the right place.

The campaign site was structured to ensure that no matter which channel a user came in from they were directed into their content area, and were able to jump either into a product area or into a job function area through a series of landing pages. This ensured that the media channels could operate through job function segmentation or through product segmentation and, in line with the portfolio work completed at the start, the audience could see the unified product message at all times.
Segmented email activity was developed to communicate with each of the different audiences, and templates developed to support the multiple product activity. Email activity supported the ‘AIDA’ content strategy determined previously. As users interacted with the email they were sent follow-up emails (to a maximum of four) which built on previous communications in terms of understanding around the issues of document management. The more the prospect interacted the higher their lead score was increasing their viability as a lead for Iron Mountain.

In order to support this activity, online banner activity was placed in key media which would support the target audience in places such as ‘HR manager’ etc. As part of the media approach the key content pieces were mailed to subscribers of the website to act as registered downloads, which ensured leads were generated directly from the journals themselves and fed through to Iron Mountain. A pay-per-click campaign supported the activity and directed users into key landing pages.

As we didn’t know their job function adwords were grouped by product and sent users to a landing page which allowed them to self-select their job function, or discover further information about the products.

Results
The campaign activity has to date delivered 3,000 leads into the business, from a market where they had previously not focussed on. The ROI figures are still being calculated.

Iron Mountain
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Additional & detailed references are available separately by request.
THE IMPLEMENTATION

Enabling Marketing Automation is a business process. With over 1200 installations Eloqua knows best practices and models on how to get moving smoothly and generate results quickly. Eloqua has modeled the typical success process of the ignition year.

Your First Year with Eloqua

SmartStart™ – Guaranteed success from day 1
Enabling the technology is easy but aligning the people and processes can be challenging. Eloqua has years of experience with hundreds of successful implementations bringing together people, processes, and technology. Experience our innovative approach to onboarding which gets you up and running quickly with the help of real, live people – not recordings and self-managed checklists.

SmartStart™ offers a proven approach to onboarding success. We leverage our proven SmartStart methodology and work with your team to define the necessary process steps and configuration decisions so that you can achieve world-class results. The comprehensive version – SmartStart Complete – offers the comprehensive approach and focus around your business process as well as more consultation for organizations that may need help with more complex infrastructure challenges.

We focus on key planning and decision-making to help you start maximizing your marketing investment from day 1.

Objectives:
- Clear understanding of the business impact of decisions
- Lasting relationships with your Marketing partner
- Accelerated adoption and retention of the application within your organization
- Expedite decision making related to your unique business challenges/processes

Fast track your way to success!
SmartStart ™ process review for Your company

1. Eloqua System Provisioning & Project Preparation
   Template & Best Practice Guides
   Project Planning and Timeline Alignment

2. 3-Day on-site Eloqua Foundations Workshop
   Working sessions designed to make you understand your business processes and to define how the Eloqua platform will enhance them.
   - Customer Lifecycle Review
   - Account & Contact Mapping
   - E-mail and Forms Standards Review
   - Subscription Management Review
   - Default Settings Review
     - Implementation
     - Email Marketing & Forms
     - Website Tracking
     - Subscription Management
     - Data Loading
     - CRM Integration
     - Lead Scoring Program
     - IP Warming Best Practices Workshop
     - Lead Nurturing Program
   - Asset Migration Plan

3. Go-Live Knowledge Transfer: Review operational tasks that were raised during implementation
   - List upload process
   - Form template requirements
   - Monitoring Sender Score and bounce back reports
   - Adding/removing a field to the integration
   - Walk-through CRM Integration
   - Walk-through Advanced Foundations deliverables

4. Strategic Planning Workshop
   - Introduce your Eloqua Customer Success Manager
   - Strategic review of solution with Customer Success Manager

5. Explore areas for future growth and focus
Who should participate in the workshops?

Typically 2 to 4 participants

- Individuals who have the AUTHORITY to make decisions (that affect Sales AND Marketing)
- Individuals who are able to "write" the language (process) for Marketing to "talk" to Sales – in essence this largely affects the lead management process in CRM
- Individuals who will be heavily involved in executing campaigns in Eloqua within the organization

Team Characteristics

- Well rounded understanding of their website/online presence
- Working knowledge of their CRM configuration and ultimately an understanding of what their current digital marketing efforts are

Resource access

- Planned access to any external required resources (i.e. 3rd party agencies/outsourced web developers) in order to make the necessary technical adjustments while onsite

Preparation

- Attendees are able to commit to the time and effort required to execute certain deliverables prior to arrival onsite (i.e. DNS related changes, roll out of web tracking scripts, completion of integration surveys and other implementation documentation, initial Best Practice discussion)

The idea of the 3-day SmartStart ignition is to get all stakeholders together to define wants and needs together instead of arranging multiple separate meetings where involvement is low and repetition of tasks consumes Your company’s internal resources tremendously and makes a lengthy project inefficient.

The 3-day SmartStart agenda depends on the final agreement on installed Eloqua components but basically follows the timing on the following pages.
TYPICAL ACTIONS ON MARKETING AUTOMATION DEPLOYMENT

Define objectives and measureable goals
for 90/180/270/365 days from your Eloqua activation date. What is reasonable for you to achieve, given the resources at hand?

Ramp up staff with Eloqua training
Make sure all your “power users” (those who will be working in Eloqua the most) attend the “Introduction to E10” course, at minimum. Business users should also attend the “Revenue Essentials” series of courses.

Determine your Marketing Campaign, Email Group, Folder hierarchies, and naming conventions for each, as well as for Emails, Segments and Shared Library items, Landing Pages Forms, etc. Depending on your reporting requirements, you may want to include information for the date, channel, geography, audience, tactic, or business unit. Document your conventions (refer to the “Naming Conventions” template found on Topliners) and provide them to all team members. If applicable, these naming conventions should apply in both Eloqua and your Customer Relationship Management (CRM, e.g. Salesforce.com) system.

Define your naming convention for “Lead Source” values, similar to the exercise above. Lead Source answers the question “how did this contact come to us?” For example, “Tradeshow”, or even more specifically with the name and date of the tradeshow, depending on your reporting requirements.

Determine your Ideal Customer Profile and the Contact Fields required for a “Complete Contact Profile”. What pieces of information do you frequently use for segmenting lists or scoring leads? For example, “Industry”, “Revenue”, “Number of Employees”; etc.

Define rules for “inactive” Contacts
Must the contact click through in an email? Visit a web page? Within what time frame (we recommend 6 months)?

Perform a content audit.
What pieces of content do you have on your website or intranet? What target audience(s) does each asset best fit? What Campaigns? Develop a content matrix to identify fit and where gaps exist. Also determine your “high-value content” items.

Determine the minimum Contact fields required for a record to be created. Include the fields needed for both the marketing and sales teams to reach out to the contact, as well to assign/route the contact. Create a spreadsheet template with these fields for external list uploads – you may also want to include fields like “Campaign” and “Lead Source” in this template.

Define the characteristics of an “Inquiry” for your organization, which is generally considered the first stage in your customers’ Buying Cycle, in which the prospective customers has “raised their hand” to indicate interest.
- What types of a response indicate an Inquiry? Any website form submission, or specifically your “Contact Us” form? Just an event registration, or actual event attendance?
- What system object (database entity) will you use to track an Inquiry in Eloqua, e.g., Form Submission, Campaign Inquiry Rule, Contact record update, Program entry, etc.? This will be necessary for reporting.
- What is your process for developing these Inquiries? You may need to bring in Sales stakeholders to complete this definition. Keep in mind that you’ll be going through this exercise again for subsequent stages in the Buying Cycle.
With your CRM administrator, understand how Campaign activity is captured in your CRM system and that you have the correct permissions to create, modify and report on that activity.

It’s also critical that you document all of the above, and create a central repository within your organization that is easily accessible by all stakeholders. Your repository should now contain the following items:

- All documentation provided to you during your Eloqua SmartStart deployment
- Naming conventions and folder organization documentation
- Data schemas such as:
  - Complete Contact Profile fields
  - Inactive criteria
- Content matrix
- List upload spreadsheet template
- Email and Landing Page templates and recommended usage scenarios
- CRM/Eloqua database field mapping spreadsheet, including acceptable values for each field (consider this your “data dictionary”)
- Benchmark and performance metrics

Now that you've finished creating definitions and processes, it's time to move into the Eloqua system. First, these important steps should have been completed during your Eloqua SmartStart:

- Completion and testing of your bi-directional CRM integration (if applicable).
- Confirmation regarding Eloqua tracking scripts being on all pages of your corporate website and any sub sites such as a blog.
- If you set up a Lead Scoring program, confirmation that you are capturing all implicit and explicit field values. For example, checking that your high-value website content is correctly tagged.

Now, using your work from the previous section:

**Structure your Campaigns,**

Email Groups, Email Names, Segments, Landing Pages, and all associated Folders, etc. based on your defined hierarchy and naming conventions.

**Run at least one Inbox Preview test**
and one Deliverability test against an Email sent to your largest Segment count.

**Send at least one Email**
to at least 25% of your database, preferably with a call to action requiring a Form Submission. Some background on why:

- You do want your Contacts to click links in Eloqua Emails and submit Forms so the Eloqua system can associate their website visitor activity (Profile) with their Contact record.
- You do not want to send to your entire database immediately after Eloqua deployment if you have concerns about the quality of your database: high unsubscribe and bounceback rates can negatively impact your email reputation.

**Confirm that all Forms**
in landing pages on your website and those linked from your emails submit data to Eloqua or are Eloqua Forms.
Make certain that you are capturing the following for each Form submission and passing to your CRM system (if applicable). Note that you may have different requirements, based on your “Inquiry” definition above.

- "Lead Source - Original" and "Lead Source - Most Recent" (strongly recommended for all customers)
- All fields required by CRM for lead assignment/routing
- Campaign tracking data, for example:
  - CRM Campaign ID
  - CRM Campaign Name
  - CRM Campaign Status
- Add the Contact submitting the Form to a Shared Contact List specific to that campaign or a grouping of campaigns
- Optional recommendations, depending on your system definition for an Inquiry:
  - Apply date stamp to “Date Most Recent Inquiry”
  - Increment by one “Number Forms Submitted”

Next Steps
If you’ve completed the items on this chapter’s checklist, we suggest the following to prepare for the next chapter of the Success Plan, which is focused on using automation and personalization to engage your contacts and standardizing your database:

1. **Start to identify highly manual**, repetitive processes or gaps in your follow-up processes within your organization as targets for automation.

2. **Define your target segments.** Align these segments to the Contact Fields in your Complete Contact Profile – what data is missing and/or needs to be cleaned?

3. **Start the discussion with your sales** organization on your common definition of a “lead”. Also referred to as a ‘Marketing Qualified Lead’, this is the next stage in the Buying Cycle, when Marketing hands the prospective customer to Sales.

Similar to defining an Inquiry, you’ll need to agree upon the characteristics of a Marketing Qualified Lead, the corresponding system object(s) needed for reporting, and the hand-off process. This can be an involved process, and you’ll need consensus between both Marketing and Sales to be effective!
TRAINING AND APPROVALS

Training and education
Eloqua Education Services provides a comprehensive and holistic set of offerings to rapidly provide your team with the skills necessary to accelerate marketing and sales alignment. Our classes are designed for marketing professionals who want to focus on general marketing best practices as well as Eloqua-specific product knowledge.

Eloqua offers:

- A course list and recommended learning paths to help get you started with marketing automation.
- Professional Certification that align our curriculum and your goals.
- A variety of delivery options, including instructor-led courses, on-demand resources, eLearning, and on-site training.
- A worldwide calendar with instructor-led sessions at a variety of times, in a variety of time zones.
- An All Access Education Pass for the ultimate education experience

We looked at the effect that education has on the ability of our customers to be effective marketers. We found that companies who just sent one staff member to Eloqua University to become an Eloqua Master have grown their marketable reach significantly faster than companies without formal Eloqua training. In fact, customers with Eloqua Masters on staff have expanded their reach up to twice as fast as customers without.

Go Social with thousands of Eloqua professionals
Learning at Eloqua does not stop on Masters degrees on official University site. Support Portal is online to give you quick answers to your immediate questions. Other endless source is ask your peers at Eloquas user forum – Topliners.com. In addition to all these there’s forum for real heavy users, the Eloqua artisan, a blog for ideas, practical examples and in-depth discussions about how to get the most of Eloqua.
User documentation

**Eloqua Customer Central** is a portal that gives you quick and easy access to Eloqua’s user community, support, product information and marketing best practices - all from a single location.

Get the most out of your Eloqua application by accessing the following Customer Central areas:

**Search the Knowledge Base.** Get answers to your product questions. Browse our FAQs, how-to documents, and step-by-step troubleshooting guides.

**Contact Support – Submit a Support Request.** If you are unable to find the answer to your product question in these online resources, Eloqua enables you to submit a support request directly within the Customer Central portal.

**Access Training and Marketing Best Practices.** Browse user guides, videos, and marketing best practices to help you do more with Eloqua.

**Connect, Share and Submit Product Ideas.** Connect with top marketers in our discussion forums. Share and learn about successful strategies from other Eloqua customers. Use Idea Exchange to submit your ideas on product features with your peers - plus, browse and vote on others’ ideas!
CONSISTENCY AND TRUST

Email Test Center

Welcome to the Deliverability Testing Module

From here you can run tests to check the deliverability of your emails to different domains. Possible spam concerns in the content, previews or the email in different email clients, and if you have the BCC Boost package, check your general deliverability reputation (through the Options menu). Please note the testing credits you have available and then request the test you want - you’ll have the results available for download between 2 and 5 hours.

Testing

Your company has 80 tests remaining this month.
Select an Email Test:

Select a Test Type:

Send me an email when the results are ready.

Run Deliverability Test

Eloqua invests heavily into ensuring deliverability and high sender score rankings. Please go to senderscore.com to check our deliverability ratings, or visit http://www.eloqua.com/trust where month by month sender scores are published.

All Eloqua IP addresses are whitelisted with every major ISP who offers them via Feedback Loop setup. IPs are constantly monitored for high level blacklists and immediately addressed by Eloqua’s Deliverability Team.

Eloqua provides a Branding & Deliverability module which enhances customers’ sender reputation. All outgoing mails can be separately qualified and new template designs thoroughly guaranteed.

Eloqua servers are currently located in Canada, which has been deemed by the European Union to provide an equivalent level of privacy protection as that required under the European Union’s Data Protection Directive. Eloqua complies with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce. Eloqua has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement.

Eloqua is a Participant in the TRUSTe Privacy Seal Program. TRUSTe is an independent organization whose mission is to advance privacy and trust in the networked world. Eloqua is committed to protecting your privacy. In this regard, Eloqua has agreed to disclose its information practices and have its privacy practices monitored for compliance by TRUSTe.
### A SAMPLE PROJECT TEAM

#### Eloqua Stering Team
- **Preseetha Kollamthodi**
  - Business Development
- **Dennis Dayman**
  - Chief Privacy and Deliverability
- **Paul Reader**
  - Business Development
- **Gary Bailey**
  - Strategic and Tech setup
  - Smart Start & Enablement

#### Eloqua Project Team
- **Timo Kruskopf**
  - Overall Deployment Success
  - Escalations
- **Marc Keating**
  - Contact Strategy Integrations
  - Communications mapping
- **Susanna Juusti**
  - Project Manager
  - Project Deployment, Client Satisfaction, Client Advocate/Voice, Resourcing
- **Markku Alikoski**
  - Technical Architect
  - Deployment Execution, Build, Integrations
- **Henrik Lagercrantz**
  - Technical Consultant
  - Deployment Execution, Build, Design, Configuration
- **Tero Rantarulkka**
  - Operational consultant
  - Databases, Design, Configuration
- **Matti Aalto-Setälä**
  - Customer Success Manager
  - Commercials

#### Example of the marketing automation startup team for Your company

**Susanna Juusti, Key Account Manager, VP**

Susanna is a founder and co-owner of BBN Finland since 1992. In her career she has worked with a number of national and global brands including Raisio Benecol, Meira Nova, MTT, Turku Science Park, The Port of Turku and Finnlines. She has been responsible for brand strategies and communications strategies as well as day to day project management for her clients. Recently Susanna has focused on Eloqua customers in cooperation with BBN B2B planning and setting up programs running in Eloqua platform. The work has included lead management framework with lead scoring and routing as well as overall account handling of clients such as Iron Mountain and Atos.

**Gary Bailey, Manager, Enablement Team at Eloqua**

An ambitious and developed individual with specialist expertise and knowledge obtained through full IT and infrastructure implementations, from initial conception through to completion. These implementations include multiple successful full business applications (NetSuite and other bespoke software), with aspects of CRM and ERP as well as more custom solutions. This, when combined with a positive personality, initiative and a good work ethic gives the ability to take control of situations, solve problems and ensure that objectives are completed to deadline. Additionally, advanced IT skills including excellent experience of Office, SQL and JavaScript allow for technical solutions as well as functional solutions to be mapped, designed and created to ensure business requirements are met.
Paul Reader, Business Development (EMEA) at Eloqua
Paul has 16 years of experience leading innovation and change initiatives and nearly as long has been involved with interactive media, marketing, sales, and consulting experience. He joined Eloqua 6 years ago and has been deeply involved with marketing automation and Revenue Performance Management. Paul is a proven leader skilled at identifying performance improvement opportunities and creative thinker with a gift for designing and putting into practice strategies, supporting tactical plans, business processes, technology solutions, worker tools, and repeatable workflow methodologies that drive scalable, efficient, growth. Currently Paul Reader supports Eloqua customers in EMEA, North America, and APAC

Preseetha Kollamthodi, Business Development Manager at Eloqua
Over 10 years experience in marketing automation and 7 years experience in business development and sales
Preseetha has been leading and delivering implementing successful marketing automation projects, is a creative thinker with an imaginative approach to problem-solving, offering original and practical solutions. Real team player, contributing effectively and positively to team productivity. Preseetha is a strong communicator, adept at building rapport and strong working relationships with executives, customers, partners and internal teams.

Marc Keating, Head of Digital
Marc started his career in 1990 at IDG communications. At IDG Marc was involved in many high profile initiatives including the creation of Web Central, IDG’s first UK on-line web portal and TheWeb magazine, the first Internet newsstand magazine launched in the UK. Since then Marc has been advising companies on Internet/Intranet strategy, content management and design, usability and accessibility, which has included the design and planning of revolutionary software applications for AstraZeneca, The Met Office and Shell. His comments on digital issues have been featured in a number of publications including: Net Magazine and Internet World.

Dennis Dayman, Chief Privacy and Deliverability Officer at Eloqua
15+ years of experience to ensure your emails are delivered to the Inbox. Dennis and his team maintain relationships across the industry including with ISPs across the globe. He is longstanding member of MAWWG, WOMMA, emailexperience.org, and other industry associations and boards.

Timo Kruskopf, Senior Planner and Strategist
Timo has +20 years of experience in B2B marketing, brand development, portfolio management and contact strategy. He has pioneered 1-to-1 marketing systems and actively steered business processes in demanding environments. Timo is regarded as a result driven workshop leader and can bring structure to mixed environments and complicated issues.
The marketing automation consistency and campaigning support team

Alikoski, System Architect, Eloqua Master
Markku has been at BBN FINLAND since 2002, when he was made partner. He has a background in web programming, and has designed and programmed a web contact management and tracking system way ahead of its time – in the late 90’s. He has since been involved in developing smart web apps to a high profile clientele including PerkinElmer, Raisio Benecol, Meira Nova and ABB. Since 2010 Markku has been advising companies like PerkinElmer, Iron Mountain and Atos on marketing automation usage and best practices. Markku is a certified Microsoft CRM and SQL Server Specialist, Eloqua Master and Eloqua Revenue Lifecycle Master.

Tero Rantaruikka, Program coordinator, Eloqua Master
Tero has worked with BBN FINLAND since 2007 and has a master’s degree in marketing and business strategies from the University of Jyväskylä. Before joining BBN FINLAND, Tero worked in marketing research. In BBN FINLAND Tero has been responsible for campaign planning, campaign implementation and social media marketing. Tero has a passion for content marketing and has written almost 80 blog articles for the BBN FINLAND website. Tero has a deep knowledge on Google AdWords, Facebook and Eloqua. He has both Eloqua Product Master and Revenue Lifecycle Master certificates and is a keen trainer of the solution.

Henrik Lagercrantz, Digital Marketing Specialist
Henrik has worked at BBN FINLAND B2B Marketing since 2010, after finishing his studies (M.Sc. Tech.) at the university of Turku. During his studies he successfully started his own digital marketing company which he still runs, though with a smaller focus after starting at BBN FINLAND. Henrik was initially responsible for the front end web development in projects for various customers but soon advanced to constructing and running multilingual marketing automation campaigns for large international companies such as PerkinElmer, IronMountain and Atos. He has extensive experience in working with both Eloqua 9 and 10 and offers the voice of system capability as well as campaign element construction and integration design in large international marketing automation projects. Henrik has completed the Eloqua Integration specialist -training and is currently working to get his Eloqua Product Master -certificate.

Matti Aaltosetälä, Eloqua producer
As a Master of Science (Technology), Matti has a background from industry. He has been working in many leading Finnish companies such as Rautaruukki, Suunto and Wristop. Matti has a great understanding of technology and culture behind big industry companies. He understands the customer hopes and needs regarding marketing and has a capability to create a successful strategy for marketing using the latest technology to best meet the customers goals. As a managing director of high-tech company Wristop Technologies Matti has been creating the brand and has a versatile experience of international sales and marketing. In Suunto Matti was responsible of Design Management and brand building. Suunto is the largest company in the world regarding diving instruments. Matti has a multidisciplinary education from three different Universities: Technology, Marketing and Design.
This document covers overall summary of solutions and services we can provide to you. It's not a detailed business case nor trying to cover all capabilities Eloqua or BBN can provide for your company.

Please do not hesitate to contact us on any issues related to superior business marketing.

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