

The power of B2B Marketing media solutions

Case study: Oracle Marketing Cloud

The sky's the limit

How Oracle Marketing Cloud is smashing lead targets by 200% with its B2B Marketing brand awareness campaigns

Oracle Marketing Cloud delivers a suite of advanced marketing automation technologies, all designed to help businesses achieve greater results from modern marketing.

The success of the brand is built on its ability to offer six highly effective martech platforms – including Oracle Eloqua – with all the advantages of single-vendor integration and support.

“Our multi-touch strategy is served perfectly by B2B Marketing’s media model. And they have the best B2B database in the UK”

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The marketing challenge

Creating a single-brand product suite through a series of product acquisitions comes with its own set of marketing challenges, not least of which is building brand awareness.

Sylvia Jensen, senior director, EMEA marketing at Oracle Marketing Cloud, takes up the story by explaining the key challenges faced by her team.

“Our message to B2B marketers is clear: we can deliver product excellence, with all the really compelling advantages of using one expert, trusted vendor for your marketing automation solutions.

“But to enable delivery of that killer message, and to scale the success we’ve achieved, we have to first build greater brand awareness, and then engagement.”

“B2B Marketing enables us to get in front of different markets and personas, to get the best returns”

Sylvia Jensen

The tactics

For the Oracle Marketing Cloud team, it's all about getting in front of B2B marketers.

“Our main objective is to make B2B marketers aware of the huge benefits of marketing automation, and ultimately select Oracle Eloqua as the MA platform of their choice,” says Sylvia.

A multi-touch approach

From sharing marketing best practice content, to face-to-face engagement at both small and large scale events, a multi-touch approach to brand awareness building is what works for this leading-edge tech brand.

The media strategy – why B2B Marketing?

“They have the best B2B database in the UK,” says Sylvia, when addressing the reasons behind Oracle Eloqua's long-standing media partnership with B2B Marketing.

But it's not simply the extensive market reach provided by the B2B Marketing database that delivers sustained results for the Oracle Eloqua team.

“Our multi-touch, multi-channel strategy is served perfectly by B2B Marketing's media model,” Sylvia observes.

“It enables us to get in front of different markets and personas in different situations, to get the best returns.”



Oracle sponsors annual B2B Marketing events

As if to illustrate the point, the Oracle Eloqua team take advantage of every available engagement channel provided by B2B Marketing, including:

- › Website content and topic sponsorship
- › Website content hosting
- › Content marketing through email
- › Hosted webinars
- › C-suite-focused, sponsored roundtable meetings
- › Annual event sponsorship including InTech and Ignite

- › Event speaking opportunities
- › B2B Marketing Awards sponsorship

“For brand awareness building, we use all the audience touchpoints B2B Marketing can deliver,” says Sylvia.

“When it comes to demand generation and funnel building we focus specifically on their website hosted content opportunities, including webinars and downloadable best practice guides.

“All the registrations and signups our content drives via B2B Marketing's huge reach, provide the next step in the ‘awareness to engagement’ customer journey.”

“Quarter after quarter we have consistently delivered 200% or more over the lead target for Oracle Marketing Cloud campaigns”

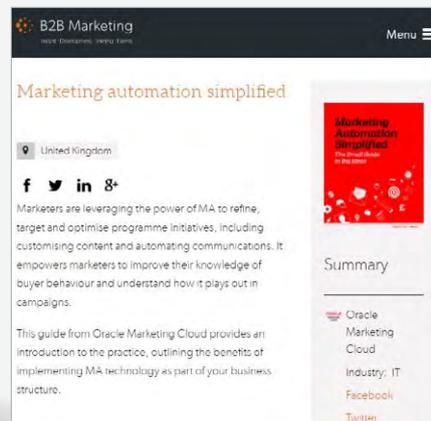
Matt Garisch, head of media, B2B Marketing



The results

Oracle partner with B2B Marketing on a guaranteed lead basis. So how have their cross-channel campaigns delivered against lead targets?

“Quarter after quarter, we have consistently delivered 200% or more over the lead target for the Oracle Marketing Cloud campaigns,” says Matt Garisch, head of media at B2B Marketing.



What's next for Oracle Marketing Cloud and B2B Marketing?

Reaching the all-important B2B Marketing Leaders segment is high on the list of priorities for the Oracle Eloqua marketing team.

“Demonstrating expertise and value to CMOs and the Leaders programme is key to the our growth strategy,” says Sylvia.

Sponsor presence at the annual B2B Marketing Leaders Forum provides the Oracle Eloqua team with a solid basis for establishing connections and engagement with this key target group.

Making those connections takes care of the tricky part.

Once made, and with so much value and expertise to impart, the sky's the limit for the Oracle Marketing Cloud brand.

Oracle Marketing Cloud sponsors the B2B Marketing Leaders Forum, and hosts lead generation content on b2bmarketing.net

Find out more at oracle.com/marketingcloud

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