

Eloqua's focused QuickStart program offers immediate time-to-value **and it is included in your subscription fee**. The program is provided by Eloqua's Certified Partners who will set up the application for you, design your first nurture campaign, and conduct a lead scoring strategy session.

Fast track your success with Eloqua QuickStart

The Eloqua QuickStart program fast tracks the implementation process by leveraging lessons learned and a best practice template library we have built from working with over 550 customers, focusing on key planning and decision making, custom configurations and provides you with some essential training required to help you start maximizing your marketing investment from day one.

- Clearly understand the business impact of decisions
- Develop lasting relationships with your Marketing partner
- Experience increased adoption and retention of the application within your organization
- Expedite decision making related to your unique business challenges/process
- Fast track your way to success!

By spending time proactively planning how your organization will use Eloqua internally, you can even increase your adoption of Eloqua's more advanced functionality such as the use of forms or automation.

When the QuickStart is completed, you will have your first best practices infused campaign ready to go! And you will have made key decisions that will help guide you on your journey to maximize your marketing investment.

What do I need to do to prepare?

To maximize the success of your Eloqua QuickStart there are several activities you can complete in advance of your Program Launch:

- Identify the first email marketing campaign you will run from Eloqua.
- Gather email creation essentials such as your company logo, required footer legal or privacy wording and your email design guidelines.
- List competitor domains that should be suppressed from your email marketing.
- Complete CRM questionnaire that your Eloqua project manager will provide to you.
- Identify the key resources who will participate in your QuickStart.

"I launched our first outbound email today of 5,500 lucky recipients and within 5 minutes had 2 new whitepaper downloads on our website both from the email.

I told our CEO Mayank Bawa and he replied smiling '**8 days to value....That's pretty good.**' I am a happy Eloqua Client"

- Jeff Haber, Inside Sales Manager



What is the cost associated?

We believe passionately that there is a right way to launch the basics of an Automated Demand Generation platform and the cost for that launch is free with your subscription.

- > We have a vast partner ecosystem that is certified to deliver the Eloqua QuickStart methodology and spend time with you to ensure you achieve rapid time to value

What if I want more?

Here are some common areas that you can discuss with your Sales Consultant which would require additional charges:

- > Lead Management consulting
- > Sandbox integration
- > Custom or complex Lead Scoring
- > Gated Web Assets – gate new website visitors to fill out a form before they view valuable collateral
- > Advanced activity driven content and segmentation

Eloqua QuickStart Agenda	
>	Custom Website Visitor Tracking Scripts
>	Email Marketing Configuration <ul style="list-style-type: none">• Branded Bounceback• Email Headers and Footers• Email Template• Bounceback and List Unsubscribe Loading
>	Subscription Management Configuration
>	Landing Page Form Template
>	Setup of Basic Reports
>	Standard CRM Integration (One-Click)
>	3-Touch Lead Nurturing Program
>	Self-paced Training
>	1 Hour Lead Scoring Strategy Session
>	90 day Post Launch Planning Session
>	Walkthrough of the Best Practice Template Library

For more information on Eloqua's QuickStart, please contact your Eloqua representative.