

	QuickStart	SmartStart™
Consulting	Remote	On-site
Website Tracking	Y	Y
Email Marketing Configuration		
> Load competitor domains to suppress emails, load current unsubscribes and bouncebacks	Y	Y
> Default set up and guidance on email footer and header options	Y	Y
> Set up an email template and preview in multiple browsers using Pivotal Veracity reports	Y	Y
> Establish email “from” address with company branding	Y	Y
> Creation of One-Column & Two Column Custom Email template in company branding		Y
> Email assets, folders, and segmentation consultation		Y
> Set up a sample batch email signature rule		Y
Subscription Management Configuration (standard)	Y	Y
Landing Page Forms and Data Capture	(1 form)	(2 forms)
> Provide guidance on the creation of form subdomain, creation of standard form and landing page within Eloqua	Y	Y
> Integration of an existing form on company website with Eloqua		Y
Setup of Basic Reports & Dashboards	Y	Y
CRM Integration	Standard	Std/Adv
> Execute CRM integration and view reports in Eloqua	Y (30 fields)	Y (30- 50+)
> Lead management flow design		Y
> Activity triggered sales process		Y
> Integration with existing lead assignment process		Y
> Synchronize email opt-outs		Y
> Identify fields used to update leads in CRM system vs. creating leads in CRM		Y
Lead Scoring (SmartStart client has the choice to select <i>either</i> Lead Nurturing or Lead Scoring)		
> Lead Scoring Strategy Session	Y	Y
> Lead Scoring Workshop		Y
> Build and test lead scoring 6 Step program		Y
Lead Nurturing Program		
> Conduct lead nurturing strategy session	Y	
> Design and implement a 3 touch lead nurturing program	Y	
Marketing Assessment and Planning Best Practices		
> Review Eloqua Marketing Effectiveness Model (MEM)		Y
> Benchmark marketing organization against Eloqua MEM metrics		Y
> Provide future state recommendations for program and process optimization		Y
> Discuss strategies to increase conversion through relevant messaging and personalization		Y
> Assess ways to reduce costs of marketing programs		Y
> Determine opportunities to automate for right-time, right-message communications		Y
Education		
> Self-paced Online Training & Customer Central Portal	Y	Y
> Self-paced Workbook on core scenario		Y
Eloqua Best Practice Library Walkthrough	Y	Y