



# Creating Ideal Customers

## How Modern Marketing Works



## Ideal Customers

Cross-Channel

Content Marketing

Social Marketing

Data Management

Modern Marketing

Start Journey

# Creating Ideal Customers

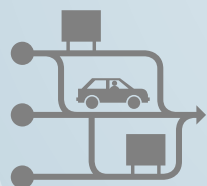
Every business talks about focusing on the customer. But few actually deliver. Why? Because digital marketing technology can't tell a compelling story. It lacks engaging dialogue with no connection beyond the transaction. It's lost in translation because marketers don't speak code. And it's confusing to the customer because marketing and IT can't connect process and data.

Take a look at your digital marketing picture. From a distance it may look fine. But look up close. It's fragmented and the dots are not connected. You need much higher resolution. Step back and see the big picture. Zoom in on the individual customer. But you'll need Modern Marketing technology engineered with enterprise grade data management and proven cloud performance.

It's time to personalize your brand narrative in every chapter of your story to create the ideal customers who buy consistently, drive revenue, and advocate your brand.



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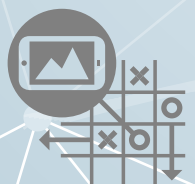
### Cross-Channel Marketing

Deliver personalized experiences, messages, and promotions across all channels.



### Social Marketing

Listen to and engage ideal customers that advocate for your products and services.



### Content Marketing

Turn content into a strategic asset that accelerates purchase cycles and improves retention.



### Data Management

Aggregate, activate, enrich, and analyze marketing data to drive better business outcomes.



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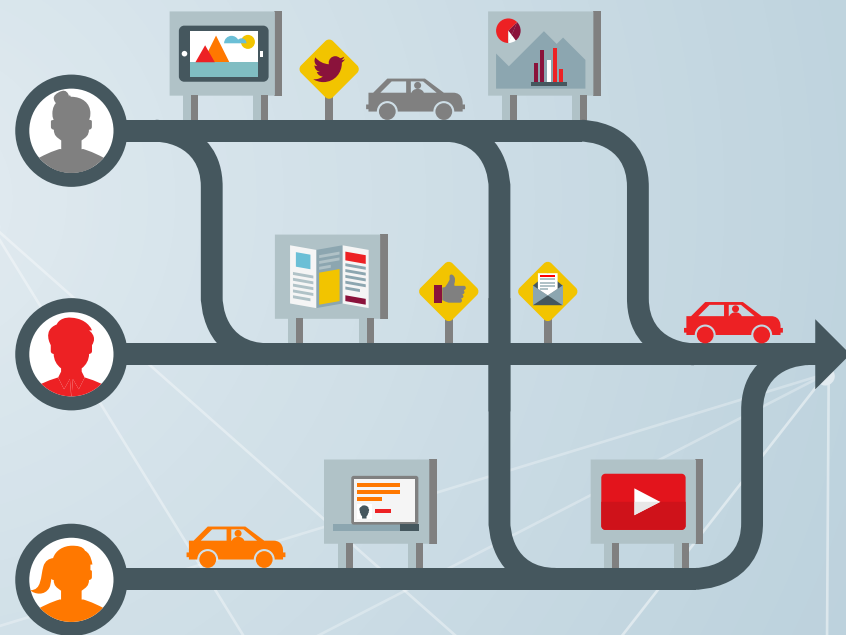
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Start Journey

# Cross-Channel Marketing

Create consistent yet personalized experiences, messages, and promotions across web, social, mobile, email, display, or any digital channel. Attract and retain ideal customers who drive revenue, remain loyal, and become brand advocates.

- **Web:** Personalize every customer experience by reading Digital Body Language. Capture and track behaviors while personalizing the experience.
- **Email:** Rely on a proven enterprise marketing platform. Power increased revenue and higher customer engagement.
- **Mobile:** Engage your on-the-go customers wherever they are. Deliver your content and notifications in context.
- **Social:** Start turning Likes and Tweets into advocacy and revenue. Connect social interaction data to campaigns and analytics.
- **Display:** Give display ads personal relevance for increased engagement. Transform display from transactions to relationships.





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Data Management

Modern Marketing

Start Journey

# Content Marketing

Plan, produce, and publish marketing content across the customer lifecycle, aligning compelling content with customer behavior at each stage. Deliver content in context to increase engagement, accelerate conversion, improve loyalty, and promote advocacy.

- **Plan:** Put content planning into one calendar-based tool to reduce the steps it takes to plan content lineups.
- **Produce:** Create compelling content and refine existing content to better engage your customers.
- **Publish:** Publish content to website, blog, email, landing page, or where your customers need to view it in one simple step.
- **Promote:** Get the word out quickly once you've got something to say. Accelerate the process and your success.
- **Prove:** Prove your content marketing success with reporting and tracking features that show ROI.





Ideal Customers

Cross-Channel

Content Marketing

**Social Marketing**

Data Management

Modern Marketing

Start Journey

# Social Marketing

Listen, analyze, and personally engage customers across conversations, discussions, and connections on social networks. Give advocates a platform to amplify your message and promote your brand. Take advantage of a unified social platform across listening, engagement, content creation, community management, and analysis of social media efforts.



## Engage and Retain

Engage with fans and followers on social networks to drive brand awareness, advocacy, loyalty, and sales. Retain ideal customers and make them brand advocates.

## Listen and Learn

Listen to what people are saying about your brand, analyze campaign results, and get engagement metrics. Learn about attitudes and preferences you can use.

## Extend and Connect

Integrate social information to marketing automation. Extend social data across marketing, service, and sales. Eliminate dashboard overload and silos with an enterprise solution.



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Modern Marketing

Start Journey

# Data Management

Aggregate, manage, and activate marketing data for a comprehensive view of each customer to personalize programs and experience with look-alike models. Create a single source of customer data to guide campaigns, develop personas, and predict behaviors across web and mobile audiences.



## Data Aggregation

Data is aggregated from any source and ingested into a centralized data management platform. Whether it's online data, offline data, mobile data or anywhere else you can bring it into a single location.

## Data Management

Once inside the data management platform, marketers can analyze, optimize, and augment data with the world's largest aggregation of authorized third party data providers.

## Data Activation

Activation occurs when the audience segments are pushed out to any of the hundreds of partners available across multiple channels and devices, and personalized to the audience.



# How Modern Marketing Works

Award-winning Modern Marketers rely on Oracle Marketing Cloud to achieve success for their companies and in their careers. They do it by reducing complexity, focusing on the customer, and choosing the trusted solution.

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Social Marketing

Data Management

Modern Marketing

Start Journey

## Marketing Simplicity

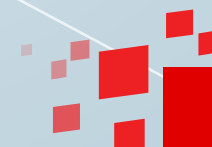
Gain a comprehensive view of customer data. Simplify marketing complexity with the most powerful cross-channel platform. Deliver personalized content at each step of the customer journey.

## Customer Centricity

Capture data and use a single customer profile for every marketing process. Recognize every customer as an individual. Engage customers intelligently with content in context to deepen the relationship.

## Enterprise Ready

Consider the advantage of a single unified solution that marketers love and IT trusts. Connect all marketing technology on one platform. Unify your data and execute programs across all digital channels.



ORACLE®



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Start Journey

# Start Your Journey

Explore the people, processes, and technology of the Oracle Marketing Cloud. Start your journey to Modern Marketing today. Learn about the Five Tenets of Modern Marketing: Targeting, Engagement, Conversion, Analysis, and Marketing Technology.

Create a culture of customer obsession. Simplify marketing across all channels to turn casual prospects into passionate advocates. Engage ideal customers with a meaningful experience. That's Modern Marketing.

**MODERN  
MARKETING  
ESSENTIALS**





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