



[Oracle Eloqua](#) is a market-leading [marketing automation platform](#) that helps companies generate leads that convert. Named a leader in the [2021 Gartner® Magic Quadrant™ for Marketing Automation Platforms](#), it enables your team to craft and send personalized emails, integrate seamlessly with other systems, track customer activity, and plan future campaigns—all within a robust but easy-to-understand visual interface. Eloqua integrates with leading customer relationship management systems, including [Oracle Sales](#), Microsoft Dynamics, and Salesforce. Most importantly, Eloqua makes it easy to create and [manage email campaigns](#) that generate revenue.

But Eloqua's capabilities don't stop there. Marketing automation experts know that sending too many emails or emails that don't match customer interests runs the risk of being marked as spam and never seen by the customer. Fortunately, Eloqua users have an easy solution.

Avoid These 3 Common Email Campaign & Marketing Automation Pitfalls

Customers delete corporate marketing emails or mark them as spam for a variety of reasons, but three stand out as the worst offenders: **1) they receive way too many emails, 2) the emails come too often, and 3) the flood of emails don't contain relevant information.** [Oracle Eloqua](#) can help you address each of these problems.

The first two problems can be addressed with Eloqua's email scheduling system. This allows you to space out the emails so the customer won't feel overwhelmed. Follow-up or reminder emails can also be scheduled with enough time in between to avoid harassing the customer. This way, your contact doesn't feel overwhelmed by the volume of emails they receive.

So now you know your customers won't get a dozen identical emails from you every day. From here, you can address the third problem: lack of relevant information. With Eloqua's activity tracking and [segmentation](#) functions, you can send each contact information relevant specifically to them and their

interests. You can also avoid sending information they don't want to receive.

Tips for Creating Effective Email Campaigns with Oracle Eloqua

With Eloqua's built-in functions, running an email campaign from start to finish has never been easier. Here are some critical components of running effective campaigns to keep in mind:

1. **Customer segmentation:** Segment your customers and prospects based on past interactions and user preferences. Form a clear picture of what your customer wants.
2. **Collect customer activity data:** Observe how your customers respond to each marketing campaign and use the information to target communication based on interests.
3. **Create personalized, dynamic emails:** Eloqua allows you to create dynamic content, so your communication includes timely and relevant data, not just a generic, general-purpose email. Your customers deserve emails tailored to their interests.
4. **Maintain professional standards in your email design:** Emails should help customers instantly recognize your brand and appear uncluttered and professional.
5. **Tell a story with lead nurturing:** Based on customer interest, tell a story through a series of [customized emails](#) that go to the right person at an appropriate time.
6. **Review generated data reports:** Review data collected to create detailed, customizable reports highlighting the information you need to make informed decisions.

7. **Long-term lead management and quality assurance:** With each campaign you run, Eloqua collects data to help you improve future campaigns. Better customer interactions can increase brand awareness, consumer engagement, and sales figures.

Oracle Eloqua Gives Email Marketers an Advantage

Eloqua's extensive capabilities make email marketing easier than ever. Whether you're trying to [decrease customer unsubscribes](#), increase your profits, or both, Eloqua has you covered. You can be sure that your promotional emails will actually make it to your subscribers' inboxes.

Want to see what else Eloqua can do? [Get in touch with our team](#) of marketing automation experts today to find out.