

Marketing is a critical part of any company's operations—but customers today are increasingly receiving too much. Marketing emails lose effectiveness when a customer regards them as merely spam.

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Anyone who has used Marketo or Salesforce knows that, like peanut butter and jelly, they work best together. That's why you'll want to pursue one critical plan: integration.

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As low-code platforms and AI work in tandem, shifts in the marketing landscape could occur faster than ever. What can your company expect? Here's what eight marketing automation specialists think.

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The 4Thought Marketing team has helped multiple companies improve their marketing strategies and technology. Recently, we were able to do something particularly interesting with a client: getting the most value out of their AI-chat tool, Drift.

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The digital marketing landscape changes constantly, and marketing automation is at the forefront. A successful marketing automation career lies in recognizing and adapting to this complexity.

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Boost your Eloqua skills through real-world examples. Explore how marketing can empower sales to influence the customer journey and leverage dynamic content to drive personalization.

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Should your marketing team continue nurturing while your sales team works on opportunities? Listen as 4Thought Marketing CEO Mark LeVell discusses the pros, cons, and options that empower sales to influence marketing nurture behavior.

If you'd like expert help with both nurturing and selling, [get in touch with us today](#) and take your marketing game to the next level.

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Both the Program Builder and Program Canvas are designed to automate workflows and eliminate repetitive manual tasks, yet they cater to different needs and offer unique advantages. Find an overview of each here.

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For Eloqua users, there's a straightforward way to approach email personalization: dynamic content. See what exactly dynamic content is and what it can do in this excerpt from our March 2024 Eloqua Office Hours session.

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The effectiveness of any email marketing campaign hinges on its ability to deliver messages that are

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both accessible and engaging across a myriad of devices and email clients. This is where email preview testing shines.

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We all want to tap into Oracle Eloqua's full potential, because it can greatly improve your marketing campaigns and bring in more leads. But it's easy to get tangled in its complexity. Follow these 3 tips to keep your campaigns manageable.

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Privacy by design incorporates data privacy into your marketing automation strategies from the very beginning. But if your framework is already in place, do you implement privacy measures within existing systems and plans? Here's what six industry experts suggest.