

Explore some practical approaches to incorporating AI in Marketing with our special guest David Gutelius from Motiva AI.

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Email marketing still ranks among the most effective forms of marketing. But part of that success comes from a specific aspect of email marketing: personalization. And for marketers to take full advantage of this, they can turn to dynamic content.

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Marketing is a marathon. With technology, laws, and customer preferences constantly evolving, anyone who can't stay ahead of the curve gets left behind. Marketing automation tools like Eloqua and Marketo significantly boost these efforts. However, as any marketer knows, having the right tools is only the first step.

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Integrating different marketing platforms requires careful attention to your data. Poor data management can cause an integration to fail and make your job much more difficult. Today, we'll be looking at a few reasons why integrations fail, and what you can do to avoid them.

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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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Sales and marketing play different roles in the customer journey. But they truly shine when both can work together. How might this work in your organization? Let's explore the best approach: nurturing while selling.

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There is, unfortunately, no “silver bullet” that makes a marketing campaign a massive success every time. However, there are a few steps you can take to give yourself a better chance. For Eloqua users, one of the most essential steps is to create a marketing campaign checklist to follow during development.

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Integrations enable sales and marketing systems to work together seamlessly. And most of the time, they do just that. But nothing is static. This is why regularly auditing your software integrations is so important.

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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.