

Eloqua's focused one week Program Launch, SmartStart™, offers the fastest time-to-value for our clients. Hosted at Eloqua or a Certified Partner facility, you will accelerate adoption of the application, understand how technology decisions impact business results, and walk away with your first best practices infused campaigns ready to go!



## Fast track your way to success with Eloqua SmartStart™

Designed for success, the Eloqua SmartStart™ program fast tracks the implementation process by leveraging lessons learned and a best practice template library we have built from working with over 550 customers, focusing on key planning and decision making, custom configurations and provides you with some essential training required to help you start maximizing your marketing investment from day 1.

- Clearly understand the business impact of decisions
- Develop lasting relationships with your Marketing partner
- Experience increased adoption and retention of the application within your organization
- Expedite decision making related to your unique business challenges/process
- Fast track your way to success!

## Why does it work?

Truth be told, we all know the distractions that being in the office brings! Emails, client visits, internal meetings, phone calls... Being able to step out of the daily grind for just a few short days, allows Eloqua to bring together all of the right ingredients at the right time to help bring success to you – faster!

Hosted at Eloqua or at a Certified Partner facility, distractions are eliminated, you have the key decision makers and stakeholders in once place at the same time and you can take the time to understand the impact of the decisions you need to make. By incorporating best practices and lessons learned from over 550 customers and some essential training within this process, you become more familiar with the Eloqua application in a controlled environment and are able to reinforce key concepts through the decisions you are making.

By spending time proactively planning how your organization will use Eloqua internally, you can even increase your adoption of Eloqua's more advanced functionality such as the use of forms or automation. In fact, customers who have participated in a SmartStart™ have seen a 130% increase in inquiry generation and 180% increase in the use of automation.

When the SmartStart™ is completed, you will have your first best practices infused campaigns ready to go! And you will have made key decisions that will help guide you on your journey to maximize your marketing investment.

*"My expectation for the deployment from Eloqua was six months. The salesperson recommended that we go with SmartStart™ so we could get it up and running in one week. I couldn't believe it, but I chose it. And it did work out in one week and beat my expectations. It was a wow factor!"*

Mark Keh, Direct Marketing Manager,  
8E6 Technologies



**What do I need to do to prepare?**

To maximize the success of your SmartStart™ there are several activities you can complete in advance of your Program Launch:

- Identify the first email marketing campaign you will run from Eloqua.
- Gather email creation essentials such as your company logo, required footer legal or privacy wording and your email design guidelines.
- List competitor domains that should be suppressed from your email marketing.
- Complete form and CRM questionnaires that your Eloqua project manager will provide to you.
- Identify resources who should attend your SmartStart™.

**For more information on Eloqua's SmartStart™, please contact your Eloqua representative.**

**Sample SmartStart™  
Agenda**

**Day 1**

- Email marketing and website visitor custom configurations
- Branding and Deliverability
- Form Integration

**Day 2**

- CRM Integration data model discussion, design and build
- Self Paced Training Exercises

**Day 3**

- Lead Scoring or nurturing template configuration
- 2 hour best practices Marketing Assessment and Planning session
- Self Paced Training Exercises

**Day 4**

- Implementation of other additional services procured (for example, Eloqua for Microsoft Outlook)
- Continuation of CRM, Lead Nurturing, Lead Scoring (if required)
- Self Paced Training Exercises

**Day 5**

- Introductions and transition into the Customer Success Group