

# CRMT DIGITAL SMARTASSIST FOR MARKETING AUTOMATION WITH ORACLE ELOQUA

Operational Support Services for Oracle Eloqua users to provide interim or ongoing support to ensure optimal use of the Oracle Eloqua platform.

CRMT Digital SmartAssist service provides a virtual team of Oracle Eloqua certified consultants, power users and administrators to complement or fill gaps in your own internal resource. Whether this is for an interim period while your internal team become proficient or as an ongoing service, you will benefit from immediate access to a skilled team, on demand, to help you maximise your marketing automation strategy and tactics - Ultimately to drive campaign and business success.



## KEY CHALLENGES

- I need time for my team to build up knowledge and experience but I need to put automated programs in place now.
- I have a small marketing team and until I can justify additional resource I need someone to run Oracle Eloqua for me.
- I have trained my power users but just want someone to do some hand-holding until they are confident.



## KEY BENEFITS

- Immediate, on-demand access to a skilled virtual team of certified Oracle Eloqua consultants, power users and administrators.
- Maximises your investment in Oracle Eloqua and demand generation best practice.
- Your staff can shadow our work to promote knowledge transfer.



## KEY FEATURES

- Can be utilised on an ad-hoc, retained or project basis.
- Covers anything from simple campaign execution to more complex automation for lead scoring and nurturing or Oracle Eloqua API work for custom integrations and functionality.
- Can be combined with DataStart services to provide ongoing data maintenance.

## Maximise your Marketing Investment with SmartAssist

Once you have implemented Oracle Eloqua you will immediately realise what a powerful and flexible marketing automation system you have invested in. We find that in most businesses this recognition triggers an insatiable desire to take maximum advantage of the platform, across all areas of marketing strategy and tactics. Something that your newly trained Oracle Eloqua users may find challenging to keep pace with. In addition, for larger global rollouts you may find you have field locations that do not currently have the resource availability to use the platform effectively.

CRMT Digital's SmartAssist services can help - providing you with a skilled virtual team of Oracle Eloqua certified resources to help you maximise your use of Oracle Eloqua while your internal resources gain experience. The same resources can also plug gaps in resource availability for as long as your business needs dictate.

Alternatively, if your business requires the power and flexibility of Oracle Eloqua but wants to outsource its operation and maintenance, our SmartAssist team is here to help and will work hard to become a seamless extension of your marketing department.

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## Why does it work?

Our dedicated SmartAssist team have many years of experience in planning, implementing and running both large and small Oracle Eloqua systems. All our key resources are Oracle Eloqua certified and are using the platform on a daily basis, constantly honing their skills and experience. They work closely with Oracle Eloqua personnel to ensure our services are in keeping with the latest techniques and best practices.

Our Oracle Eloqua consultants work with you, our SmartAssist team and your Oracle Eloqua Customer Success Manager to ensure that your business and marketing goals are understood and that these are reflected in robust campaigns and automation. And when it's time for your internal resource to takeover, we will assist in transitioning those skills and knowledge to enable you to continue to maximise your use of Oracle Eloqua and the latest demand generation techniques.

**SmartAssist is designed to complement CRMT Digital's DataStart Service. Please contact us for more information on our DataStart or SmartAssist Services.**

## About CRMT Digital

CRMT Digital helps businesses align sales and marketing to increase demand and grow revenues through best practice consultancy, technical integration and outsourced marketing operations. As one of the first specialist marketing operations agencies in the UK, we have led the way in helping all types of businesses transform traditionally siloed sales and marketing activities into integrated programmes that deliver Return on Investment.

Our teams provide tailored services and solutions that support every stage of the marketing automation journey, combining consultancy with technical and operational expertise in leading marketing automation platforms including Oracle Eloqua and **Marketo**, and CRM platforms such as Salesforce.com.

For more information, visit [www.crmtdigital.com](http://www.crmtdigital.com) or connect with CRMT Digital on one of the following social networks:



@CRMTDigital



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/company/crmt-digital

**CRM Technologies Ltd. UK**  
1450 Brook Drive, Green Park  
Reading, RG2 6UU

E: [info@crmtdigital.com](mailto:info@crmtdigital.com)  
T: +44 (0) 118 436 2200

**CRM Technologies Ltd. US**  
One Sansome St, Suite 3500  
San Francisco, CA 94104

E: [info@crmtdigital.com](mailto:info@crmtdigital.com)  
T: +1 415 590 4884