

## Siebel 8.0 Marketing: Marketing Manager

**Duration:** 3 Days

### What you will learn

This course is designed for team members who are responsible for administering and managing marketing activities such as campaigns, programs and marketing plans using Siebel Marketing 8. The course helps course participants to understand the Siebel Marketing architecture and its tight integration with Oracle Business Intelligence Enterprise Edition 10g. Course participants learn how to create marketing segments and segment trees and load them into campaigns. They use the List Format Designer to create export list formats and they use the Email Marketing Server to create personalized email campaigns.

This course also covers response management, event management and the financial planning aspects of Siebel Marketing. Using Oracle Business Intelligence Answers and Dashboards, course participants learn how to analyze marketing data quickly and efficiently. The course also contains information about the classic Siebel List Management.

### Learn To

- Create Segments and Segment Trees
- Create personalized email marketing campaigns
- Create Marketing Plans, Programs, Campaigns and Responses
- Manage Events
- Manage Marketing Lists
- Understand the Siebel Marketing architecture

### Audience

- Application Developers
- Business Analysts
- Data Modelers
- Developer
- Project Manager
- Sales Consultants
- Support Engineer
- Technical Consultant

### Prerequisites

#### *Required Prerequisites*

Navigating Siebel 8.0 Applications Self-Study CD Course

Navigating Siebel 8.0 Applications - Online Course

Fundamentals for Business Analysts (Siebel 8.0)

Oracle BI 10g: Analytics Overview

#### *Suggested Prerequisites*

Siebel navigation skills

Oracle BI EE navigation skills

Participants should have a basic knowledge of Windows naviga

### **Course Objectives**

Understand Siebel Marketing terminology

Understand the Siebel Marketing architecture

Create Segments

Create Segment Trees

Create Marketing Plans, Programs and Campaigns

Use the List Format Designer

Manage marketing lists

Manage marketing responses

Create personalized email marketing campaigns

Manage events

Plan and budget marketing activities

Understand campaign load formats

Use Answers and Dashboards to analyze marketing data

### **Course Topics**

#### **Siebel Marketing Overview**

Identifying components of Siebel Marketing Suite

Understanding closed-loop marketing

#### **Siebel Marketing Architecture**

Identifying components of the Siebel Marketing architecture

Marketing clients

Oracle BI EE

Email Marketing Server

#### **Marketing Terminology and Process Flow**

Explaining marketing terminology

Campaigns, Offers and Treatments

Budget Requests, Funds and Initiatives

Executing Stand-alone campaigns

Executing marketing programs

Executing marketing plans

#### **Segment Designer**

Understanding the segment designer interface

Creating simple and complex segments

Moving and changing criteria blocks

Understanding counts

Cross subject area queries

Grouping criteria blocks

Generate lists from segments

#### **Creating Segment Trees**

Explaining the purpose of segment trees

Splitting and sampling

Working with segment tree branches

## **Marketing Plans, Programs, Campaigns and Events**

Identifying Siebel Marketing objects and their relationships

Offer Management

Events

Campaigns

Waves

Programs

Stages

Marketing Plans

## **Using List Format Designer**

Understanding List Format types

Creating List Formats

Combining Data Sets

Sorting and Splitting

Formatting

Previewing list output

## **List Management**

Describing the list management process

Importing external lists

Creating internal lists

## **Response Management**

Describing the response management process

Integrating with Sales

Tracking responses

## **Email Marketing**

Creating an email campaign

Personalizing and editing email marketing templates

Understanding conditional fields

Understanding advanced email marketing features

Launching email campaigns

## **Event Management**

Describing the event management process

Defining Event Plans, Events and Sessions

Managing Invitations

Managing Registrations

## **Marketing Planning, Budgeting and Financial Tracking**

Creating Marketing Plans

Creating Budget Requests

Understanding approval cycles

Setting goals

Tracking expenses and budgets

## **Campaign Load Formats**

Creating campaign load formats

Identifying and describing marketing integration objects

Describing pre-configured marketing campaign load formats

## **Marketing Analytics**

Using Oracle BI Answers

Using Oracle BI Dashboards

Creating ad-hoc requests

Identifying pre-configured marketing analytics dashboards