

SmartStart™ Standard

The Eloqua SmartStart Standard methodology helps guide you through the implementation phases, from project initiation to rolling out your integrated marketing automation solution.

SmartStart™ Standard Scope

> Email Marketing Configuration

- Default email settings, branded bounce-back email address and subscription management configured
- Email header and email footer created
- One (1) mail template configured (modeled after your current template)

> Subscription Management

- Leverage Eloqua's subscription management functionality allowing email campaign recipients to opt out at a global level as well as campaign levels. Includes unsubscribe and bounce-back set-up along with configuration of subscription management

> Landing Pages and Form Configuration

> Default confirmation pages configured

> Two (2) forms and landing pages configured, either hosted on your site and integrated with Eloqua or hosted in Eloqua (forms hosted in Eloqua modeled after your current template)

> Database Management

> Review database fields, values, and views

> Create a segment that can be used to analyze your database or used to send a targeted campaign

> Review data tools available in the Eloqua platform

- > Review asset foldering and naming conventions
- > Lead Nurturing Best Practices and Framework
- > Lead nurturing best practices review
- > One automated nurture campaign configured (three emails maximum)
- > **Administration Setup**
 - Set up Eloqua Users (up to 10)
 - Competitor domains added to Master Email Exclude List (up to 50)
 - Contact lists (if applicable) and company logo uploaded
 - Unsubscribe and hard bounce back lists uploaded
 - Eloqua web tracking scripts configured and tested
- > Hands-on exercises to help launch a simple internal email campaign
- > Configuration walkthrough and validation

Implementation Team

Having the right resources with clearly defined responsibilities is a critical requirement for a successful on boarding.

Eloqua Role	Prime Responsibility	Details
Consultant	<ul style="list-style-type: none"> • Manages the project and delivery of key milestones • Provides recommendations and coaching on best practices based on Customer's business • Deploys and customizes the Eloqua platform 	Owner of project plan and main Eloqua point of contact during implementation of your SmartStart. Performs the configuration in the application and also executes full service initiatives.
Product Support	<ul style="list-style-type: none"> • Provides on-call product support for end users 	Accessible from Customer Central online or via phone: 1-866-FAST-ROI Press 1 416-864-0440 Press 1

Customer roles for the project are outlined below. Your team and time allocations may vary based on your culture and project needs:

Customer Role	Prime Responsibility	Approximate Resource Commitment During Implementation
Eloqua Program Manager	Can be one of the roles below, or a separate person, responsible for the Eloqua solution and campaigns on an ongoing basis	Participation in SmartStart 15-25 hours
Marketing Stakeholder	Provides direction and input on mapping the Eloqua solution onto Customer's marketing processes for campaigns and lead pre-qualification	8-10 hours
CRM System Stakeholder*	Provides direction and input on both Customer data model and how Eloqua will integrate data and lead flow into Customer's CRM system	Participation in SmartStart 2-4 hours pre/post implementation
Webmaster	Implement integration scripts onto Customer's website and integrate any existing forms that will be included in the program launch phase	2 hours deployment and testing of scripts 2 hours Integration/migration of existing forms
Agency or Design Resource	Supplies the graphics and templates required for setup	TBD

*if CRM integration is purchase

In order to achieve an effective SmartStart implementation, the customer agrees to make the following investments:

- > **Participants:** Ideally two (2) resources
- > **Focus:** Attendees will be completely removed from their office environment and all other work-related distractions for three (3) business days.
- > **Decision Making:** Attendees are able to quickly and efficiently make decisions on behalf of the various stakeholders within their organization.
- > **Preparation:** Attendees are able to commit the time and effort required to execute the SmartStart prerequisites prior to arrival onsite.
- > **Familiarity:** Attendees are able to complete the required online self-paced training prior to arrival onsite.

Project Timeline: 3-Day Smart Start Workshop

Add-on Offerings (not included in SmartStart Standard scope):

- > Lead Scoring Best Practices & Automated Program
- > Integration to Salesforce.com or Oracle CRM On Demand
- > Integration to NetSuite, MSCRM 3.0 /4.0, SFDC Person accounts, other databases
- > Add 5 additional email or form/landing page templates
- > Replicate up to 3 existing nurture programs
- > IP Warming Best Practices & Automated Program
- > Custom object for CRM-based segmentation
- > CRM Field Mapping of up to 20 additional fields beyond limit of 50
- > CRM Sandbox Integration (prior to production)

Assumptions:

- > SmartStart workshop will be delivered at one of our SmartStart centers
- > All modules will be deployed in English
- > Customer does not require custom programs for unique marketing CRM integration processes or items identified in the Add-On offering unless specifically identified
- > At least one user has purchased an Eloqua University All-Access pass

About Eloqua

Eloqua automates the science of marketing – campaign execution, testing, measurement, prospect profiling, and lead nurturing – allowing marketers to acquire customers, drive revenue and do what they do best: develop strong brands, build creative campaigns, and deliver compelling content. Eloqua is headquartered in Vienna, Virginia, with offices in Toronto, London, Singapore and throughout North America.

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