Oracle Marketing Cloud Adoption Guidance

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MARKETING CLOUD

The Oracle Marketing Cloud is dedicated to ensuring that your marketing transformation is a success. We want you to be fully engaged with our offerings so that you realize the full potential of your investment, which in turn allows you to be more successful.

We offer adoption services and programs to support you during every stage of your journey with us. For Oracle Marketing Cloud customers, we recommend that you speak with your Customer Success Manager as they will help you plan for your success based on your business goals and objectives.

KEY BUSINESS BENEFITS

- Receive a customized success plan that is targeted to your needs to help you achieve your goals.
- Accelerate implementation of new Modern Marketing practices within your organization.
- Use supplemental tools and resources to enhance and assist you on your journey.

Success Planning

Oracle Marketing Cloud Success Planning is the roadmap that sets the foundation for your journey as an Oracle Marketing Cloud customer and a Modern Marketer. Our success plans are customized and targeted to your needs to help you achieve your goals and are based on the results from your Modern Marketing Assessment. Receive a plan with recommendations and action items that guide your focus, investment and activities.
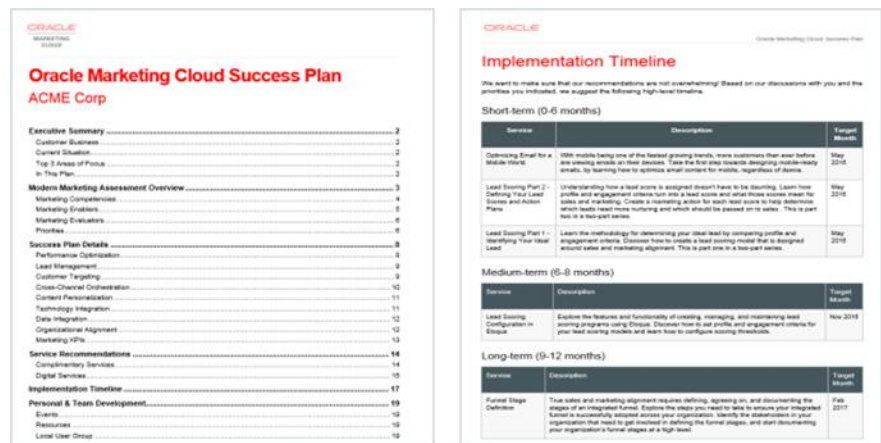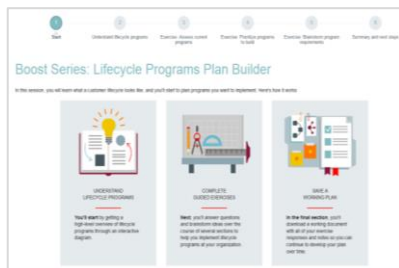

Figure 1. Success plans are tailored for each customer and clearly outline next steps.

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• The Customer Success adoption guidance offerings are closely aligned with Customer Support and Professional Services to ensure you have access to all the services necessary to meet your business objectives.

ON-DEMAND BEST PRACTICE GUIDANCE AND PLANNING SUPPORT

• Our Boost Series provides self-guided explorations and planning through a web interface.

• Use guided plan builders to help implement marketing best practices and document real and achievable targets.

• Follow a step-by-step action plan to bring your ideas to life.

• Receive periodic check-in emails to follow-up on your progress and obtain extra resources.

Adoption Services

Our suite of Adoption Services provides guidance on best practice, strategy, platform expertise, and domain knowledge to support your success with your Oracle Marketing Cloud solutions. These services are focused on today's most relevant topics in MarTech and AdTech. These interactive sessions and self-guided web tools help you discover what you need to be successful.
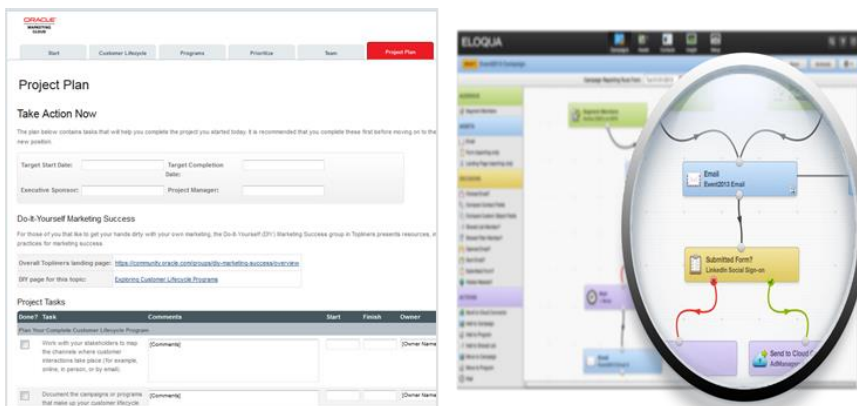

Figure 2. Oracle Marketing Cloud Adoption Services are interactive and hands-on.

Self-Service Resources

Access our collection of useful self-service resources, information, and tools to help you implement marketing best practices and strategies. These easy-to-use resources are full of relevant ideas and examples to help you better understand the marketing practice at-hand.
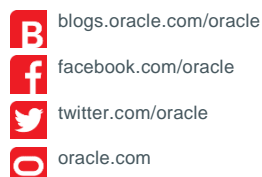
Getting Started

If you would like more information on Oracle Marketing Cloud Adoption Services, please contact your Customer Success Manager or visit our website.

CONTACT US
For more information about Oracle Marketing Cloud, visit oracle.com/marketingcloud/.

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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment