

Siebel Marketing: Marketing Manager Rel 15.5

CODICE

D96352GC10

DURATA

3 Giorni

PREZZO

1.800,00€ (iva escl.)

LINGUA

Italiano

MODALITÀ

Virtual Classroom
Corso in aula

SCHEDULAZIONE

- A Richiesta

PREREQUISITI

Basic knowledge of Windows navigation

Oracle BI EE navigation skills

Siebel Business Analyst 15.5

Siebel navigation skills

Audience

Application Developers

Business Analysts

Data Modelers

Developer

End Users

Project Manager

Support Engineer

Technical Consultant

OBIETTIVI

Understand Siebel Marketing terminology

Understand the Siebel Marketing architecture

Create Segments

Create Segment Trees

Use Answers and Dashboards to analyze marketing data

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

CONTENUTI

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
Wave
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

Marketing Analytics

- Using Oracle BI Answers
- Using Oracle BI Dashboards

Creating ad-hoc analyses

Description:

This Siebel Marketing: Marketing Manager Rel 15.5 training is designed for those responsible for administering and managing marketing activities such as campaigns, programs and marketing plans using Siebel Marketing. You'll develop an understanding of the Siebel Marketing architecture and its tight integration with Oracle Business Intelligence

Enterprise Edition.

Learn To:

Create segments and segment trees and load them into campaigns.

Use the List Format Designer to create export list formats.

Utilize the Email Marketing Server to create personalized email campaigns.

Create marketing plans, programs, campaigns and responses.

Manage events and marketing lists.

Benefits to You

By taking this course, you'll develop a deeper understanding of response management, event management and the financial planning aspects of Siebel Marketing. Using Oracle Business Intelligence Answers and Dashboards, you'll develop the knowledge and skills to analyze marketing data quickly and efficiently, giving you deeper insight into customer activity.

Prezzi e corsi potrebbero subire variazioni; si consiglia di verificare sul sito www.novanext.it/training.