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Eloqua is a powerful platform that develops automated marketing and demand generation software and services for business-to-business marketers. It provides enough tools to start to centralize marketing operations and build holistic

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Format: Paperback "Marketing Automation with Eloqua" is essential for any marketer who uses Eloqua. It covers everything for marketing automation you need to know from creating your first campaign to managing and creating emails, landing pages, segmentation, forms and lead scoring. Eloqua is a powerful tool and has many great features.

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Within this field, marketing is one of the core business functions that can benefit greatly from automation platforms such as Pardot and Eloqua. Marketing automation is also one of the fastest-growing software-as-a-service (SaaS) sectors, with its global value expected to reach \$6.4 billion by 2024.

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Over half of companies already use it, and many more are planning to integrate marketing automation into their existing processes in the coming years.

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in turn, gives marketers actionable results for their campaigns and the ability to centralize more of this data from one or a few systems.

This book is a practical guide following a step by step approach to create, edit, customize and upload your marketing campaign using Eloqua. If you are a marketing professional or business analyst who wants to use Eloqua to manage demand generation, lead scoring, e-mail marketing, and build digital marketing campaigns, this book is ideal for you. No previous knowledge of Eloqua is required.

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Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage

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to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to

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"Focuses on the technology innovations that may help in building virtual businesses and making existing businesses smarter and efficient in their operations. Intended to help key decision makers understand more about introducing new

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"Content is now king - and if you're a brand marketer, you need to be a media company, too. Your Brand, The Next Media Company brings together the strategic insights, operational techniques, and insights and practical approaches for transforming your brand into a highly successful media company - and a winning social business! Social business pioneer Michael Brito covers every step of the process, including: Understanding your social customer and their new world Planning your social business and content strategies Building infrastructure and teams, and setting the stage for transformation Identifying and overcoming the specific content challenges you face Recognizing the central role

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Design advanced queries containing complex calculations
Create database objects to handle abstract data Use date, time stamp, and time interval data types Establish user roles and privileges Handle multimedia files using large objects Tune SQL statements to make them execute faster Generate, process, and store XML data Master the very latest Oracle Database 12c features Code examples in the book are available for download.

Pro WordPress Theme Development is your comprehensive guide to creating advanced WordPress themes. Designed for professional web designers and developers who are comfortable with PHP and WordPress, this book teaches you every aspect of professional theme development. You will

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This important text provides a single point of reference for state-of-the-art cloud computing design and implementation techniques. The book examines cloud computing from the perspective of enterprise architecture, asking the question; how do we realize new business potential with our existing enterprises? Topics and features: with a Foreword by Thomas Erl; contains contributions from an international selection of preeminent experts; presents the state-of-the-art in enterprise architecture approaches with respect to cloud computing models, frameworks, technologies, and applications; discusses potential research directions, and technologies to facilitate the realization of emerging business

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models through enterprise architecture approaches; provides relevant theoretical frameworks, and the latest empirical research findings.

Improve your analytics and data platform to solve major challenges, including operationalizing big data and advanced analytics workloads on Azure. You will learn how to monitor complex pipelines, set alerts, and extend your organization's custom monitoring requirements. This book starts with an overview of the Azure Data Factory as a hybrid ETL/ELT orchestration service on Azure. The book then dives into data movement and the connectivity capability of Azure Data Factory. You will learn about the support for hybrid data integration from disparate sources such as on-premise, cloud,

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or from SaaS applications. Detailed guidance is provided on how to transform data and on control flow. Demonstration of operationalizing the pipelines and ETL with SSIS is included. You will know how to leverage Azure Data Factory to run existing SSIS packages. As you advance through the book, you will wrap up by learning how to create a single pane for end-to-end monitoring, which is a key skill in building advanced analytics and big data pipelines. What You'll Learn Understand data integration on Azure cloud Build and operationalize an ADF pipeline Modernize a data warehouse Be aware of performance and security considerations while moving data Who This Book Is For Data engineers and big data developers. ETL (extract, transform, load) developers also will find the book useful in demonstrating various

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operations.

Talk Triggers is the definitive, practical guide on how to use bold operational differentiators to create customer conversations, written by best-selling authors and marketing experts Jay Baer and Daniel Lemin. Word of mouth is directly responsible for 19% of all purchases, and influences as much as 90%. Every human on earth relies on word of mouth to make buying decisions. Yet even today, fewer than 1% of companies have an actual strategy for generating these crucial customer conversations. Talk Triggers provides that strategy in a compelling, relevant, timely book that can be put into practice immediately, by any business. The key to activating customer chatter is the realization that same is

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lame. Nobody says "let me tell you about this perfectly adequate experience I had last night." The strategic, operational differentiator is what gives customers something to tell a story about. Companies (including the 30+ profiled in Talk Triggers) must dare to be different and exceed expectations in one or more palpable ways. That's when word of mouth becomes involuntary: the customers of these businesses simply MUST tell someone else. Talk Triggers contains:

- Proprietary research into why and how customers talk
- More than 30 detailed case studies of extraordinary results from Doubletree Hotels by Hilton and their warm cookie upon arrival, The Cheesecake Factory and their giant menu, Five Guys Burgers and their extra fries in the bag, Penn & Teller and their nightly meet and greet sessions, and

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a host of delightful small businesses □ The 4-5-6 learning system (the 4 requirements for a differentiator to be a talk trigger; the 5 types of talk triggers; and the 6-step process for creating talk triggers) □ Surprises in the text that are (of course) word of mouth propellants Consumers are wired to discuss what is different, and ignore what is average. Talk Triggers not only dares the reader to differentiate, it includes the precise formula for doing it. Combining compelling stories, inspirational examples, and practical how-to, Talk Triggers is the first indispensable book about word of mouth. It's a book that will create conversation about the power of conversation.

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