

Siebel Marketing: Marketing Manager Rel 15.5

Duration: 3 Days

What you will learn

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. /li/u

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.

Audience

Application Developers
Business Analysts
Data Modelers
Developer
End Users
Project Manager
Support Engineer
Technical Consultant

Related Training

Suggested Prerequisites

Basic knowledge of Windows navigation
Oracle BI EE navigation skills
Siebel Business Analyst 15.5
Siebel navigation skills

Course Objectives

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

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
- 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