

DATASHEET

MARKETING AUTOMATION HEALTH CHECK



Is Your Marketing Automation Performing as you Expected?
Let Accelent Consulting help evaluate your Eloqua deployment and ensure that you are maximizing your return on this strategic investment.

Accelent consultants can assess your Eloqua deployment based on our experience working with Eloqua customers as well as customers of other marketing automation systems to determine your level of marketing automation effectiveness. Accelent's Marketing Automation Health Check costs \$10,000 and takes 2-3 weeks to complete. This investment will help you evaluate where you are being successful, where you could improve, and decide how best to allocate further marketing automation investments. Far from cookie-cutter, our approach is to learn first-hand about your particular situation and bring our outside-in perspective to the assessment.

Companies often develop grand plans for their marketing automation strategic vision and build business cases that make good sense on paper. For a variety of reasons, many Marketing teams find themselves in only a partially-realized automation scenario, even after a number of years on a platform. Accelent's consultants have helped companies work through these challenges and begin to derive measurable benefit from marketing automation.

Accelent Consulting provides advisory services for companies considering and having implemented marketing automation systems. This before and after perspective gives Accelent a unique vantage point to leverage in our Health Check engagements. Our team of consultants has years of experience implementing and using marketing automation to drive sales and increase marketing effectiveness. We can help your team think through the critical issues and develop strategies for moving your marketing automation vision further into production.

Accelent Consulting can help you identify the roadblocks and breakdowns to an effective strategy and clear the path forward toward great results. We often identify critical challenges in these areas:

Accelent Consultants are senior operating-experienced professionals that deliver hands-on marketing, sales and business process expertise that enable effective design, planning and execution to optimize revenue creation.

- Processes/Operations
- Sales/Marketing alignment
- Executive buy-in
- Segmentation strategy
- Sales stage definitions
- Campaign design and optimization
- Inbound marketing strategy
- Outbound marketing strategy
- Customer/Installed base strategy
- Data flows and integration
- Lead scoring
- Reporting and visibility

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Make sure your deployment is delivering optimum results. Before you make decisions about where to invest further in marketing automation, call Accelent Consulting and let the experts help evaluate your situation.

Accelent has helped hundreds of companies move from ideas to results – far faster than they could by leveraging internal resources alone. Companies like NetApp, Cisco, SFDC, Ariba, Ellie Mae, Dassault Systemes and Genentech have relied on Accelent consultants to help drive marketing and sales results.

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