

Oracle Responsys Marketing Platform

I. Introduction to Oracle Responsys Marketing Platform

- A. Overview of the platform
- B. Benefits of using Oracle Responsys
- C. Key features of the platform
- D. Target audience for the platform

II. Getting Started with Oracle Responsys Marketing Platform

- A. Setting up an account
- B. Navigating the platform interface
- C. Understanding the platform's terminology

III. Oracle Responsys Marketing Platform Features

- A. Email Marketing
 - 1. Creating and managing email campaigns
 - 2. Personalizing email content
 - 3. Automated email campaigns
 - 4. A/B testing
 - 5. Email deliverability
 - 6. Email analytics and reporting
- B. Mobile Marketing
 - 1. Creating and managing mobile campaigns
 - 2. Personalizing mobile content
 - 3. Automated mobile campaigns
 - 4. A/B testing
 - 5. Mobile analytics and reporting
- C. SMS Marketing
 - 1. Creating and managing SMS campaigns

2. Personalizing SMS content
3. Automated SMS campaigns
4. A/B testing
5. SMS analytics and reporting

D. Cross-Channel Marketing

1. Creating and managing cross-channel campaigns
2. Personalizing content across channels
3. Automated cross-channel campaigns
4. A/B testing
5. Cross-channel analytics and reporting

E. Marketing Automation

1. Setting up marketing automation workflows
2. Triggered campaigns.
3. Dynamic content
4. Lead scoring and nurturing
5. Marketing automation analytics and reporting

IV. Integrations with Oracle Responsys Marketing Platform

- A. Integrating with CRM systems
- B. Integrating with third-party applications
- C. API integrations.

V. Oracle Responsys Marketing Platform Best Practices

- A. Email marketing best practices
- B. Mobile marketing best practices
- C. SMS marketing best practices
- D. Cross-channel marketing best practices
- E. Marketing automation best practices

VI. Oracle Responsys Marketing Platform Training and Support

A. Training resources

B. Support resources

C. Community forums

VII. Conclusion

A. Recap of Oracle Responsys Marketing Platform features and benefits

B. Final thoughts on using the platform.