

### "Rent" a Hands-on Eloqua Power-User and Best Practices Consultant

Whether you need a temporary resource or overall project management, Astadia provides hands-on expertise to maximize Eloqua value and automate demand generation. Astadia has consultants with deep experience in closed-loop marketing and marketing best practices. As an Eloqua Gold Certified Partner, Astadia consultants have worked with companies, large and small, to quickly drive value from the Eloqua marketing automation platform.

By thoroughly understanding your value proposition, target audience(s) and marketing objectives, Astadia works with you to integrate your direct marketing, website marketing and lead generation activity with sales force automation to continuously, repeatedly, and measurably create demand for your products and services.

### Eloqua Power-User Services

#### Marketing Best Practices

- :: Campaign Strategic Planning
- :: Best Practices Consulting

#### Managed Email Services

- :: Email Best Practices Consulting
- :: Email Template Design
- :: Email Population & Distribution
- :: Email Campaigns with Landing Pages
- :: E-Newsletters
- :: Campaign Measurement

#### Multi-Touch Program Automation

- :: Program Design (incl. multi-channel)
- :: Program Development
- :: Program Testing & Launch

#### Lead Management Campaigns

- :: Lead Nurturing Campaigns
- :: Cross-Sell/Up-Sell Campaigns
- :: Lead Scoring
- :: Automated Alerts

#### Data Services

- :: Contact List Loading
- :: Data Extraction

#### Event Automation

- :: Webinar Management
- :: Event Registration Automation

#### Landing Pages & Forms

- :: Landing Page Design
- :: Landing Page Publishing
- :: Form Publishing, Processing, Testing

#### Website Integration

- :: Content Development/HTML
- :: Website Forms Integration
- :: Website Reporting
- :: Automated Alerts
- :: Hypersite Development

#### CRM Integration

- :: Salesforce.com Integration
- :: Existing Integration Modification

#### Search Engine Optimization

- :: Search Ad Campaign Creation (i.e. Google ADWords)
- :: Landing Page Design
- :: Landing Page Publishing
- :: Form Publishing, Processing, Testing

#### Training Services

- :: Custom training
- :: Shadowing

Astadia appreciates that your needs are unique and distinct to your organization. We welcome the opportunity to speak with you regarding your requirements in a Phone Assessment and Consultation. During the Consultation, we will discuss your needs and budget and provide an estimate for Rent-A-Power-User Services. [For your Phone Assessment and Consultation, contact Astadia at 877.727.8234 today.](#)

### About Astadia

Astadia is a multi-national management consulting and on-demand technology solutions firm that helps organizations become more productive in sales, marketing and customer service. Seasoned with thousands of initiatives, Astadia provides clients with strategic consulting and managed services. Astadia is the largest deployment partner for salesforce.com, Eloqua and Xactly and other leading SaaS technology solutions. Clients span a wide variety of industries and range from small and medium-sized private businesses to publicly traded global enterprises.

