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**MARKETING  
CLOUD**

# 数字化业务与企业现代营销变革

Mark Chen 陈志荣

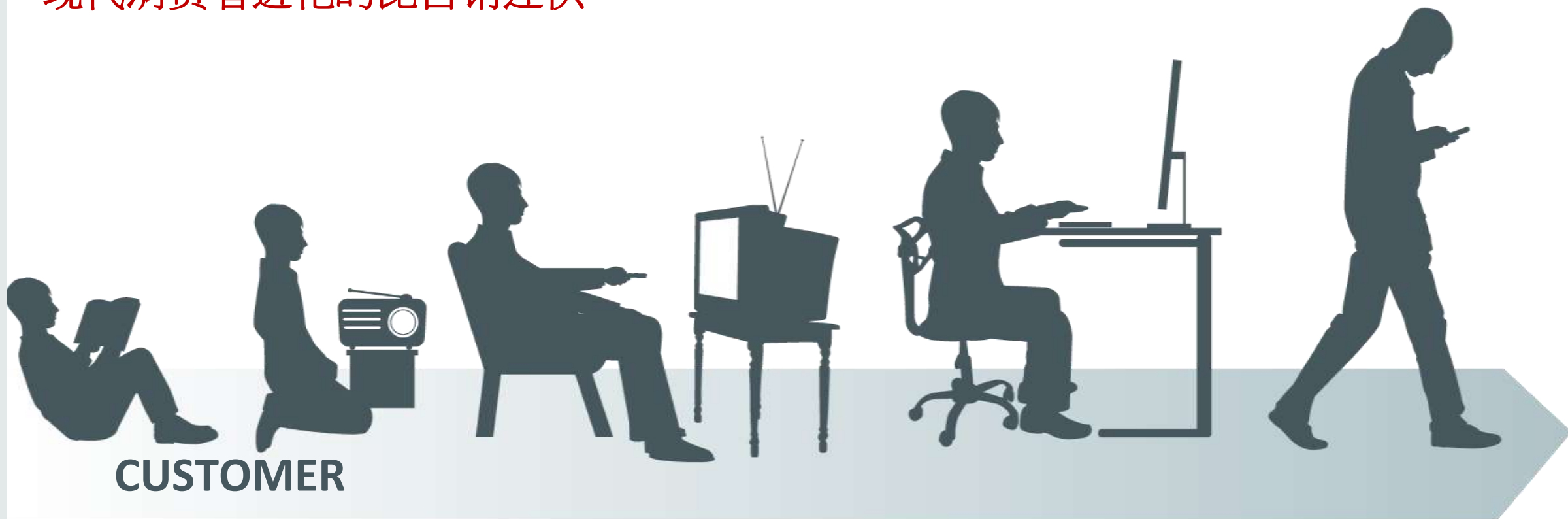
Master Principal Solution Consultant  
Oracle Marketing Cloud

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# 现代营销的进化史

现代消费者进化的比营销还快



营销

即使最后是在线下渠道购买，  
2/3的消费者在购买前在线上  
渠道上被影响 ---- Forrester



企业与企业(B2B)的购买者

在与销售人员接洽之前

已经完成了

其决策流程的 **60%** 。”

*Google and Corporate  
Executive Board study*



# 营销团队

- 维多利亚 ( Victoria )
- 营销长 ( CMO )
- B2C (零售) & B2B (企业客户)

- Quake Electronics





- 马特 ( Matt Jones )
- 出版公司
- 销售部 总裁
- 住在 纽约
- 每月飞往 上海 分公司





noise canceling headphones x Headphones

https://www.google.com/search?q=Google&oq=Google&aqs=chrome..69i57j69i60j0l2j69i65j69i60.6511j0j4&sourceid=chrome&es\_sm=91&ie=U...


Google noise canceling headphones +Matt Share


Web Images Maps Shopping More


Electronics Audio Computers & Devices Photo & Optics TV & Video More


Headphones > Noise Canceling Sort: Default View: List My Shortlist (0)

Merchant links are sponsored

 [Sony MDR NC8 Noise Cancelling Headphone, Black](#)  
\$33.99 from 50+ stores  
★★★★★ 402 product reviews #1 in Headphones > Sony > Noise Canceling  
September 2012 · Sony · Ear Cup · Headband · Wired · Noise Canceling  
Perfect for travelers these Sony noise canceling headphones deliver remarkable noise reduction with vivid audio. While soft earpads provide lo...

 [Sony Noise Canceling Headphones, Stereo, White, Wired, 17 Ohm](#)  
\$33.00 from 50+ stores  
★★★★★ 48 product reviews  
September 2012 · Sony · Ear Cup · Headband · Wired · Noise Canceling  
Perfect for travelers these Sony noise canceling headphones deliver remarkable noise reduction with vivid audio. While soft earpads provide lo...

 [Bose QuietComfort 2 Acoustic Noise Cancelling - headphones - Full ...](#)  
\$324.95 from 4 stores  
★★★★★ 66 product reviews  
February 2005 · Bose · Ear Cup · Headband · Wired · Noise Canceling  
Experience the innovative combination of the best noise reduction technology and the best headphone audio performance with the QuietComfort ...

 [Audio-Technica ATH ANC27 QuietPoint - headphones - Full size, Binaural](#)  
\$49.95 from 10+ stores  
★★★★★ 315 product reviews  
March 2010 · Audio-Technica · Ear Cup · Headband · Wired · Noise Canceling  
ATH-ANC27 QuietPoint active noise-canceling over-ear headphones offer an outstanding combination of performance, value, comfort and portab...

Clear all filters

Santa Clara, CA Change

Show only

☐ In stock nearby

☐ New items

Price

☐ Up to \$50

☐ \$50 - \$100

☐ \$100 - \$200

☐ Over \$200

\$ to \$ Go

Category - Clear

Headphones





顾客



谁知道有什么好的降噪耳机呢？  
听说 Quake 耳机不错？

Home.jpg (1600x2000) x

http://www.quakeelectronics.com

**QUAKE ELECTRONICS** Login/Register 00

Audio Video Photography Mobile Personal Accessories

Speakers Headphones Microphones Portable Home Audio

**Introducing QUAKE TechTonic**  
**Noise Gone. Jam On.**

QUAKE Tremor QUAKE Big1 QUAKE TechTonic QUAKE A-Shock

The audiophile's dream. Heavy and delicious, delivering deep, rich tones with crisp, clean highs.

Raw, earthshaking power for the loud and proud. Put them on, turn it up and rip off the hood.

The latest in noise canceling technology. Lose yourself in the music, the moment with no distraction.

The ultimate in style and quality. Delivers perfect sound and the head nod for your quest to impress.

Support  
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Quake Nation  
f t cs a @ v

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# 营销团队



# 营销团队





# 营销团队



# 营销团队







## A Deal on Quake HairStyler 2 That Will Blow You Away!



Think a hair dryer is a hair dryer? Think again.

This superior, natural ion hairdryer dries hair quickly with









# 营销团队



## Marketing



EMAIL



WEB



SOCIAL



MOBILE



CONTENT



SEARCH

## Agency



CREATIVE



MEDIA

# 93%

的公司营销组织及营销科技依据渠道分散且协同运作困难。

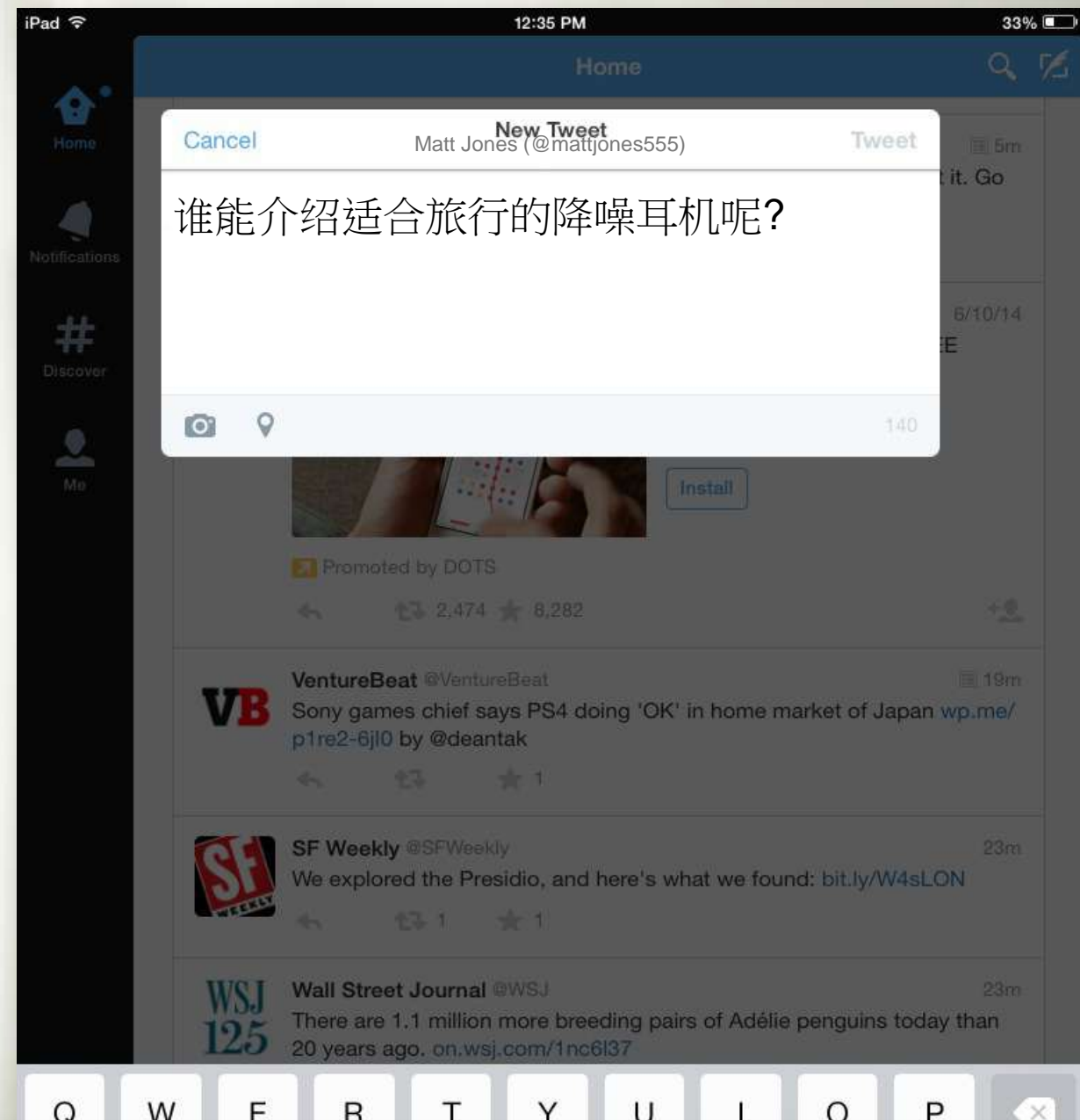
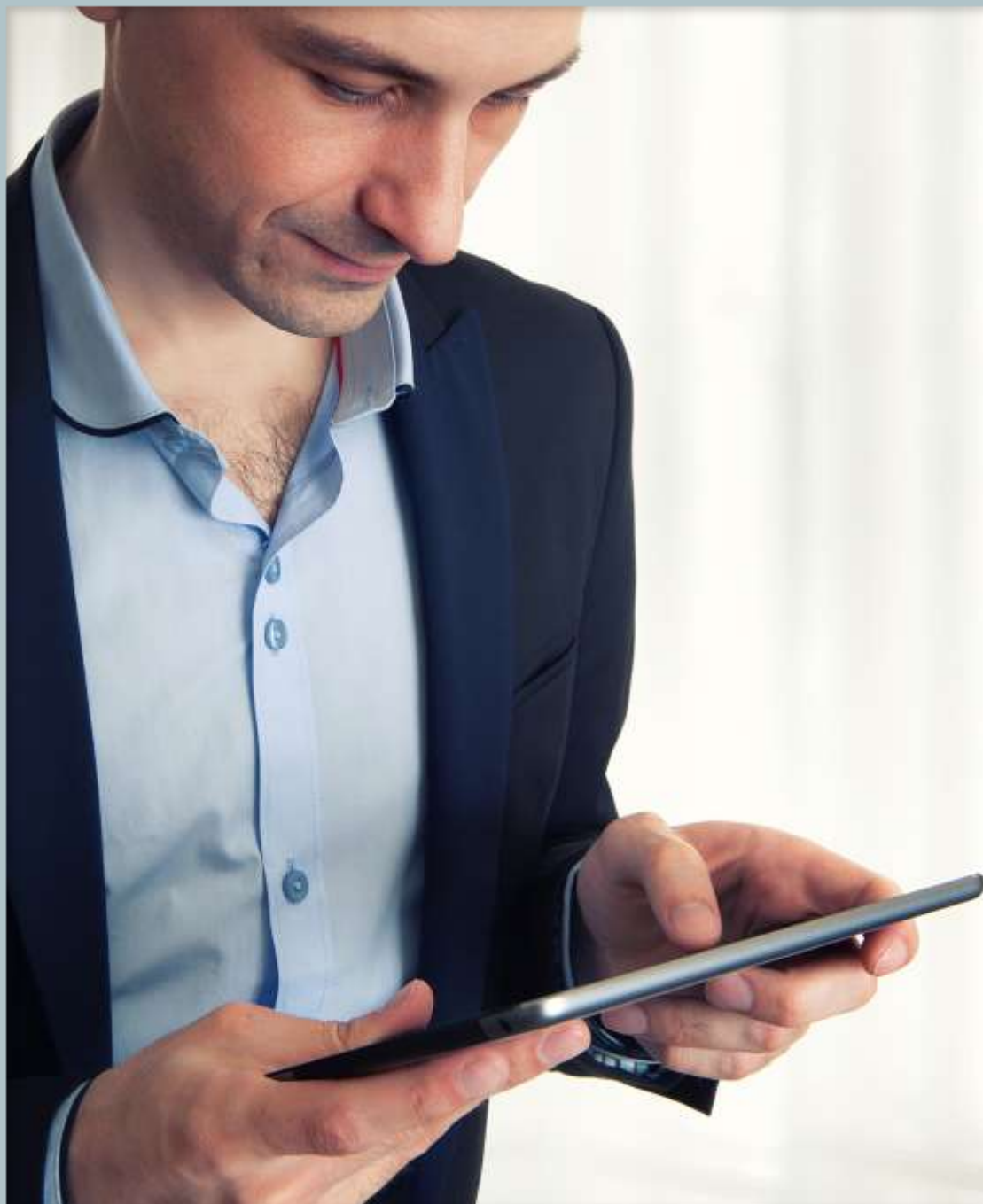
-eConsultancy



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## LISTEN & ANALYZE ▾

主题 指标 仪表板 SEM 报告 资源 社交活动

Gang.Zhang@o... 

### 创建新主题

取消

保存并激活



主题名称

必需

降噪耳机

语言

英语



搜索词 

必需

输入搜索词或短语

### 主题属性

包含的搜索词:

降噪耳机

### 高级选项

目标设定选项 

预览

消息: 923

主题: 10

媒体类型: 5

50

0

5月11日 5月18日 5月25日 6月01日 6月08日 6月15日 6月22日 6月29日 7月06日 7月13日 7月20日 7月27日 8月03日

## 预览

消息: 923 | 主题: 10 | 媒体类型: 5



更少与此类似的主题

更多与此类似的主题

beijing beijing's china's chinese  
chinese companies chinese culture  
chinese government chinese media  
communist party guangdong jiechi liu  
ministry of commerce tibet wang  
xinhua news agency xinjiang yunnan  
zhang zhou

第1页/共6页

WHAT NEXT FOR THE EU? <http://bbc.co.uk>

The Chinese, for their part, are as happy to work with a divided EU as with a more unified one. They are focusing on the huge potential opportunities of their "One Belt One Road" vision, which will connect the Eurasian landmass via major new transport infrastructure - to the exclusion of the US.

2015年8月4日的 AM1:05



**ORACLE** 社交关系管理 通知

**PUBLISH** ▼

POSTS FB MODERATION G+ MODERATION ADMIN Quake Electronics

**CREATE A NEW POST**

ENTER YOUR POST NAME

Quake TechTonic Travel

SELECT YOUR STREAMS

3 streams

Quake Elect...

Quake Elect...

Quake Elect...

CREATE YOUR CONTENT

☐ Create a New Facebook photo album

Travelers don't need gold status |

http://

CHOOSE VALUES FOR YOUR TRACKING URL

SOCIAL NETWORK PREVIEWS

Twitter 1 stream

Quake Electronics Twitter @ Quake Electronics Twitter

Travelers don't need gold status

107

Google+ 1 stream

Quake Electronics G+ - Oracle Publish - Public

Travelers don't need gold status

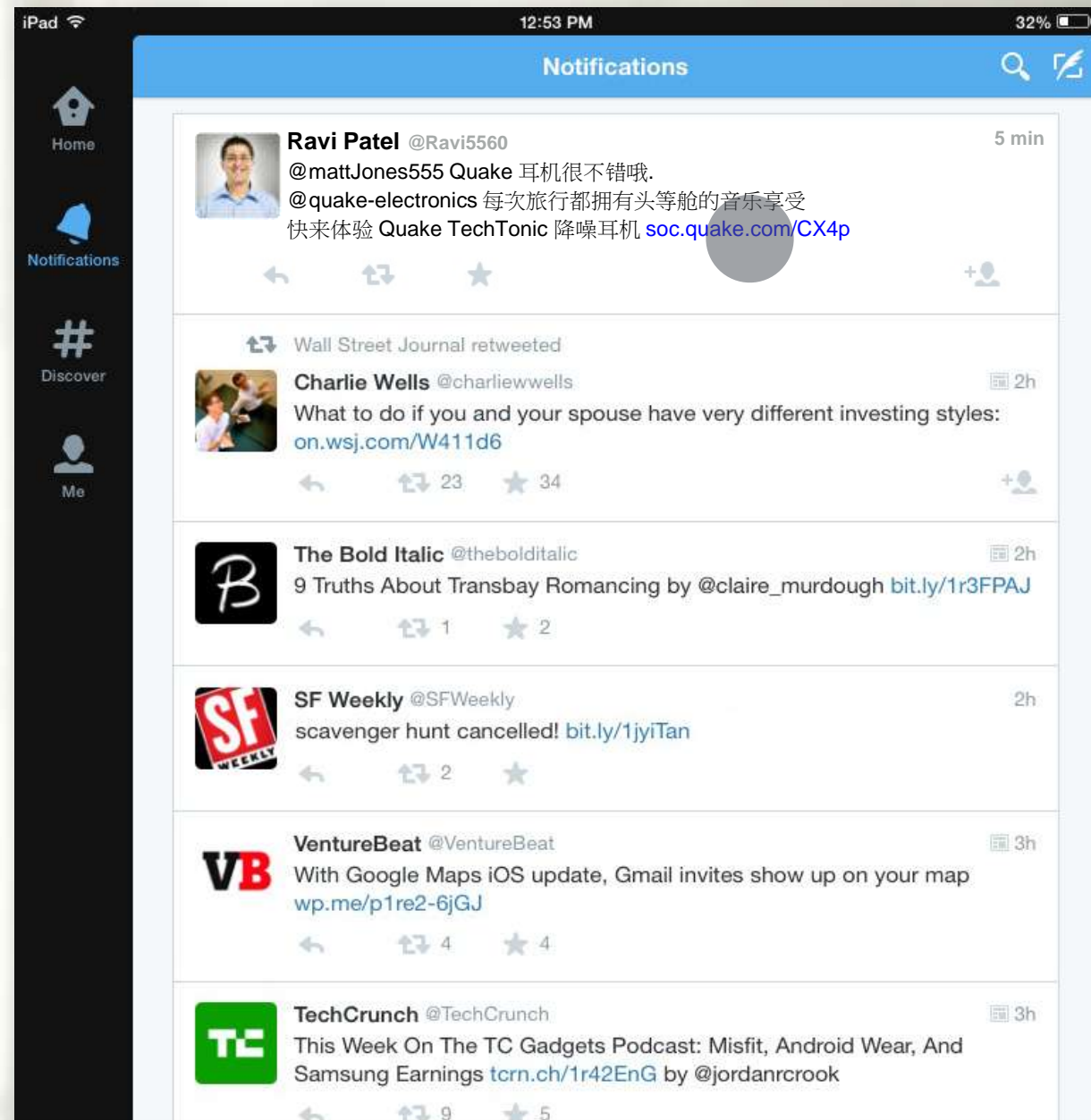
+1

Facebook 1 stream

Quake Electronics fb

Travelers don't need gold status

Like - Comment - Share





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[QUAKE Tremor](#)

[QUAKE Big1](#)

[QUAKE TechTonic](#)

[QUAKE A-Shock](#)







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[QUAKE Tremor](#)

[QUAKE Big1](#)

[QUAKE TechTonic](#)

[QUAKE A-Shock](#)





## Quake TechTonic

### State-of-the-Art Noise Cancellation Technology

The new Quake TechTonic completely filters out excess noise and distractions so you can truly enjoy every note of the music you love. Whether you are a frequent traveler, work in a noisy environment or simply want to get the most out of your listening experience, you can't do better than the comfort and high performance of the noise-cancelling Quake.

Makes great corporate gifts. Personalize with your company logo now. >>



\$199.99

01

[Add To Cart >>](#)

#### Features

##### Advanced Noise Reduction

Revolutionary noise filters eliminate unwanted sound across the entire audio spectrum. Perfect for home, office, or any noisy environment.

##### Ground Shaking Sound Quality

Quake's uses only the best interior electronic and physical components. The result is head thumping bass with perfectly clear highs.

##### Lasting Comfort, Enduring Style

The Quake TechTonic features ultra-padded headsets with cooling gel for heat control. And as usual, they look as good as they sound.

#### Reviews

Sort by: «Most Recent»

\*\*\*\*\*

[RedHorse28](#) - June 5, 2014

Wow, wow, wow!

Got these about a month ago and can't believe how well the noise cancelling works. Not your typical "muffling" effect. They sound as good as my other Quake's, but also get rid of the outside noise completely. If you are thinking about getting these, do it, you won't regret it!

Would you recommend these? x Yes \_ No

\*\*\*\*\*

[Smokey21](#) - April 11, 2014

Better than Bose!

I used Bose noise cancellation headphones for years, but these are clearly better. Don't blow \$300 for Bose when you can have better sound and better noise cancellation with Quake!

Would you recommend these? x Yes \_ No



顾客





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- 国际旅行常客
- 收入: > \$100,000
- 网站行为: 对降噪耳机感兴趣

Audiences — Buyer

https://partner.bluekai.com/rails/audiences?create=true

## Create Audience

Recency: All Country: All Source: Both Device: All

Search categories...

Expand All Collapse All Select All Select None

- ☐ In-Market
- ☐ B2B
- ☐ Branded Data
- ☐ Custom Categories
- ☐ Demographic
- ☐ Geographic
- ☐ Interest
- ☐ Past Purchases
- ☐ Predictors
- ☐ A/B Test Groups
- ☐ Quake Electronics - DMP - Demo - Private

### Audience Composition

TOTAL REACH  
0 / 30-Day

Include Total Included Reach: 0

Segment 1 Frequency: Any Reach: 0

Click a category to add it to the selected segment.

AND

Add another segment

Click here to add exclusions

Reset Import Cancel Export Save as Audience

1 WITH CURRENT  
1 DISPLAYED  
0 SELECTED

Search within

Any Status

- ☒ Active
- ☐ Shared

Any Partner

Custom Partner

Any Source

- Both
- Prospecting
- Retargeting

Any Device Type

- Desktop

CREATED ...

07/13/2014

Need some help?







## Quake TechTonic

### State-of-the-Art Noise Cancellation Technology

The new Quake TechTonic completely filters out excess noise and distractions so you can truly enjoy every note of the music you love. Whether you are a frequent traveler, work in a noisy environment or simply want to get the most out of your listening experience, you can't do better than the comfort and high performance of the noise-cancelling Quake.

Makes great corporate gifts. Personalize with your company logo now. >>



\$199.99

01

Add To Cart &gt;&gt;



#### Features

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The Quake TechTonic features ultra-padded headsets with cooling gel for heat control. And as usual, they look as good as they sound.

#### Reviews

Sort by: «Most Recent»

\*\*\*\*

RedHorse28 June 5, 2014

Woow, wow, wow!  
Got these about a month ago and can't believe how well the noise canceling works. Not your typical "muffling" effect. They sound as good as my other Quake's, but also get rid of the outside noise completely. If you are thinking about getting these, do it, you won't regret it!


Would you recommend these? x Yes \_ No



\*\*\*\*

SandyLeg21 April 11, 2014

Better than Bose!  
I used Bose noise cancellation headphones for years, but these are clearly better. Don't blow \$300 for Bose when you can have better sound and better noise cancellation with Quake!

Would you recommend these? x Yes \_ No

QUAKE  
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Audio Video Photography Mobile Personal Accessories

Speakers Headphones Microphones Portable Home Audio

## My Cart

[Keep Shopping >>](#)

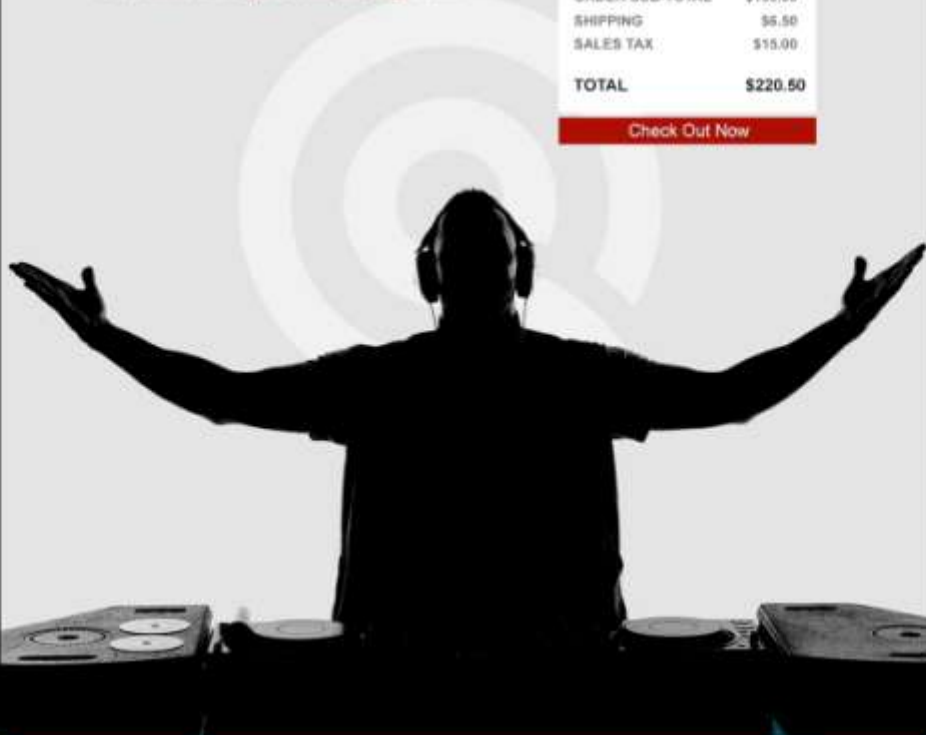
PRODUCT	PRICE	QUANTITY	SUB-TOTAL
 <b>QUAKE TechTonic (Red)</b> <small>(change)</small>	\$199.00	01 <small>(change)</small>	\$199.00
<b>ORDER SUB-TOTAL</b>			<b>\$199.00</b>

**Makes a great corporate gift.**  
Personalize with your company logo now. >>

### Order Summary

ORDER SUB-TOTAL	\$199.00
SHIPPING	\$5.50
SALES TAX	\$15.00
<b>TOTAL</b>	<b>\$220.50</b>

[Check Out Now](#)



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FAQ

Company  
About Us

Quake Nation  
    3 @ 12





顾客

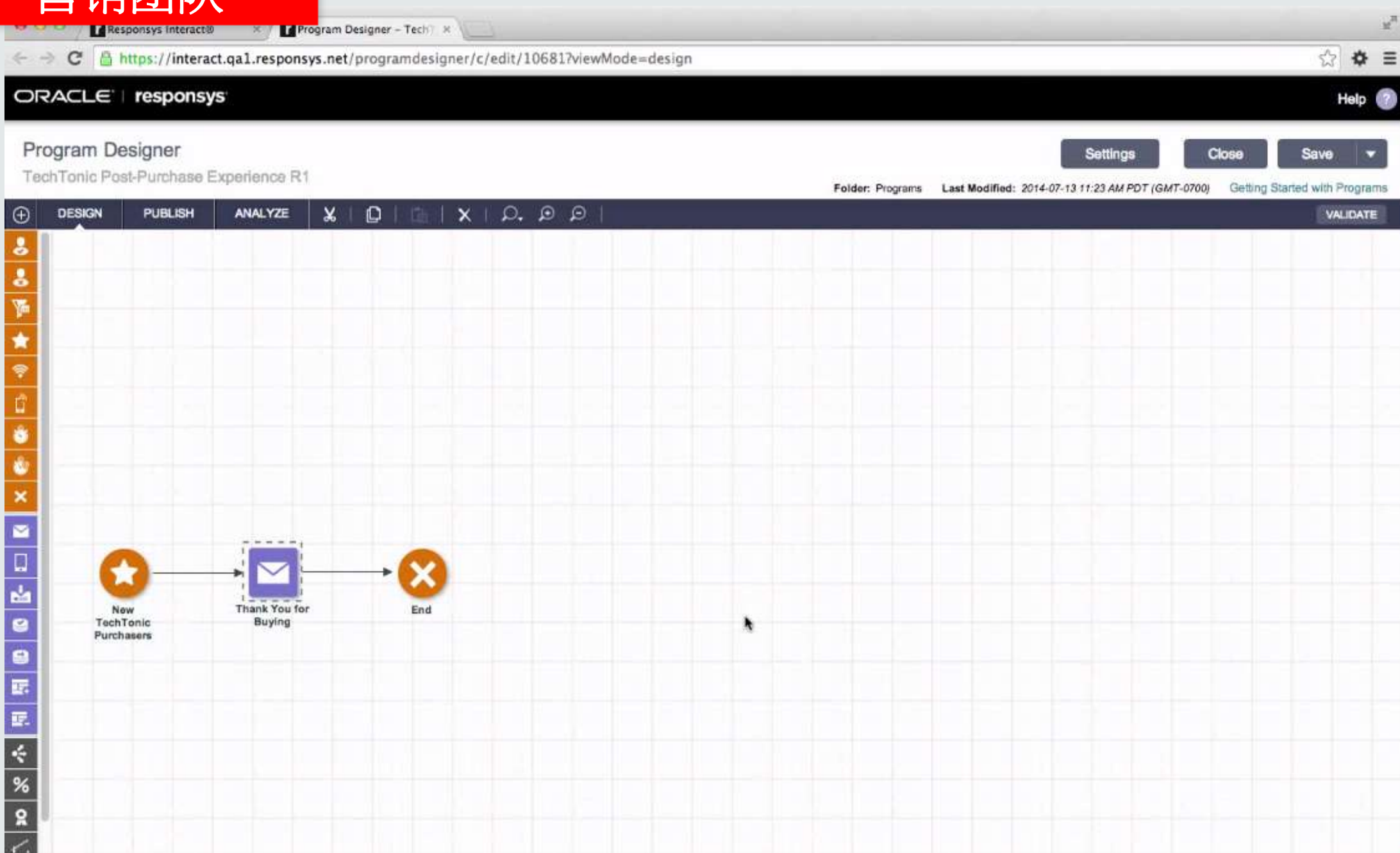


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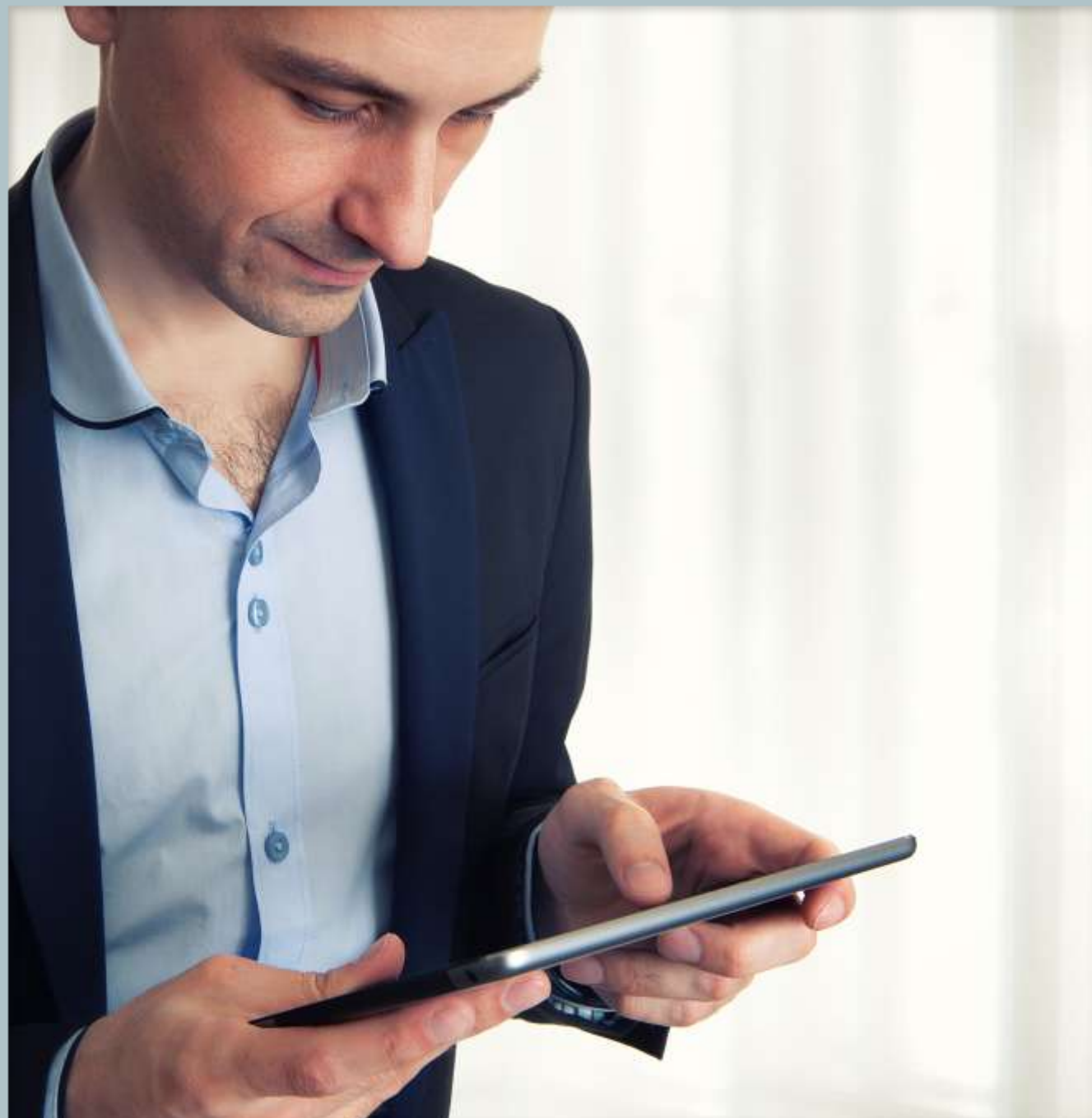
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# 营销团队








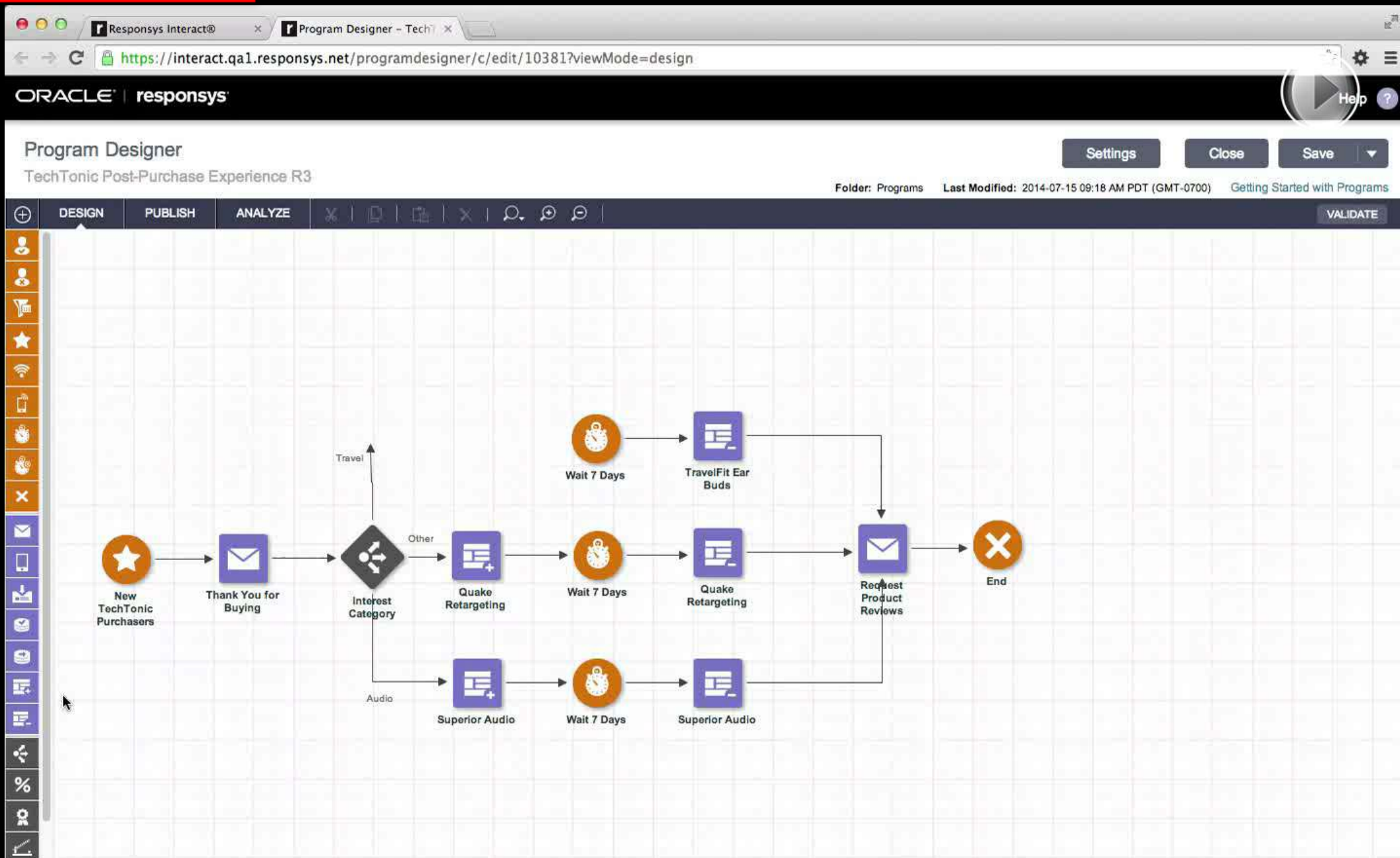
**QUAKE**  
ELECTRONICS



Matt, Thank you for buying Quake TechTonic  
Noise Cancelling Headphones.



# 营销团队







Firms' listings and geogra...

www.economist.com/news/leaders/21604550-it-has-upended-industries-and-changed-way-world-shops-it-should-beware-abusing

Want to stay fit on the road? We've got the perfect fit. Quake TravelFit Ear Buds

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Technology

## How far can Amazon go?

It has upended industries and changed the way the world shops. But it should beware of abusing its power

Jun 21st 2014 | From the print edition

Timberkeeper

Like 2K

Tweet 460

NASA

WHEN Jeff Bezos left his job in finance and moved to Seattle 20 years ago to start a new firm, he rented a house with a garage, as that was where the likes of Apple and HP had been born. Although he started selling books, he called the firm Amazon because a giant

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eBooks Economic Indicators

A guide to distinguish GDP from GNP

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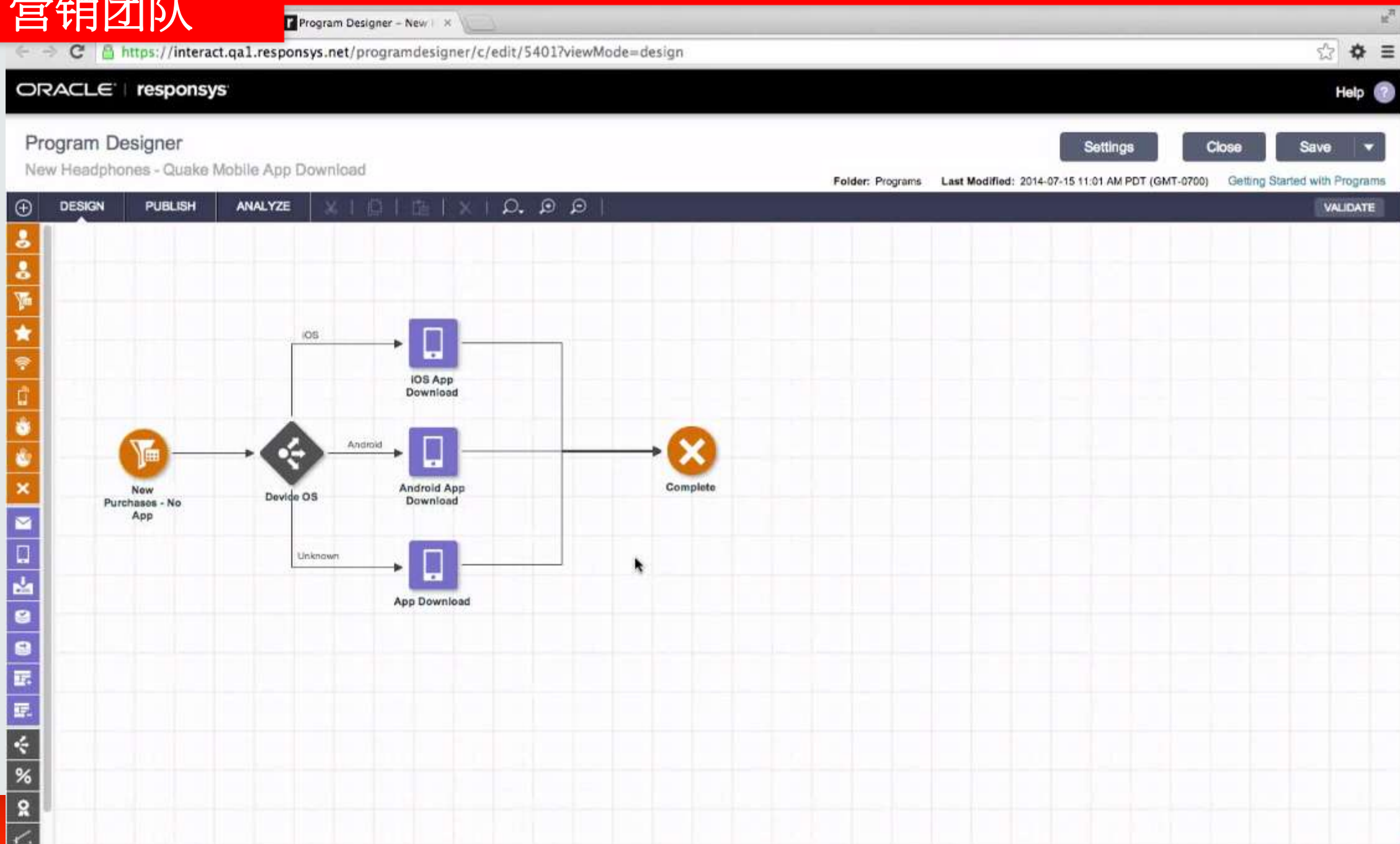
Products and events

The world comes to Brazil

Brazil has kicked off the world's greatest football tournament and to celebrate, *The Economist* has created a free download featuring special content on this year's competition. Download it for free now.

Have you listened to *The Economist* Radio on





Program Designer - New 1 x

← → ↻ <https://interact.qa1.responsys.net/sms/s/smscampaignmanager/?campaignId=6281&card=summary> ☆ ⚙ ☰

responsys  
interact

HOME FOLDERS PROGRAMS CAMPAIGNS FORMS CONTENT DATA INSIGHT

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## Mobile SMS Campaign

📱 iOS App Download

🔄 Summary Validate Campaign

- ✓ General Information
- ✓ Audience Selection
- ☰ Personalization Data
- ✓ Message
- ✓ Preview
- ✓ Summary

### Message

Define message(s) for your campaign

#### Link Tracking

☐ Track Link Clicks in this campaign

#### Outbound Message \*

🔗 ↶ ↷ ✕ 📄 📋

Enjoying your Quake headphones? Download the Quake Mobile App for soothing nature sounds. <http://qua.ke/JnRYe>

☐ Define throttling rate ⓘ

System Designer - New

← → ↻ <https://interact.qa1.responsys.net/sms/s/smscampaignmanager/?campaignId=6281&card=summary> ☆ ⚙ ☰

**responsys**  
**interact**

HOME | FOLDERS | PROGRAMS | CAMPAIGNS | FORMS | CONTENT | DATA | INSIGHT

Victoria Burke | LOGOUT | ACCOUNT | HELP

## Mobile SMS Campaign

📱 iOS App Download

🔍 Summary

Validate Campaign

✓ General Information

✓ Audience Selection

☰ Personalization Data

✓ Message

✓ Preview

✓ Summary

### Preview

Identify your audience to receive this campaign.

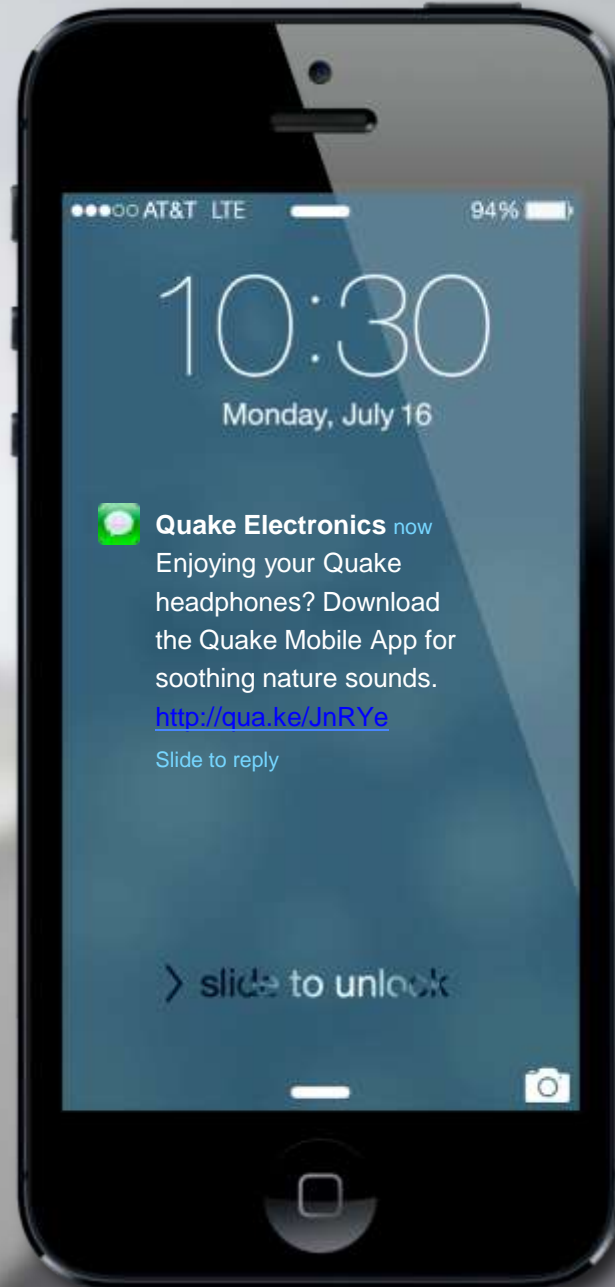
Display First 25 Records From Profile List Preview Outbound Message

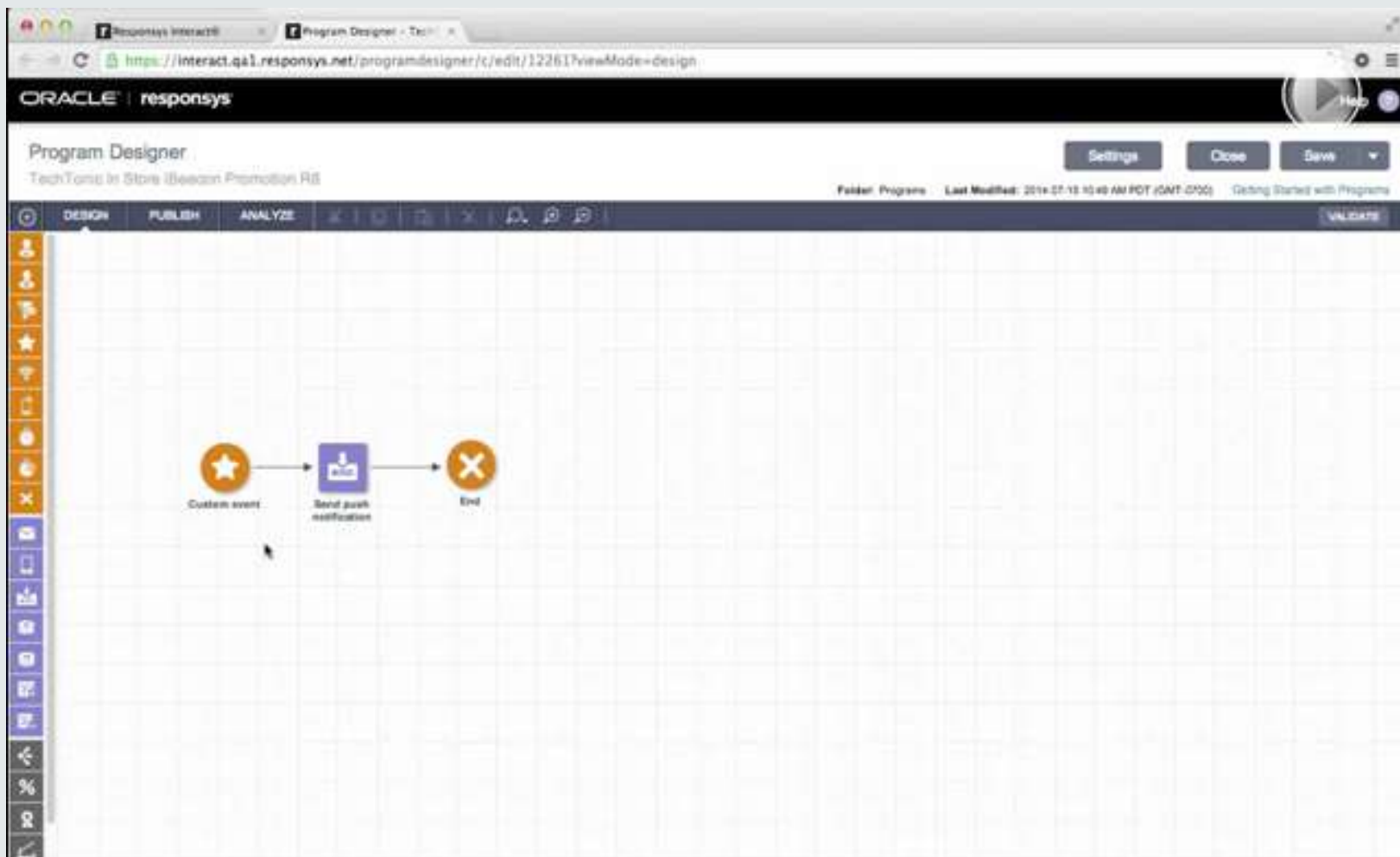
01 of 25

109 characters

Cancel Back Next











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中国新年快到了，今年赞助长期公司客户新年尾牙的贺礼要选什么呢？









# 营销团队










ORACLE | eloqua profiler


 **Matt Johns** D4


Activities from Feb 6, 2015 to Aug 7, 2015


 04888helen@gmail.com  
 Not Available  
 N/A


 Emails Sent	3	 Emails Opened	4
133%		 Web Pages Viewed	4
 Emails Clicked	3	75%	
 Forms Submitted	3	 External Activity	0


 <http://demo.oracle.com/LP=497>


 Earn Your Degree...ity of Adelaide


 Earn Your Degree...ity of Adelaide

 Earn Your Degree...ity of Adelaide

 Utas Form

 <http://demo.oracle.com/LP=497>

 Earn Your Degree...ity of Adelaide

 Earn Your Degree...ity of Adelaide



Matt Johns



Matt Johns@gmail.com



+1 123456



Emails Sent

3



Emails Opened  
133%

4



Emails Clicked  
75%

3



Web Pages  
Viewed

4



Forms  
Submitted

3



External Activity

0

3m

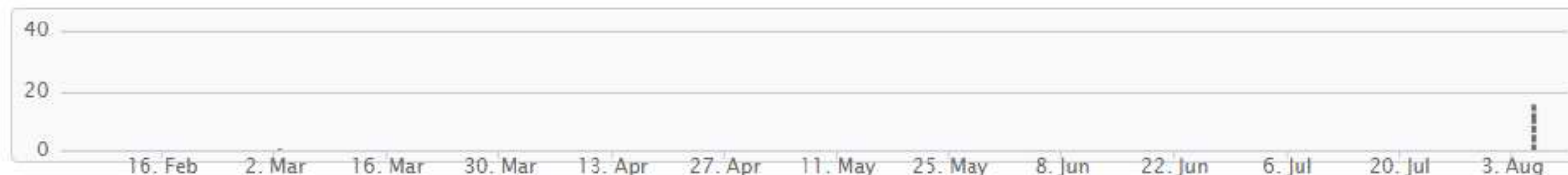
6m

1y



Search Activity Stream

Activities from Feb 6, 2015 to Aug 7, 2015



<http://demo.Oracle.com/LP=497>

August 6 2015



Earn Your Degree...sity of Adelaide

August 6 2015



Earn Your Degree...sity of Adelaide

August 6 2015



Earn Your Degree...sity of Adelaide

August 6 2015



Utas Form

August 6 2015



<http://demo.Oracle.com/LP=497>

August 6 2015



Earn Your Degree...sity of Adelaide

August 6 2015



Earn Your Degree...sity of Adelaide

August 6 2015





Matt Johns



Matt Johns@gmail.com

+1 123456

N/A

Emails Sent 3

Emails Opened 133% 4

Emails Clicked 75% 3

Web Pages Viewed 4

Forms Submitted 3

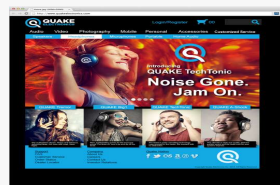
External Activity 0

Activities from Feb 6, 2015 to Aug 7, 2015



<http://demo.orapse.com/LP=497>

August 6 2015



Web Pages Viewed  
<http://demo.orapse.com/LP=497>  
Query String : ?

PURLCode=&optin=disabled&elqTrackId=938D43FC722EFA5F337ED00DECD412A2&elqCampaignId=&elqaid=795&elqat=1&elq=B902CC21-8317-416D-B429-831917A80F77  
[Preview](#)

Utas Form

August 6 2015

<http://demo.orapse.com/LP=497>

August 6 2015

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August 6 2015

Earn Your Degree...sity of Adelaide

August 6 2015

# 营销团队

com/Main.aspx#

應用程式 Responsys Interact... Responsys Interact... The Modern Mark... Chrome All Time Topliner 新增分頁 Push IO An Overview video... Oracle Marketing ...

ORACLE | eloqua

宣傳活動

資產

聯絡人

洞察分析

設定

草稿 客制化耳机 B2B 客户 培育活动

儲存

核准...

## 資產

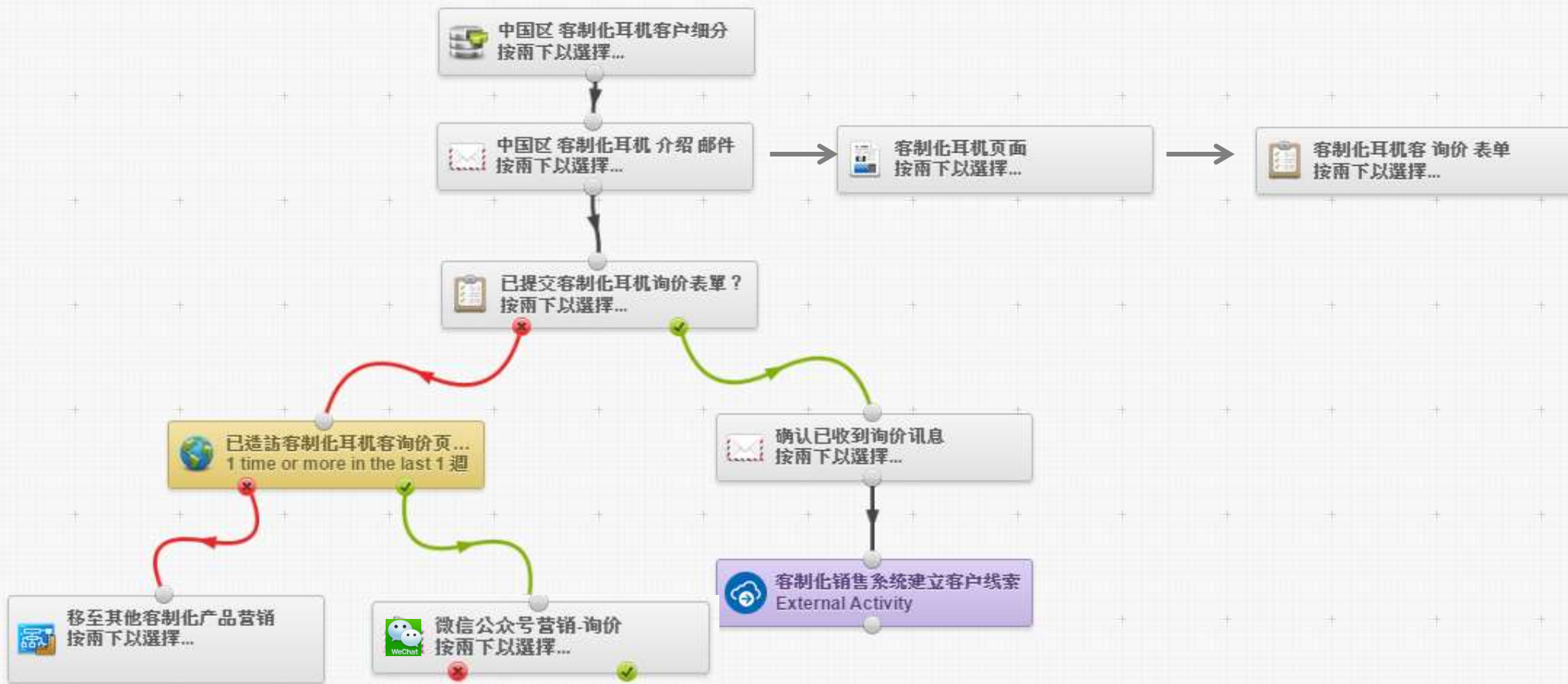
- 到達頁面 (僅報表)
- 電子郵件
- 表單 (僅報表)

## 決策

- 已點選電子郵件?
- 比較自訂物件欄位
- 比較聯絡人欄位
- 共用清單成員?
- 共用篩選成員?
- 已開啟電子郵件?
- 已傳送電子郵件?
- 已提交表單?
- 已造訪網站?

## 動作

- 傳送至雲端連接器
- 新增至宣傳活動
- 新增至方案
- 新增至共用清單
- 移至宣傳活動
- 移至方案
- 移至共用清單
- 等待



Eloqua 10

← → ↺ <https://secure.eloqua.com/Main.aspx#> 🔍 ☆ ☰

應用程式 Responsys Interact... Responsys Interact... The Modern Mark... Chrome All Time Topliner 新增分頁 Push IO » 其他書籤

ORACLE | eloqua 宣傳活動 資產 聯絡人 洞察分析 設定 ORAPSE

草稿 中国 客制化耳机 目标客户 檢視聯絡人... 儲存 ⚙

210 個聯絡人 剛剛 +

客制化耳机 潜在客户 中国区 210 已包含

已造訪特定到達頁面  
Contacts who have visited the landing page "Tech Tonic 客制化耳机页面" exactly 1 time on 201...

AND

比較聯絡人欄位  
Contacts who have a "職務角色" field having a value that is equal to "Management / Executive"

全部 🔍 搜尋篩選準則

- 比較聯絡人欄位
- 比較訪客資料欄位
- 比較客戶欄位
- 具有已連結客戶
- 在自訂物件中具有已連結聯絡人
- 在自訂物件中具有已連結客戶
- 在活動中具有已連結記錄
- 比較潛在客戶分數
- 已傳送任何電子郵件
- 已傳送特定電子郵件
- 已傳送宣傳活動中的電子郵件
- 已傳送電子郵件群組中的電子郵件
- 未傳送任何電子郵件
- 未傳送特定電子郵件
- 未傳送宣傳活動中的電子郵件
- 未傳送電子郵件群組中的電子郵件
- 已開啟任何電子郵件
- 已開啟特定電子郵件

群組








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





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## Matt Johns


A3      

 **Matt Johns@gmail.com**  
 **+1 123456**  
 N/A


 Emails Sent	3	 Emails Opened	4
		133%	
 Emails Clicked	3	 Web Pages Viewed	4
75%			
 Forms Submitted	3	 External Activity	0


Activities from Feb 6, 2015 to Aug 7, 2015


Utas Form August 6 2015



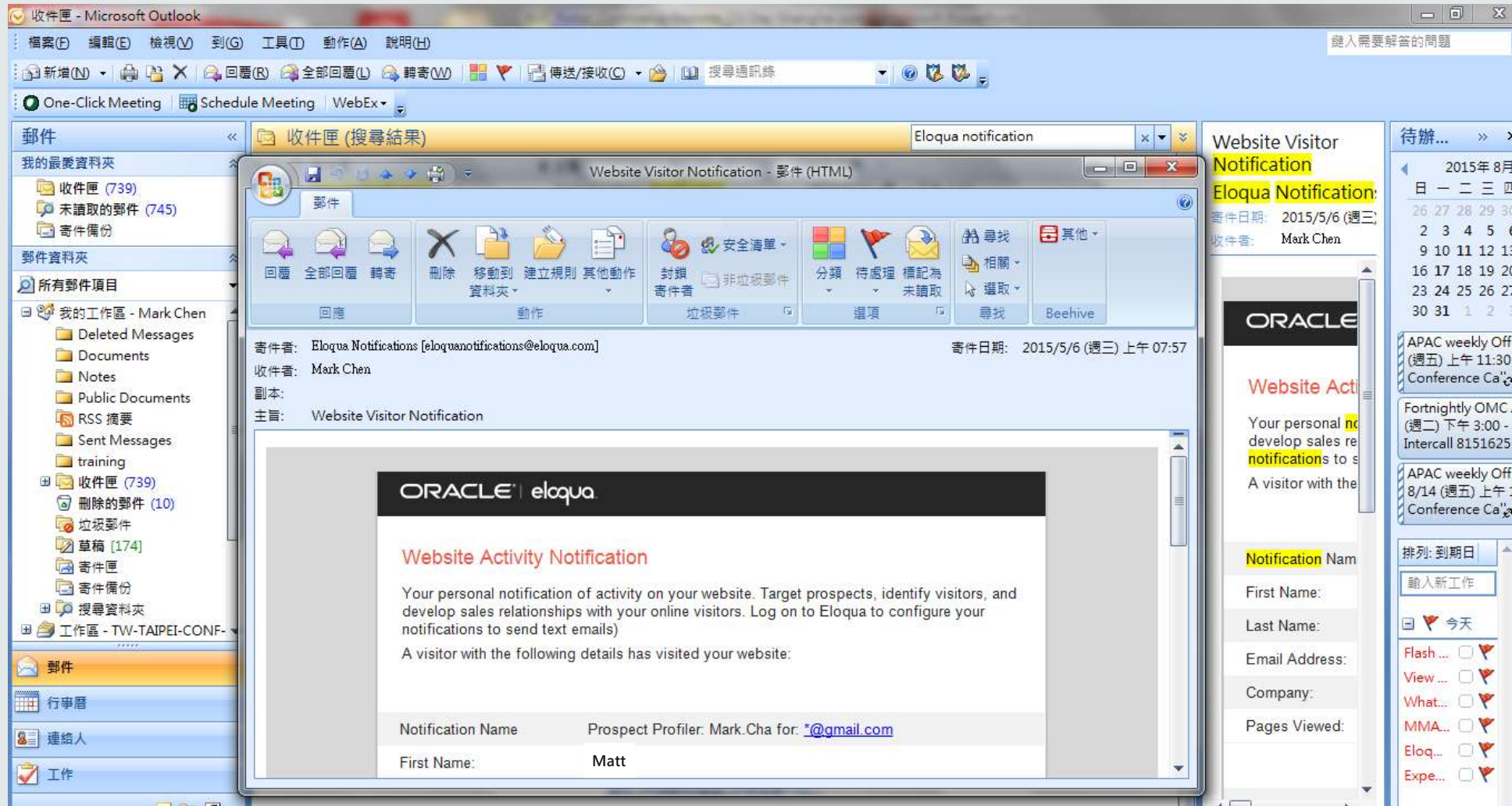
**Request for Quotation**  
 Product : Tech Tonic  
 Quantity : 1,000 Unit  
 Customization : v Logo \_\_\_ Color  
 Contact info  
 Name : Matt Jones  
 Email : Matt.Jones@abc.com  
 Phone : +1 123456

 <http://demo.orapse.com/LP=497> August 6 2015

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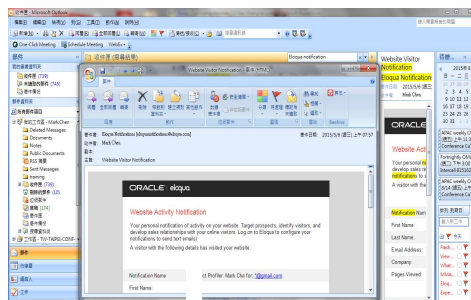
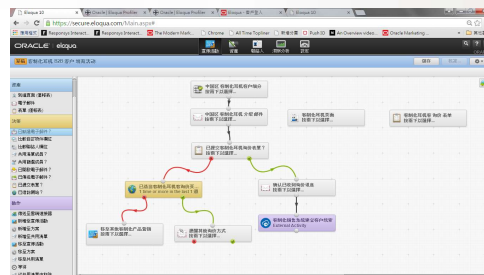
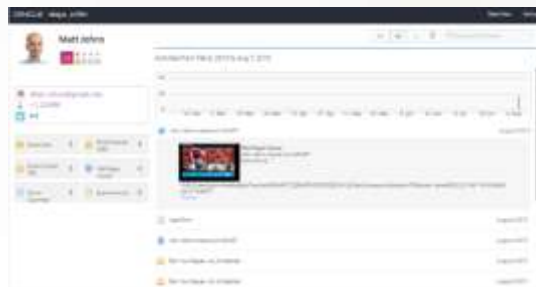
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