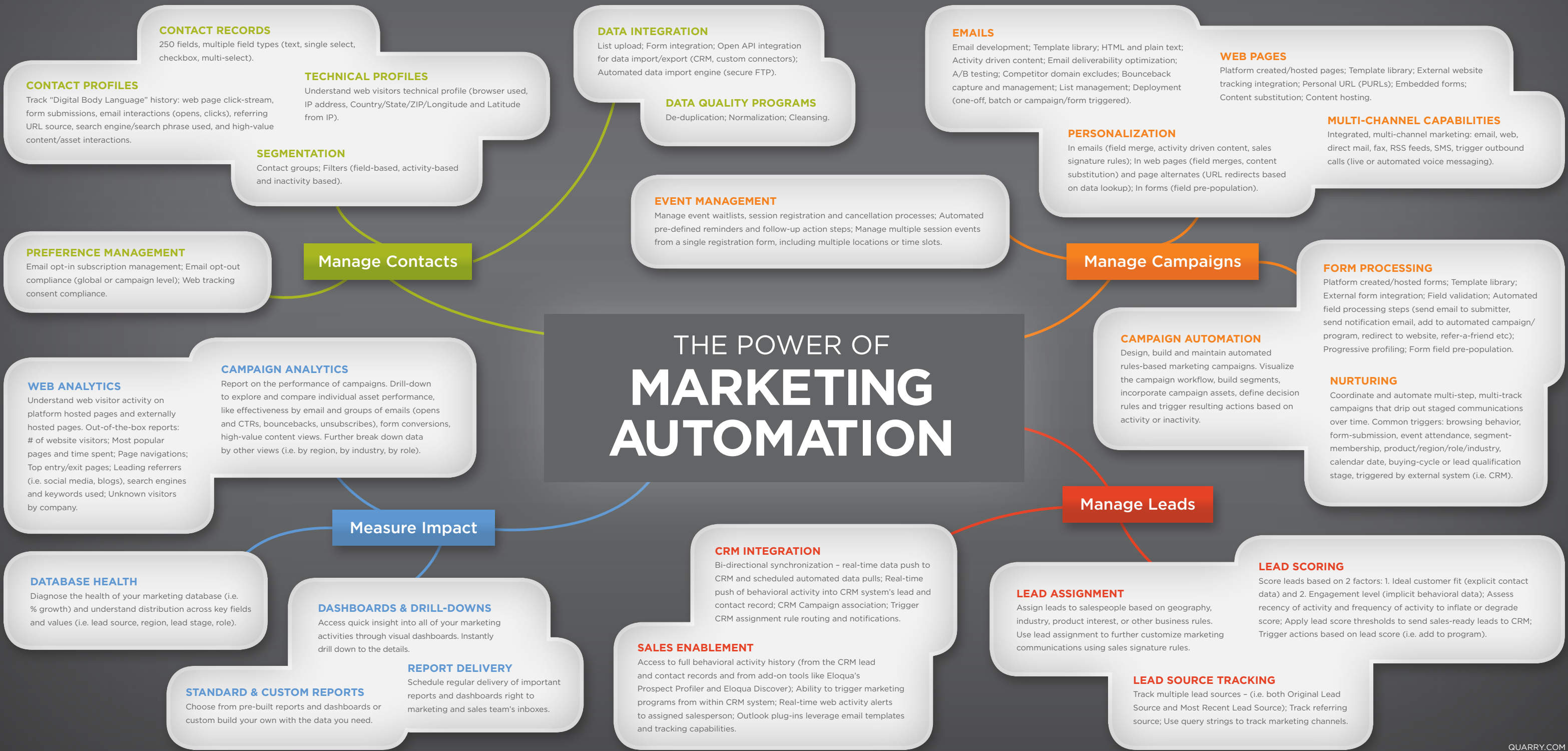


# THE POWER OF MARKETING AUTOMATION



## Marketing Automation Platform Mind Map

Today, Marketing Automation Platforms are quickly becoming must-haves for marketing success. These platforms offer broad features and deep functionality and, at first glance, can appear complex and overwhelming. In an effort to fast-track your journey of discovery, we've taken our years of Marketing Automation experience and insight and distilled our knowledge into this Mind Map.

There are four main components to a Marketing Automation Platform. They are the ability for marketers to: **Manage Contacts**, **Manage Campaigns**, **Manage Leads** and **Measure Impact**. Each of these components contains up to three subcomponents, and often each subcomponent groups several related parts.



Quarry Integrated Communications is a pioneer in creating meaningful customer experiences that convert branding into buying. Quarry was among the first marketing agencies to become a Certified Agency Partner with Eloqua, the category-defining marketing automation leader. If you want to experience the combination of Eloqua's powerful engine, fueled by Quarry's impactful creative, engaging content, execution know-how and strategic advice, email **Richard Hill** at [rhill@quarry.com](mailto:rhill@quarry.com)

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