

JLL

About JLL

JLL is the brand name, and a registered trademark, of **Jones Lang LaSalle Incorporated**. For further information, visit jll.com.

JLL (NYSE: JLL) is a leading professional services **firm** that specializes in **real estate and investment management**.

Services	Asset management
	Property Management
	Investment Management
	Advisory
	Real estate Development
	Leasing
	Capital Markets
	Consulting

JLL shapes the future of real estate for a better world by using the most advanced technology to create rewarding opportunities, amazing spaces and **sustainable real estate solutions** for our clients, our people and our communities.

JLL is a **Fortune 500 company** with **annual revenue of \$16.6 billion**, operations in **over 80 countries** and a global workforce of **around 92,000** ~~more than 91,000 as of December 31, 2020.~~

Industry	Real estate
Founded	1783; 238 years ago London , United Kingdom March 16, 1999; 22 years ago by the merger of Jones Lang Wootton and LaSalle Partners
Headquarters	Aon Center Chicago, Illinois , U.S.

Siddharth ("Bobby") Mehta, Chairman Christian Ulbrich, President & CEO Karen Brennan, CFO	
Number of employees	Approx 92,000

Email marketing

<https://mailchimp.com/marketing-glossary/email-marketing/>

Email Marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your **marketing strategy** with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

Email marketing offers a significantly high **return on investment**, especially when you plan it better.

Emails are always sent to Prospects not to a random person.

Email marketing is not spamming.

- Spamming in email can lead to legal action against the marketer.
- Email marketing requires careful planning because a minor error can cause the email to be marked as spam or get filtered out.
-

Best email subject lines are concise, explicit, and convincing. They set a desire in advance and let the email's content do the rest.

Email Segmentation can be done based on:

Behaviour Segmentation -

Behaviour and decision making patterns such as purchase, online activity, search history and more.

Demographic Segmentation - age, education, income, gender, occupation, nationality, and more.

Geographic Segmentation - based on geographical areas such as city, county, state, country or continent.

Subject lines (can include smileys)

50% Off on Branded Shoes + FREE Shipping

Deals of the Day,

Friday Sale is Coming Up

Weekend Sale for Women Starts Now

Subject lines strategy

- Include a number in your subject line
- Include an emoji in your subject line
- Personalize subject lines for better open rates
- Opt for title case subject lines
- Watch the length of your subject line (17-24 characters)
- Develop a sense of urgency
- Avoid grammatical mistakes

A/B testing is a method to analyze which of two email campaign strategy is the most effective in terms of high open rates and click rates

Some of the variables that can be tested are:

- Subject line (Example: "50% off on clothes" vs. "Discounts on clothes")
- Email design (such as font, font color, email content size, etc.)
- Personalization (Example: "Mr. Park" vs. "Park")
- Preview text
- Images
- CTA (For example: "Shop Now!" vs. "Buy Now")
- Exclusive offer (Example: "Save 10%" vs. "Get free shipping")

A B2B, or "business-to-business" company provides services or products to other businesses. A **B2C**, or "business-to-consumer," company sells directly to individual consumers. They're two separate business models that serve different types of customers, one being businesses and the other direct to consumer.

Mailchimp (Definition) is an American marketing automation platform and email marketing service, used by businesses to manage their mailing lists and create email marketing campaigns and automations to send to customers.

Oracle Eloqua is (Definition)
a software as a service (SaaS) platform for marketing automation offered by Oracle
that aims to help B2B marketers and organizations manage **marketing campaigns** and **sales lead generation**.

Segment and target with precision

Unite **behavioral** and **firmographic** data from multiple sources to build, filter and segment audiences so you can precisely target individuals with rich customer profiles based on specific attributes, interests and geography.

What are the core components of the Eloqua navigation toolbar?

🕒 Dashboards, Orchestration, Assets, Audience, and Analytics

<https://www.oracle.com/in/cx/marketing/automation/>

Learned Eloqua a little bit through **Oracle University online** and got an **Eloqua Explorer Badge**.

Companies using **Oracle Eloqua for Marketing Automation** include:

JLL,

Samsung Electronics, a United States based Manufacturing organisation ,

CIGNA Corporation, a United States based Healthcare organisation ,

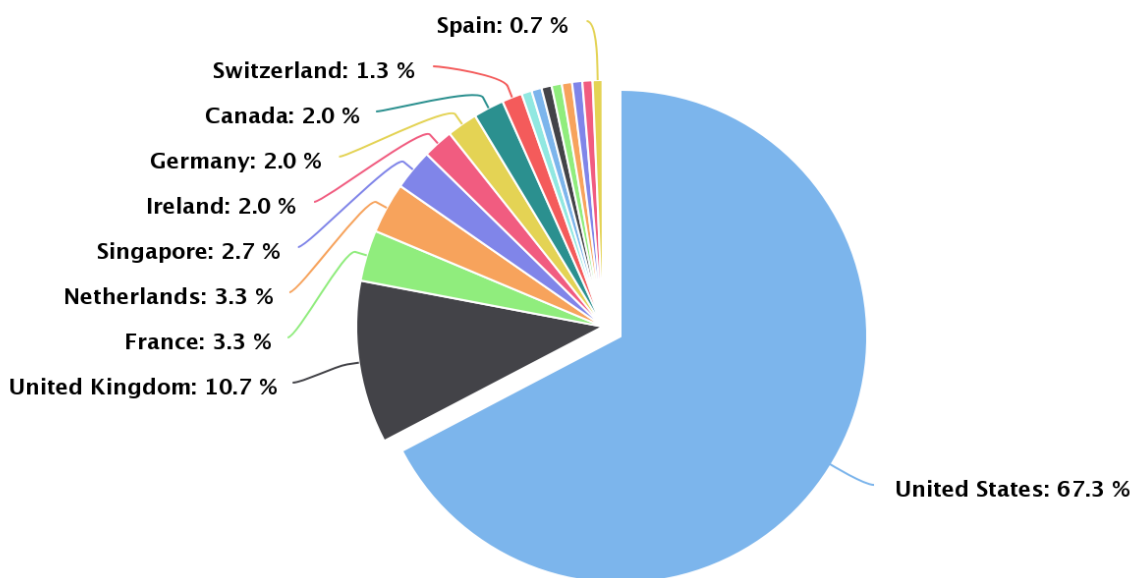
Dell Technologies Inc., a United States based Professional Services organisation ,

DHL, a Germany based Transportation organisation

Siemens, a Germany based Manufacturing organisation

Breakdown of Oracle Eloqua customers by Country

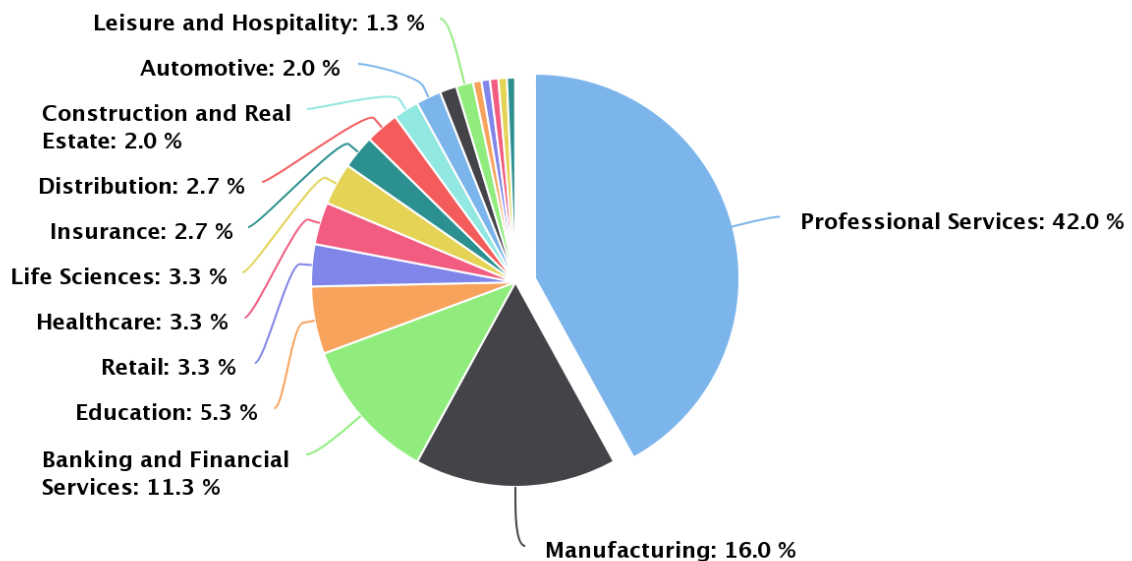
Source: Apps Run The World



Highcharts.com

Breakdown of Oracle Eloqua customers by Industry (21 Verticals)

Source: Apps Run The World



Highcharts.com

Click-through-rate is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

Pay-per-click (PPC) is an online advertising model in which an advertiser pays a publisher every time an advertisement link is "clicked" on. Alternatively, PPC is known as the cost-per-click (CPC) model. The pay-per-click model is offered primarily by **search engines (e.g., Google)** and **social networks (e.g., Facebook)**. **Google Ads, Facebook Ads, and Twitter Ads** are the most popular platforms for PPC advertising.

<https://www.slideshare.net/Simplilearn/email-marketing-interview-questions-answers-email-marketing-interview-questions-simplilearn>