

DRUPAL EUROPE

A DRUPALER'S GUIDE TO MARKETING



@dgorton #Marketing4Drupalers

DREW GORTON

- Director of Developer Relations, Pantheon
- Web Developer late '90s → Marketing now
- Drupal: Came for Code. Stayed for Community
- Also enjoy:
 - Cooking
 - Languages (English, Spanish, Japanese, ...)
 - Board games and other nerdy things
- dgorton: [Twitter](#), [Drupal.org](#), [WordPress.org](#), [GitHub](#)
- drew@pantheon.io



10,000 FOOT VIEW

WEB & DRUPAL BUSINESS TRENDS

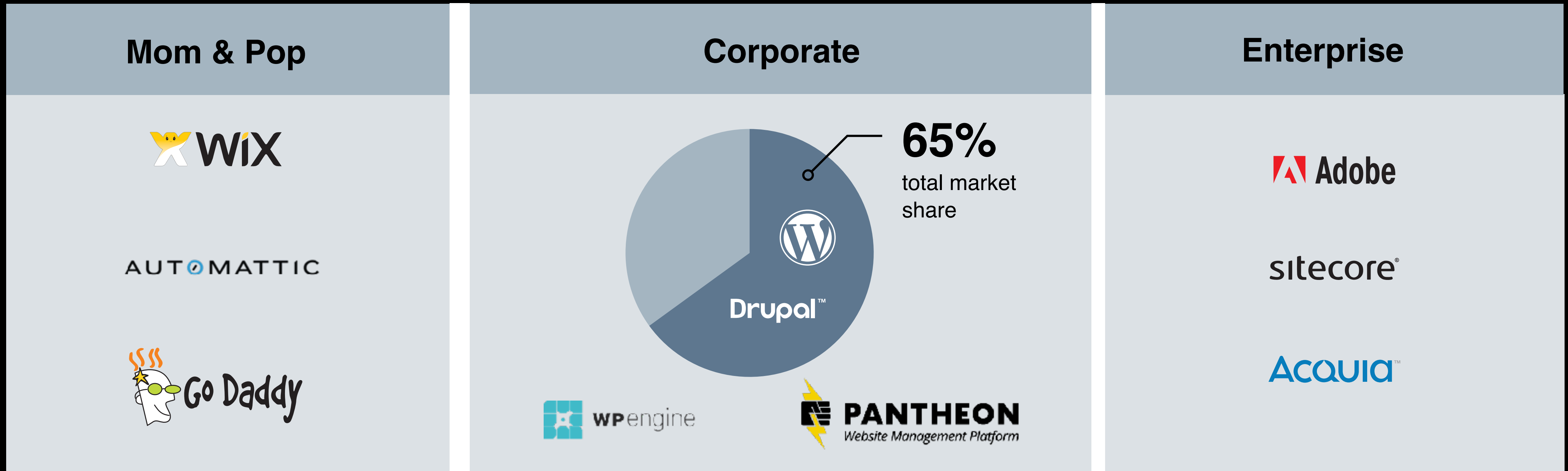


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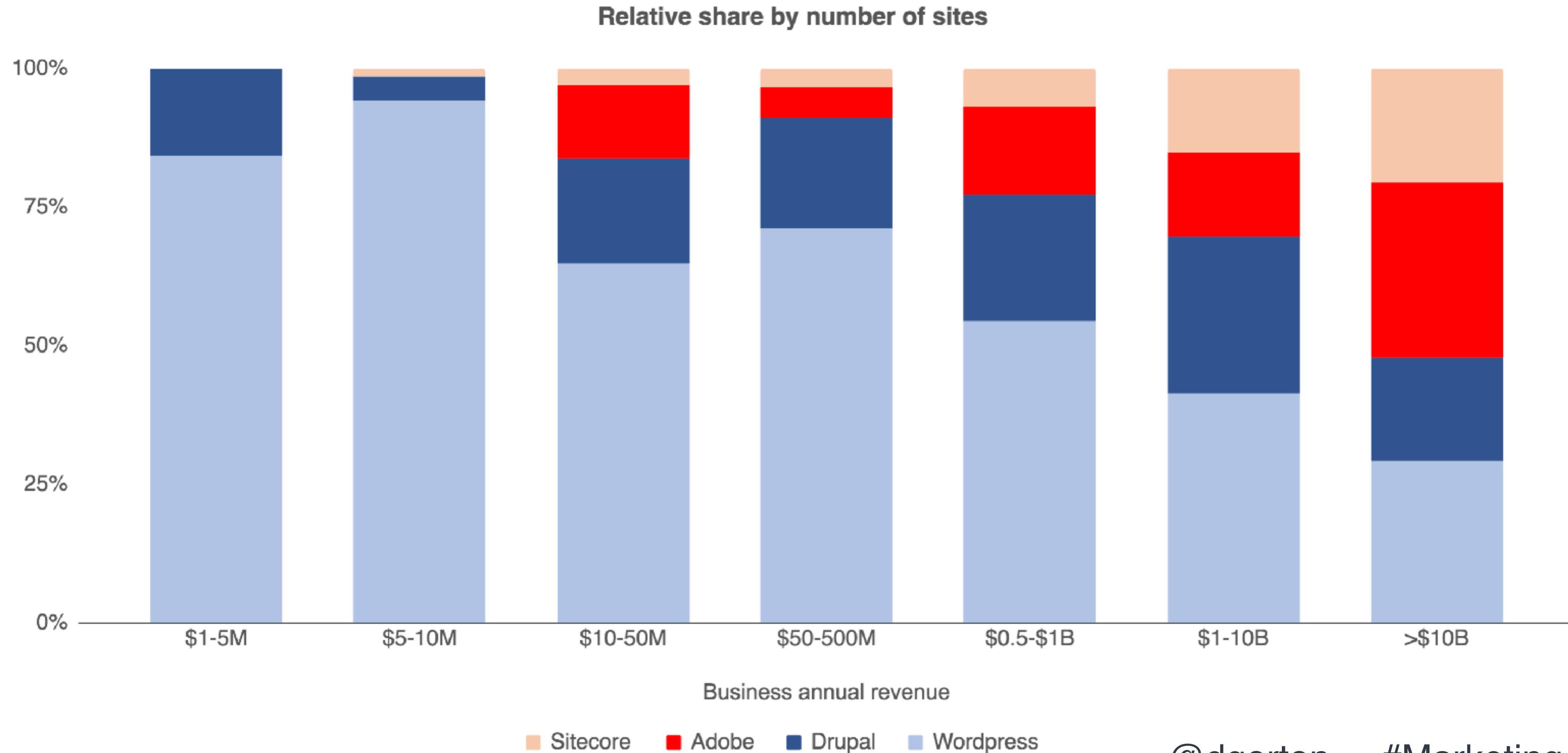
WEBSITES ARE A DIGITAL MARKETING INVESTMENT

- Biggest, most important digital marketing investment organizations make
- Gartner:
\$190 Billion yearly on websites vs
\$154 Billion yearly digital advertising

THE WEB VENDOR ECOSYSTEM



THE CMS ECOSYSTEM BY REVENUE (ESTIMATES)



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AMBITIOUS DIGITAL EXPERIENCES
ARE FOR MARKETERS

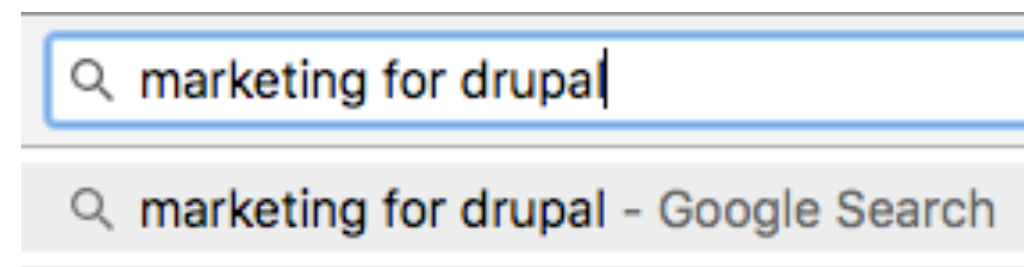
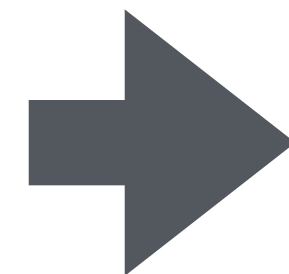
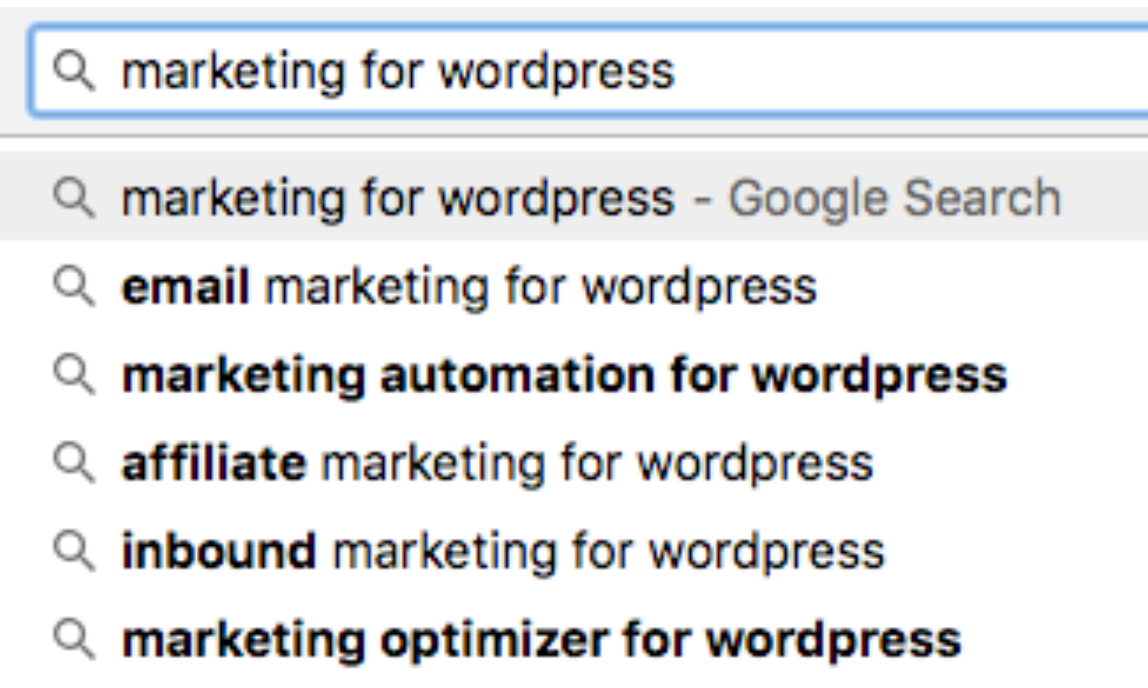
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DRUPAL IS LESS EXPERIENCED IN TALKING TO MARKETERS



Used by Practitioners

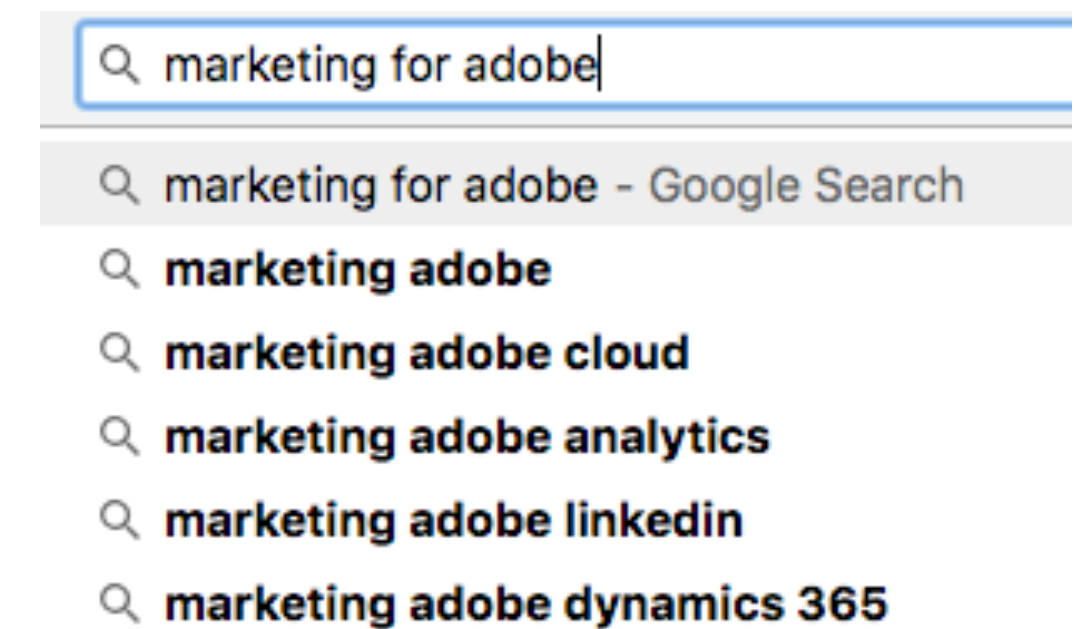
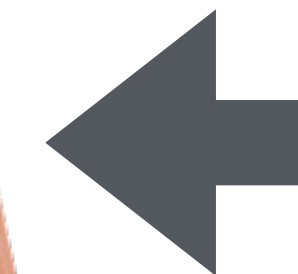
Easy to use, many plugins



Adobe
Experience
Manager

Enterprise Sales

Top-down CMO decision



MARKETING 101

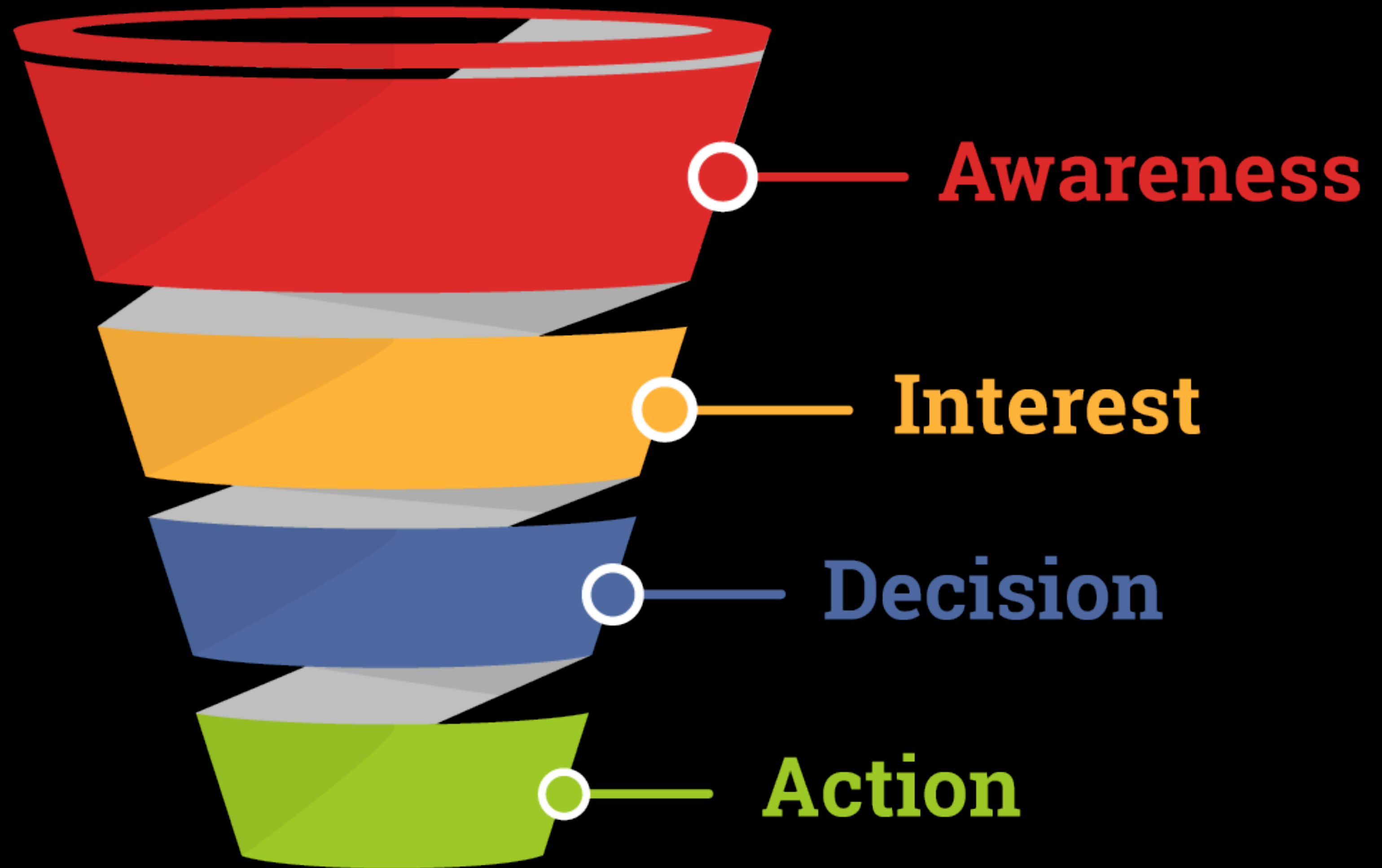
- “Just” communication
- Telling others who you are and what you do
- “I’m Drew. I like cooking”
- Not Sales



SALES AND MARKETING FUNNEL

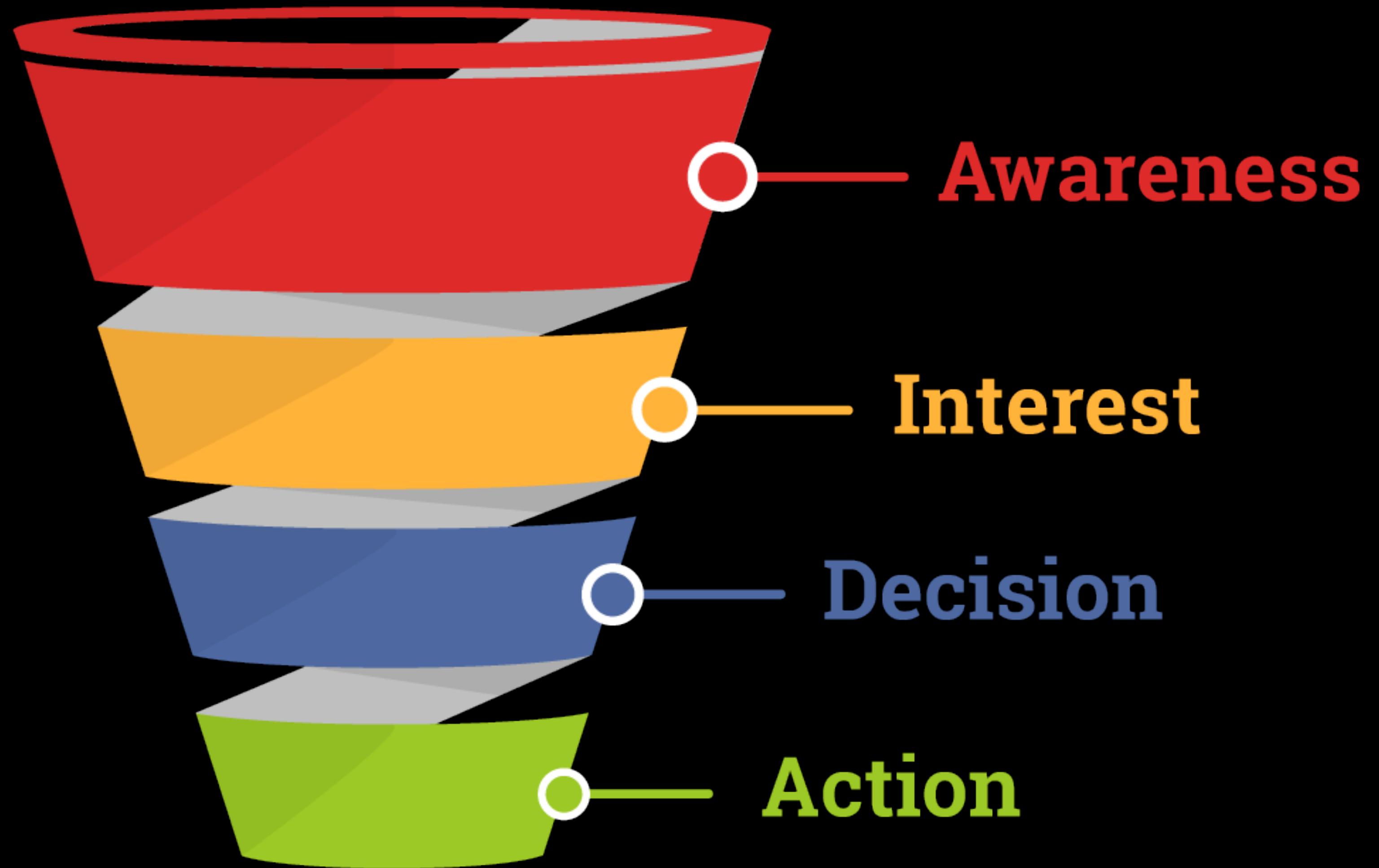
Example:

- 10,000 people aware
- 1,000 interested
- 100 deciding what to do
- 10 acting now



SALES AND MARKETING WEBSITE FUNNEL

- Awareness
 - Blog posts, How-Tos and guides, Videos, advertising, SEO ...
- Interest
 - Webinars, E-books, newsletters, White papers ...
- Decision
 - Request info, Add to Cart, ...
- Action
 - Donate, Checkout, ...



Advertising & Promotion

Grid of logos for Advertising & Promotion, including sub-sections like Mobile Marketing, Display & Programmatic Advertising, Search & Social Advertising, Native/Content Advertising, Video Advertising, and Print.

Content & Experience

Grid of logos for Content & Experience, including sub-sections like Mobile Apps, Video Marketing, Email Marketing, Content Marketing, Optimization, Personalization & Testing, DAM & MRM, SEO, Marketing Automation & Campaign/Lead Management, and CMS & Web Experience Management.

Social & Relationships

Grid of logos for Social & Relationships, including sub-sections like Call Analytics & Management, Events, Meetings & Webinars, Social Media Marketing & Monitoring, Advocacy, Loyalty & Referrals, Community & Reviews, Bots & Live Chat, Customer Experience, Service & Success, and CRM.

Commerce & Sales

Grid of logos for Commerce & Sales, including sub-sections like Retail, Proximity & IoT Marketing, Channel, Partner & Local Marketing, Sales Automation, Enablement & Intelligence, Affiliate Marketing & Management, Ecommerce Marketing, and Ecommerce Platforms & Carts.

Data

Grid of logos for Data, including sub-sections like Audience/Marketing Data & Data Enhancement, Marketing Analytics, Performance & Attribution, Dashboards & Data Visualization, Business/Customer Intelligence & Data Science, and IPaaS, Cloud/Data Integration & Tag Management.

Management

Grid of logos for Management, including sub-sections like Talent Mgmt, Product Mgmt, Budgeting & Finance, Collaboration, Projects & Workflow, Agile & Lean Mgmt, and Vendor Analysis.

MARKETING TECHNOLOGIES FIND DRUPAL!



Marketing Automation & Campaign/Lead Management



CMS & Web Experience Management



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DIGITAL MARKETING

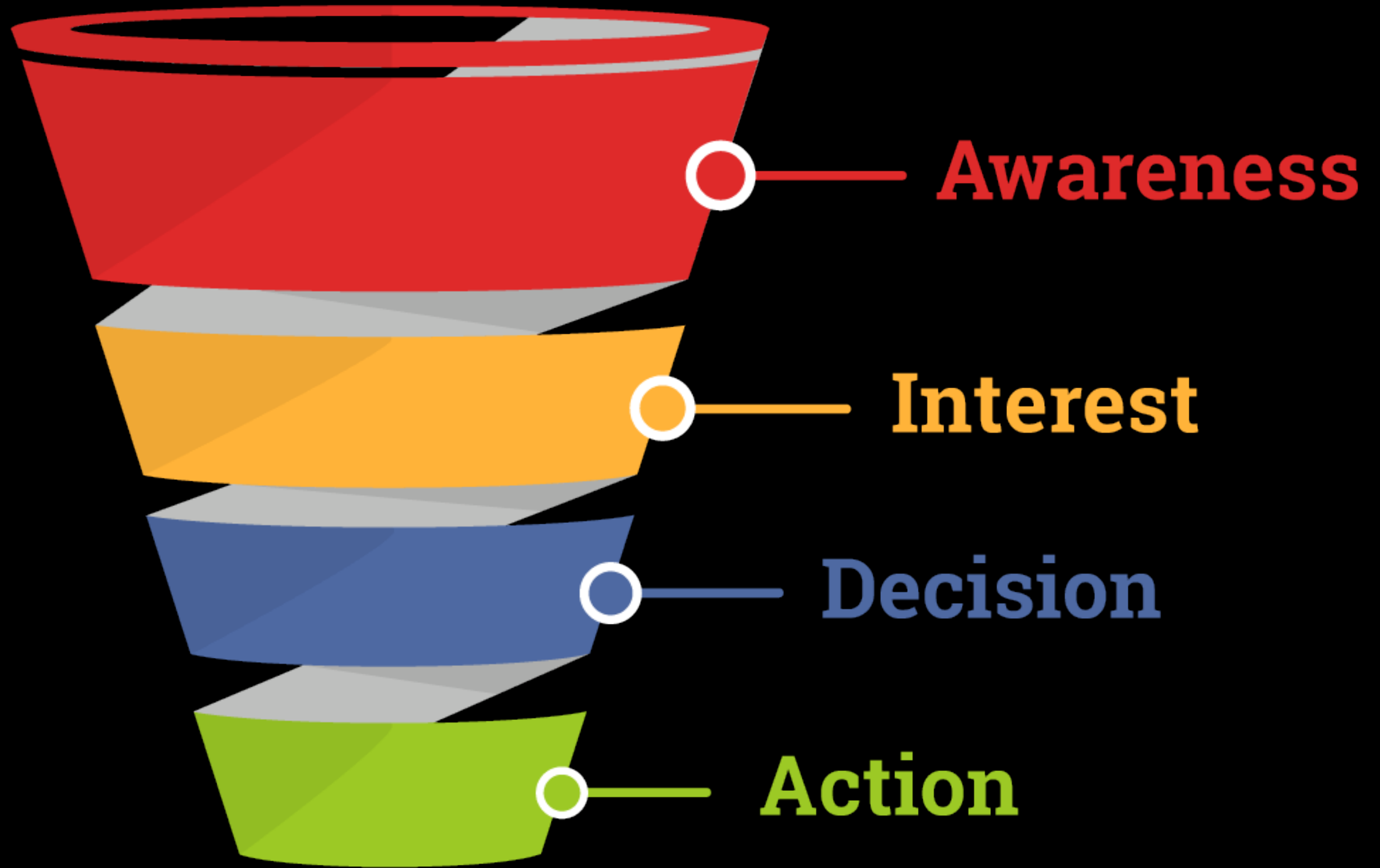
- Lots of Tech
 - CMS, CRM, DAM ...
- Many Measurements
 - CAC, MQL, NNN, CPL ...
- Many Acronyms (!)
 - **All easy**
 - Learn 9 today
 - Tools to understand the rest

NONPROFIT.ORG

WEBSITE

2018 Averages:

- Paid Social + Ads:
 - 50,000 Impressions / month
 - 2,000 Visitors / month
 - €1000 Spend / month
- 10,000 Visitors / month
- 400 Newsletter signups / month
- 20 Donations / month for €1500



MEASUREMENTS

CTR: CLICKTHROUGH RATE

How many people click and visit your site?

2,000 Visits

50,000 Impressions

CTR = 4%

MEASUREMENTS

CPC: COST PER CLICK

How much does each click cost?

2,000 Visits

€1,000

$CPC = €0.50$

MEASUREMENTS

CPL: COST PER LEAD

How much does each lead cost you?

€1,000

80 Newsletter Signups*

CPL = €12.50

*20% of 400 Newsletter Signups = 80

MEASUREMENTS

ARE THESE GOOD?

CTR = 4%

CPC = €.50

CPL = €12.50

Good? Bad? It depends!

Compare vs History

Compare vs Peers



FUNNEL ACRONYMS

JARGON FTW!

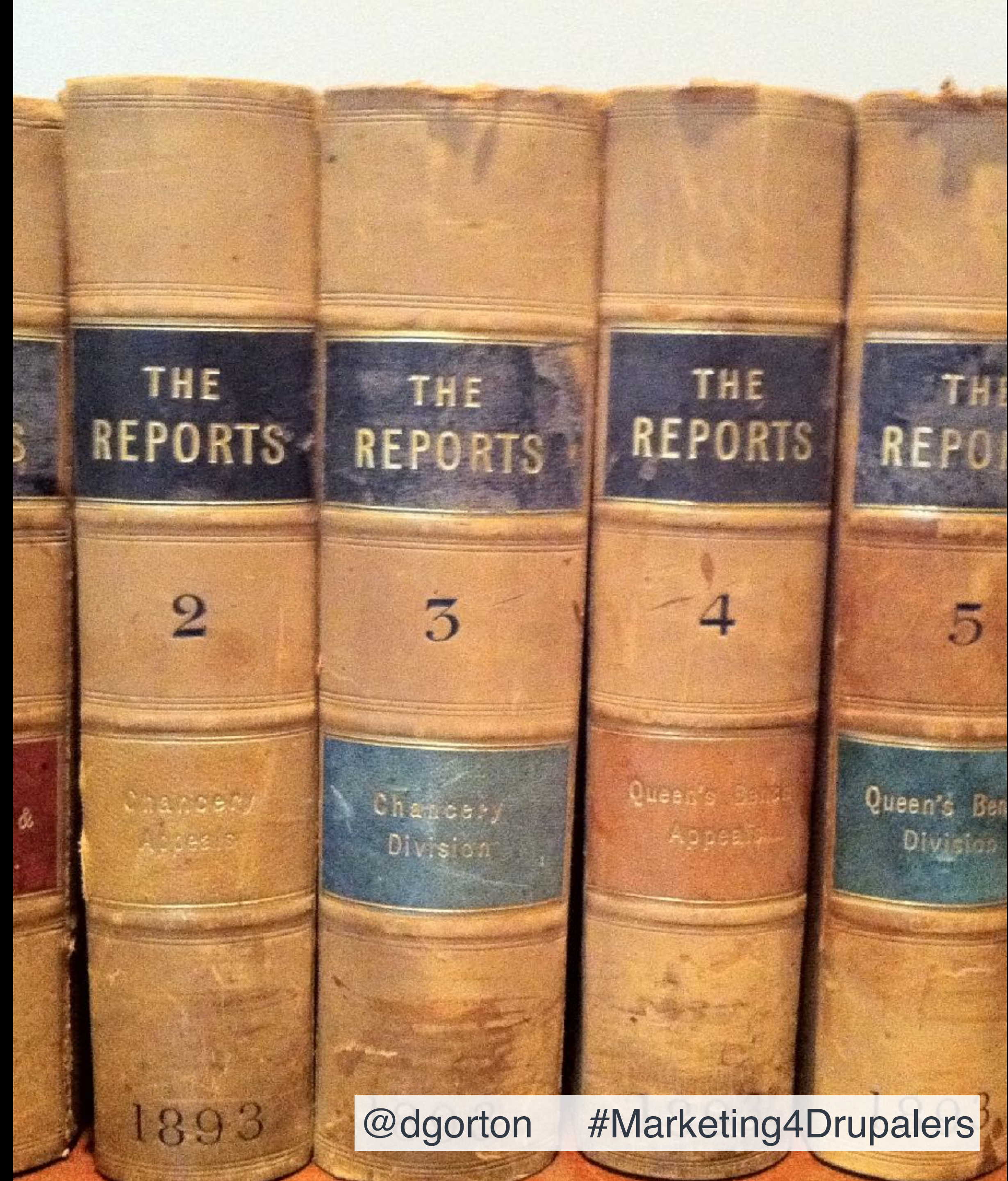
- CAC: Customer Acquisition Cost
- NNN: Net New Names
- MQL: Marketing Qualified Lead
- CLV / CLTV / LTV: Lifetime Value
- S/ME: Sales / Marketing Efficiency
- MoM: Month over Month
("CPL is down 35% MoM")

CAUTION
DO NOT OPEN INBOARD FAN COWL
UNTIL LEADING EDGE OF SLATS ARE
RETRACTED AND DEACTIVATED
SEE INSTRUCTIONS INSIDE OUTBOARD DOOR

MAKE A MARKETER HAPPY

MAKE REPORTING EASY

- Marketers have to report on progress
- Find out their KPIs and improve them
- Make reporting intuitive and easy
(don't just connect Google Analytics and walk away)
- You have valuable insights & access from other clients and projects!



MARKETERS VALUE RESULTS

SHARE YOUR TRACK RECORD

Very Interesting:

“We typically improve our clients’ Cost per Lead (CPL) by 15%”

- Measured things (traffic, signups, ...)
- Shared insights from peers
- Simplified reporting
- Integrations with other Marketing Tech (CRM, DAM, etc.)
-

Less Interesting:

“We are trusted Drupal experts. Our public modules are used on over 100,000 sites.”

- Drupal particulars
- Process specifics
- Years of experience
- ...

HOW MANY OF US
BETTER UNDERSTAND
MARKETERS?

QUESTIONS + CONVERSATION

JOIN US

CONTRIBUTION SPRINTS

- Friday, 09:00 - 18:00
- Contributors of all skill sets and levels are welcome and encouraged to join!
- Details on website



IMAGE CREDITS

- Travel Trip Map Direction Exploration Planning Concept: <https://flic.kr/p/R3DEPP>
- DrupalCon Europe, 2012: <https://flic.kr/p/d2wNXf>
- 20, <https://flic.kr/p/eiiQSK>
- Hello My Name Is, <https://flic.kr/p/phvM1B>
- Gears! <https://flic.kr/p/9E4sFP>
- Do you measure up? <https://flic.kr/p/2VqrRx>
- Technical Writing <https://flic.kr/p/aoduEL>
- Unsure Of The Next Step <https://flic.kr/p/8ntAXt>
- Law Library: <https://flic.kr/p/aBpw4o>
- That is the Question: <https://flic.kr/p/i6cpkf>
- Marketing Funnel, <https://www.mailmunch.co/blog/sales-funnel/>