

TWIN CITIES DRUPAL CAMP

A DRUPALER'S GUIDE TO MARKETING



@dgorton

#Marketing4Drupalers

DREW GORTON

- Director of Developer Relations at 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 THE BIGGEST, MOST IMPORTANT DIGITAL MARKETING INVESTMENT



Gartner tracks **\$190B** yearly website spend
(\$154B for digital advertising)

THE WEB VENDOR ECOSYSTEM



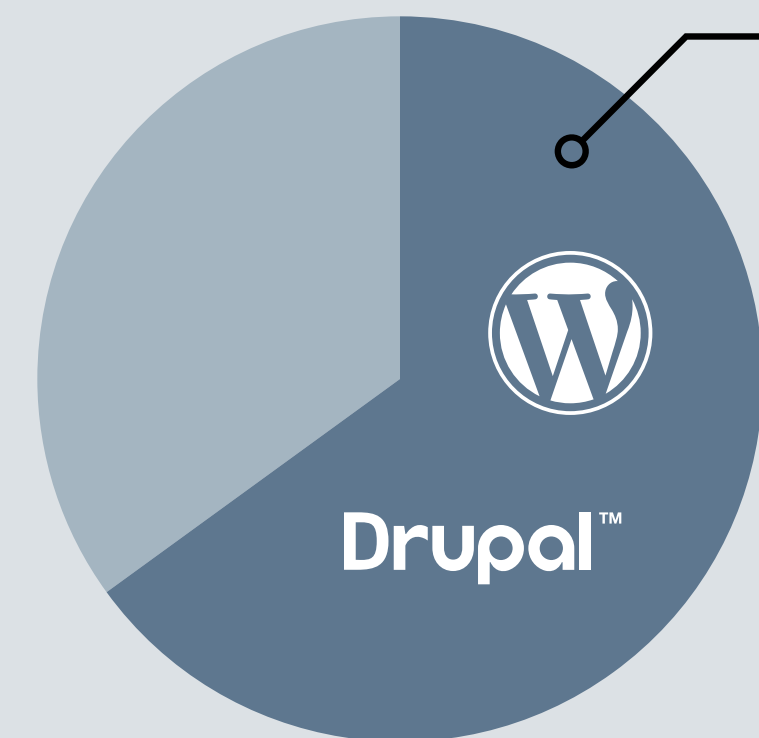
Mom & Pop



AUTOMATTIC



Corporate



65%
total market
share



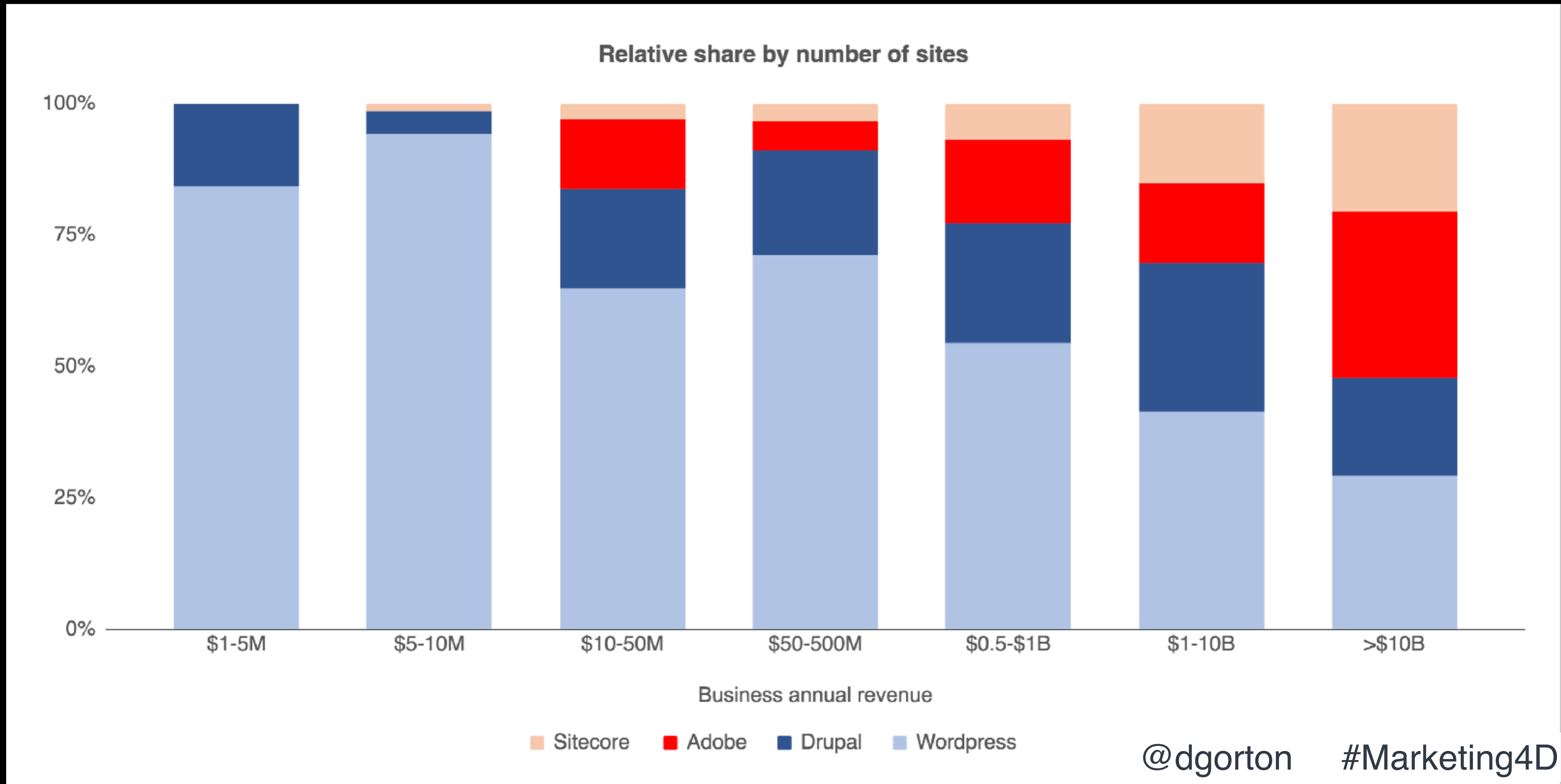
Enterprise



sitecore®

Acquia™

THE CMS ECOSYSTEM BY REVENUE (ESTIMATES)



A woman with dark hair tied back, wearing a black turtleneck, is focused on her work at a desk. She is looking at a laptop screen. In the background, another person with blonde hair is visible, also working. The office has large windows with a view of a city skyline. The text 'AMBITIOUS DIGITAL EXPERIENCES ARE FOR MARKETERS' is overlaid on the top left of the image.

AMBITIOUS DIGITAL EXPERIENCES ARE FOR MARKETERS

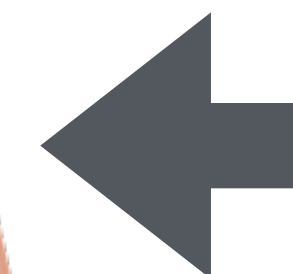
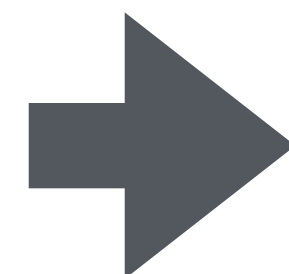
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DRUPAL IS LESS EXPERIENCED IN TALKING TO MARKETERS



Used by Practitioners

Easy to use, many plugins



Adobe
Experience
Manager

Enterprise Sales

Top-down CMO decision

- marketing for wordpress - Google Search
- email marketing for wordpress
- marketing automation for wordpress
- affiliate marketing for wordpress
- inbound marketing for wordpress
- marketing optimizer for wordpress

marketing for drupal - Google Search

- marketing for adobe - Google Search
- marketing adobe
- marketing adobe cloud
- marketing adobe analytics
- marketing adobe linkedin
- marketing adobe dynamics 365

MARKETING 101

- Telling others who you are and what you do
- Digital Marketing uses Tech
- Measurements important
- Acronyms abound
- It's **not** Sales



SALES AND MARKETING FUNNEL

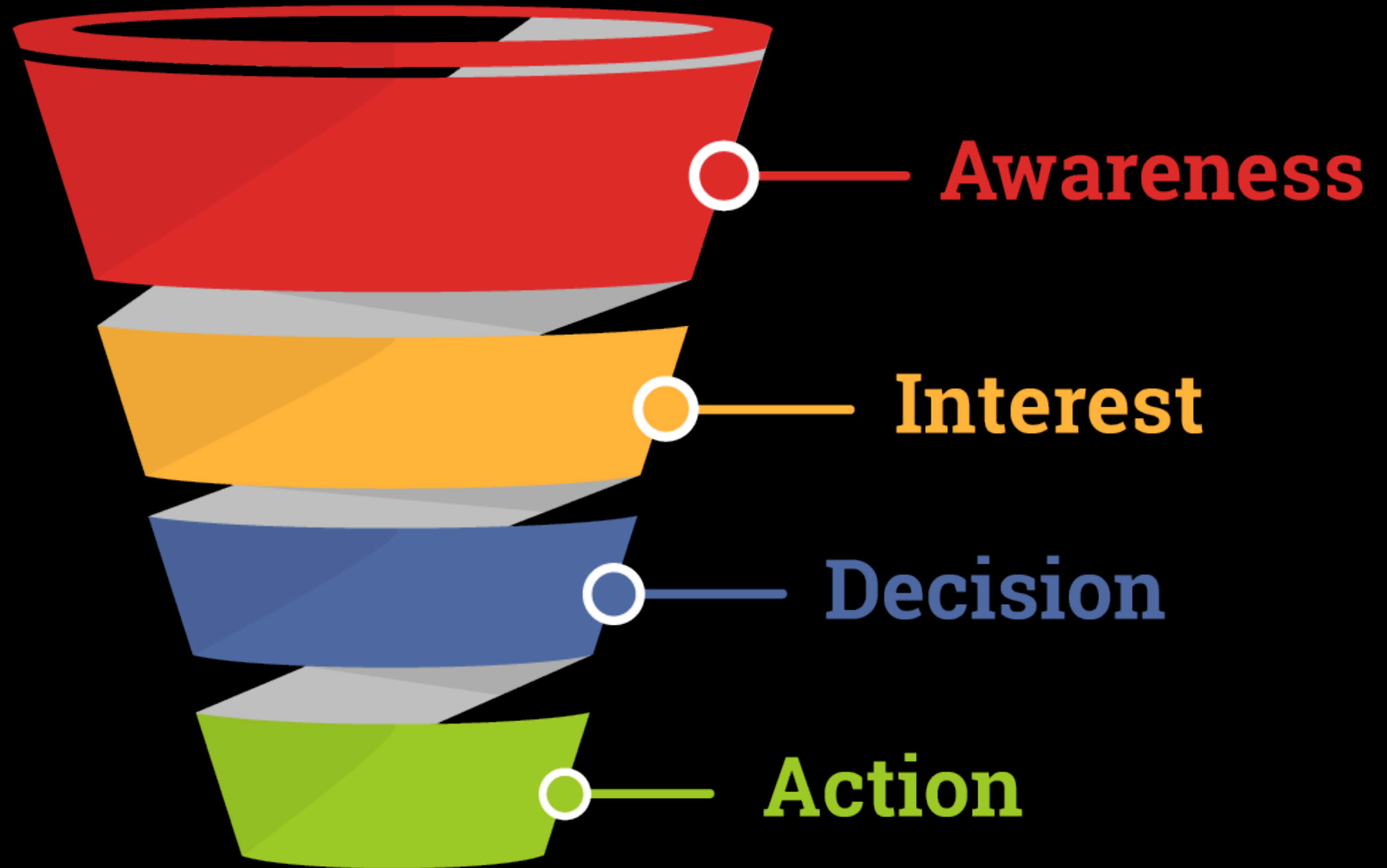
Example:

- 10,000 people aware
 - 1,000 interested
 - 100 serious
 - 10 ready
-
- Many Variations
 - AAARRR (Pirate)



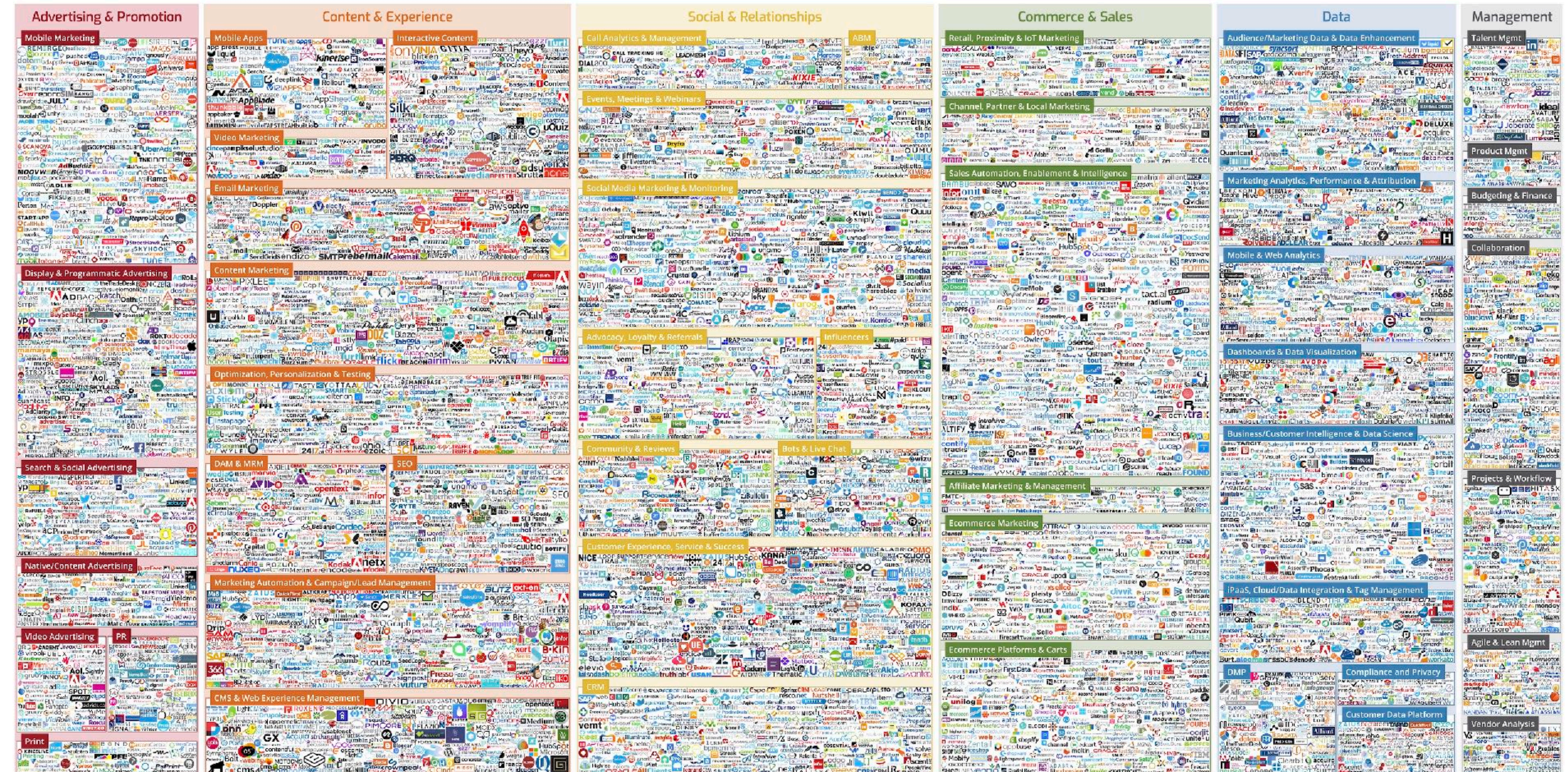
SALES AND MARKETING FUNNEL

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



QUANTITY AND QUALITY MEASUREMENTS

- Improve the numbers
 - Increase Awareness (traffic)
- Improve Conversions
 - More Form Completions
- Report on all of it



MARKETING TECHNOLOGIES

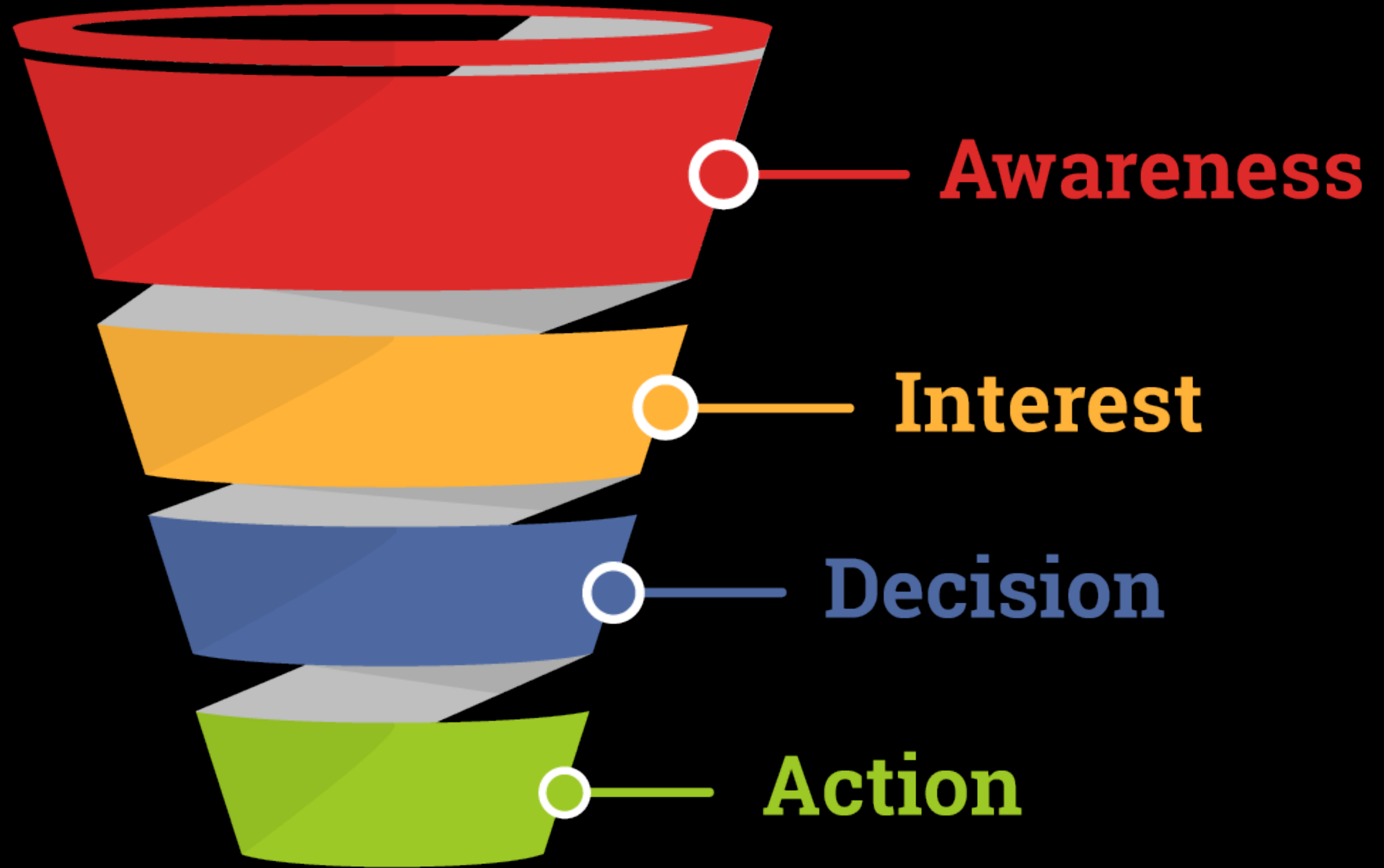


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FUNNEL JARGON

TLAS ABOUND

- CAC - Customer Acquisition Cost
- NNN - Net New Names
- MQL - Marketing Qualified Lead
- CTA - Call to Action
- CPC - Cost per Click
- CPL - Cost per Lead
- CRM - Customer Relationship Management
- CTR - Click Through Rate



MARKETERS ARE VERY INTERESTED IN:

- Measurable things
- Improving traffic
- Social Media
- Form completions
- Donations, Sales, Signups
-

Share your track record!



MARKETERS VALUE RESULTS

SHARE YOUR TRACK RECORD

Very Interesting:

- Measurable things
 - Improving traffic
 - Social Media
 - Form completions
 - Donations, Sales, Signups
 -

Less Interesting:

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

QUESTIONS AND CONVERSATION

JOIN US

CONTRIBUTION SPRINTS

- Sunday, 9:30 - 5
- Pantheon Offices
- 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>
- Hello My Name Is, <https://flic.kr/p/phvM1B>
- Do you measure up? <https://flic.kr/p/2VqrRx>
- MarTech 5000, <https://chiefmartec.com/2018/04/marketing-technology-landscape-supergraphic-2018/>
- Marketing Funnel, <https://www.mailmunch.co/blog/sales-funnel/>