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A Drupalers Guide to Marketing
BADCamp 2019

Marketing Comfort?

Poll Time

How well do we understand Marketing? [Height of hand]
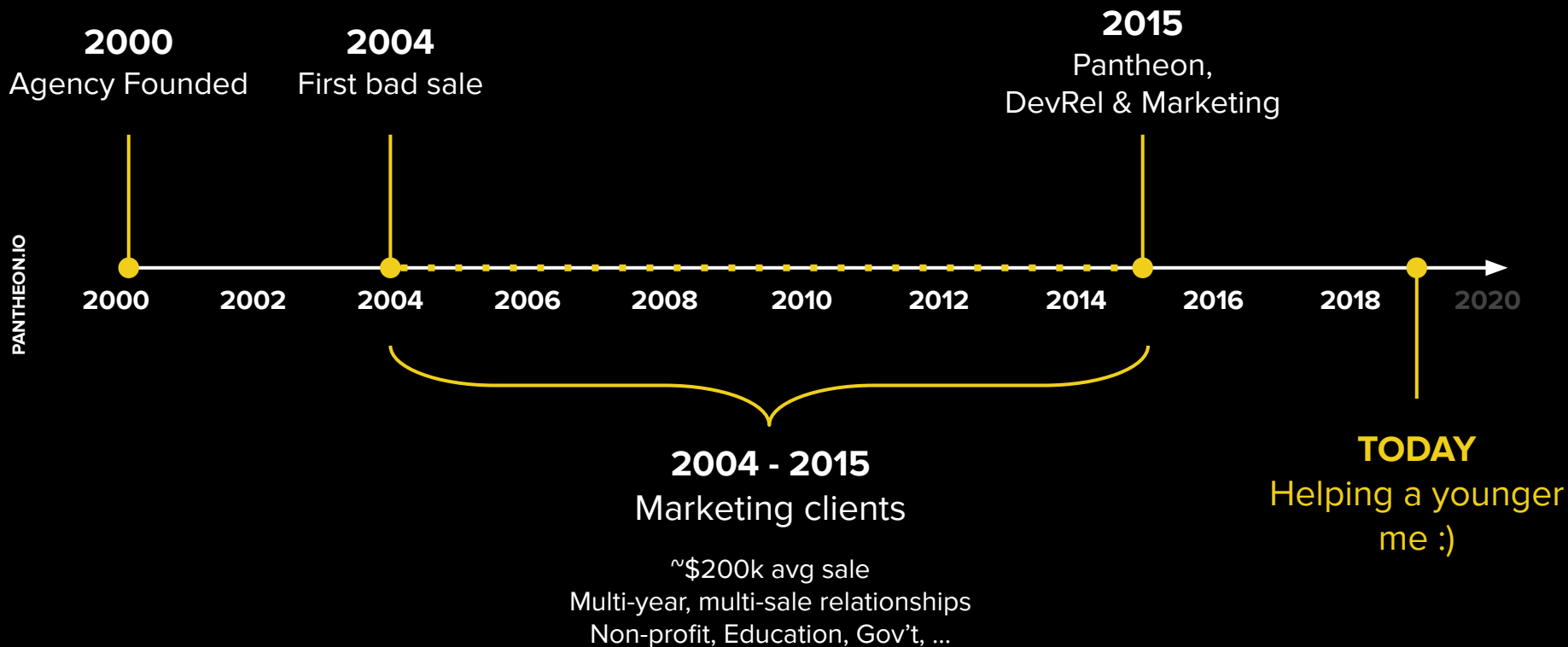
How much confidence in do we have in Marketing jargon? [Height of hand]

Hi, I'm Drew

Director, Developer Relations
at **Pantheon**.

- **dgorton** on **Drupal**, **WordPress** and **Twitter**
- **drew@pantheon.io**
- Some things I enjoy away from the computer
  - Languages and travel
  - Cooking
  - Board games and other nerdy things

10,000 FOOT VIEW
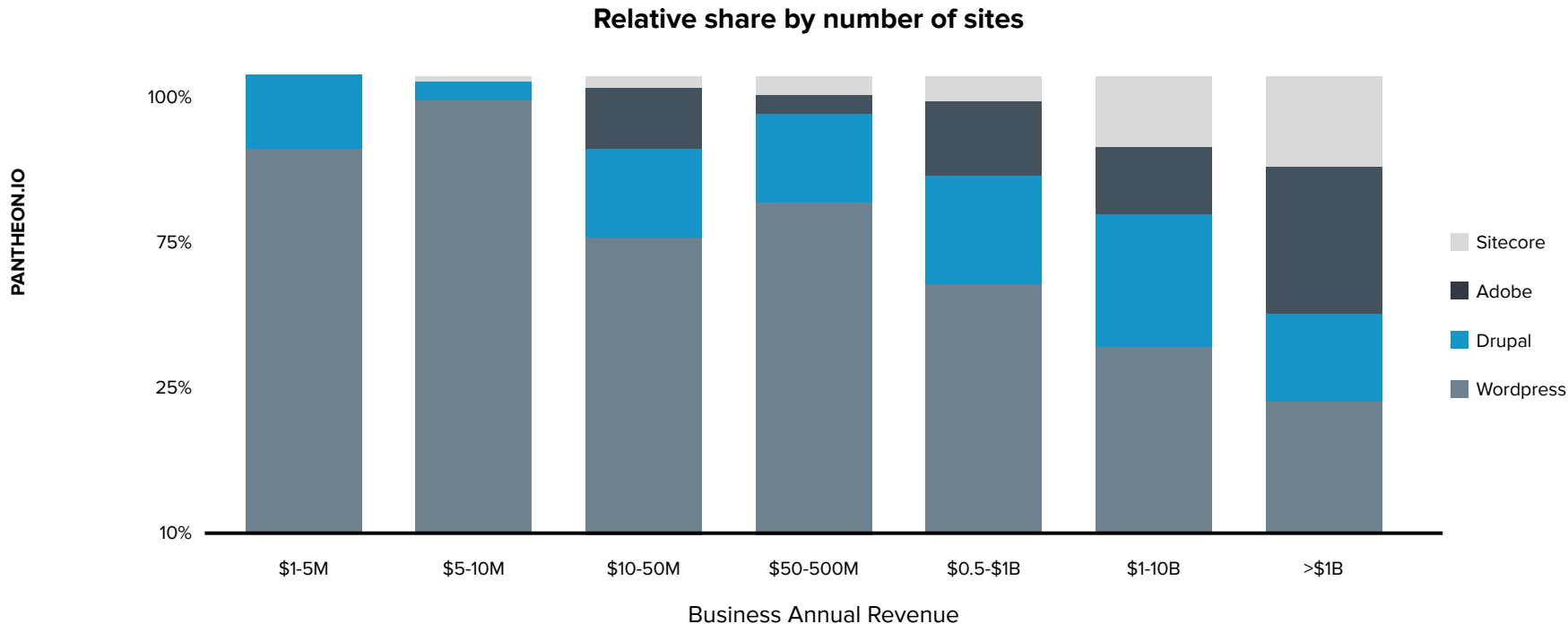
Web & Drupal Business trends

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Website are a...

Marketing Investment

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

The CMS Ecosystem by Revenue (Estimates)

Relative share by number of sites

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Legend:
- Sitecore
- Adobe
- Drupal
- Wordpress

X-axis: $1-5M, $5-10M, $10-50M, $50-500M, $0.5-$1B, $1-10B, >$1B

Business Annual Revenue

Y-axis: 10%, 25%, 75%, 100%

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Drupal Is Less Experienced in

Talking to Marketers

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WORDPRESS

Drupal™

Adobe Experience Manager

Drupal Is Less Experienced in

Talking to Marketers

Used by Practitioners
Easy to use, many plugins

Enterprise Sales
Top-down CMO decision

Drupal Is Less Experienced in

Talking to Marketers

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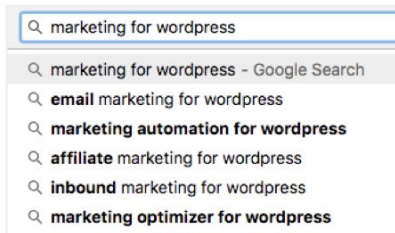**Used by Practitioners**
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Adobe Experience Manager

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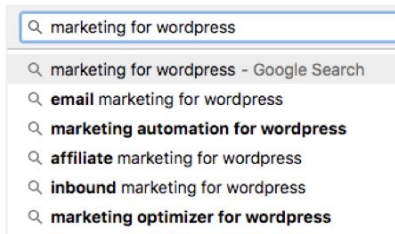# Drupal Is Less Experienced in

Talking to Marketers

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Used by Practitioners
Easy to use, many plugins

Enterprise Sales
Top-down CMO decision

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State of the Agency

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Chart legend:
- Profit Margin > 30%
- Profit Margin < 20%

Categories (top to bottom):
- Consulting on Marketing Strategy
- Content strategy / Development
- Marketing automation
- SEO Services
- SEM / Paid Advertising
- Social Media Marketing
- CRM / Loyalty Marketing

X-axis: 0.0%, 25.0%, 50.0%, 75.0%, 100.0%

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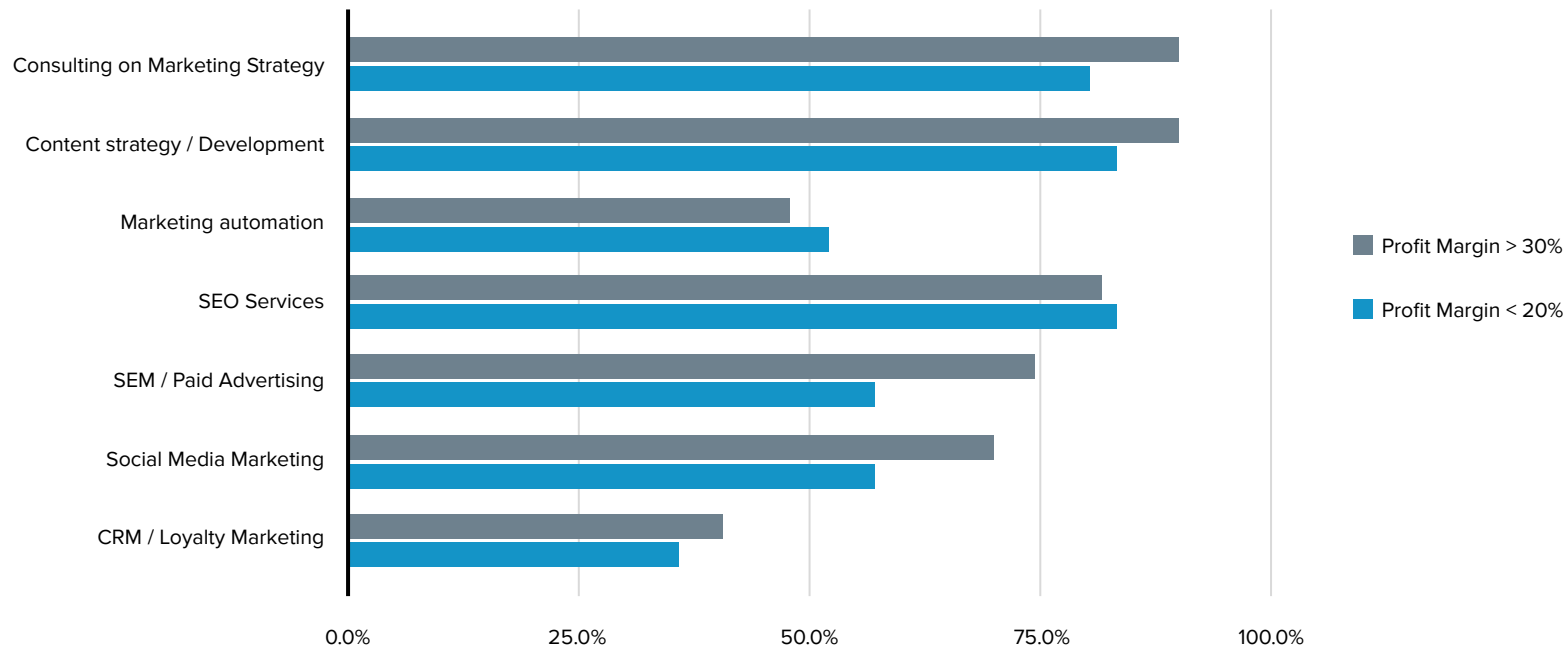
Sales & Marketing Funnel

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

Awareness

Interest

Decision

Action

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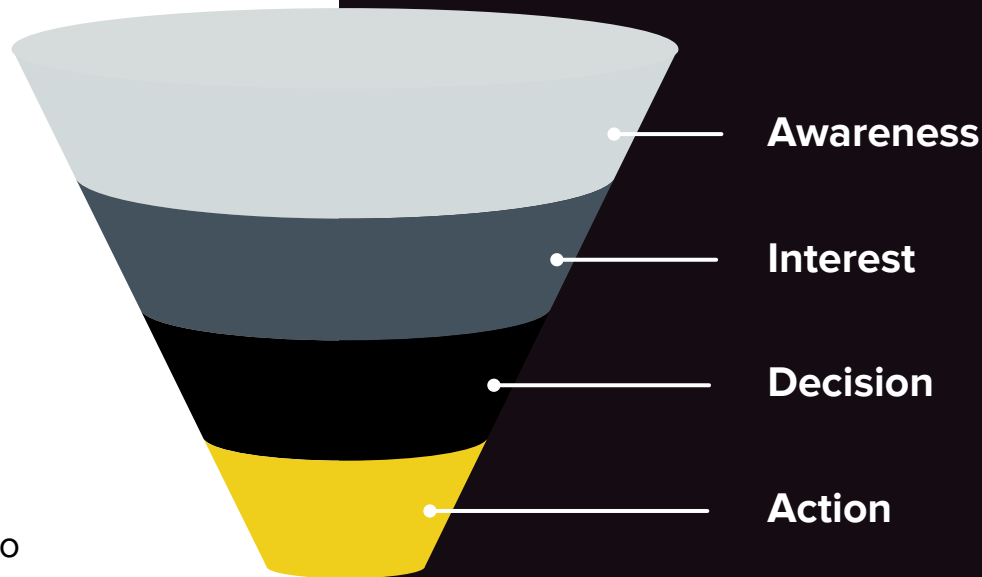
Sales & Marketing Web Funnel

Awareness
- Blog posts, How-Tos & guides, Videos, advertising, SEO...

Interests
- Webinars, E-books, Newsletters, White papers...

Decision
- Request info, Add to Cart...

Action
- Donate, Checkout...

Awareness

Interest

Decision

Action

Advertising & Promotion

- Mobile Marketing
- Display & Programmatic Advertising
- Search & Social Advertising
- Native/Content Advertising
- Video Advertising
- PR
- Print

Content & Experience

- Mobile Apps
- Interactive Content
- Video Marketing
- Email Marketing
- Content Marketing
- Optimization, Personalization & Testing
- DAM & MRM
- SEO
- Marketing Automation & Campaign/Lead Management
- CMS & Web Experience Management

Social & Relationships

- Call Analytics & Management
- ABM
- Events, Meetings & Webinars
- Social Media Marketing & Monitoring
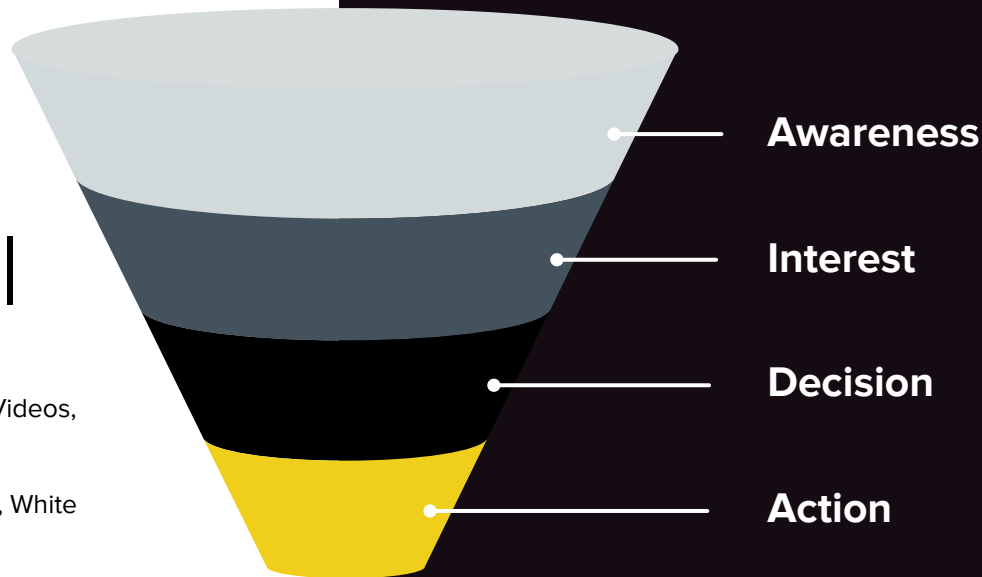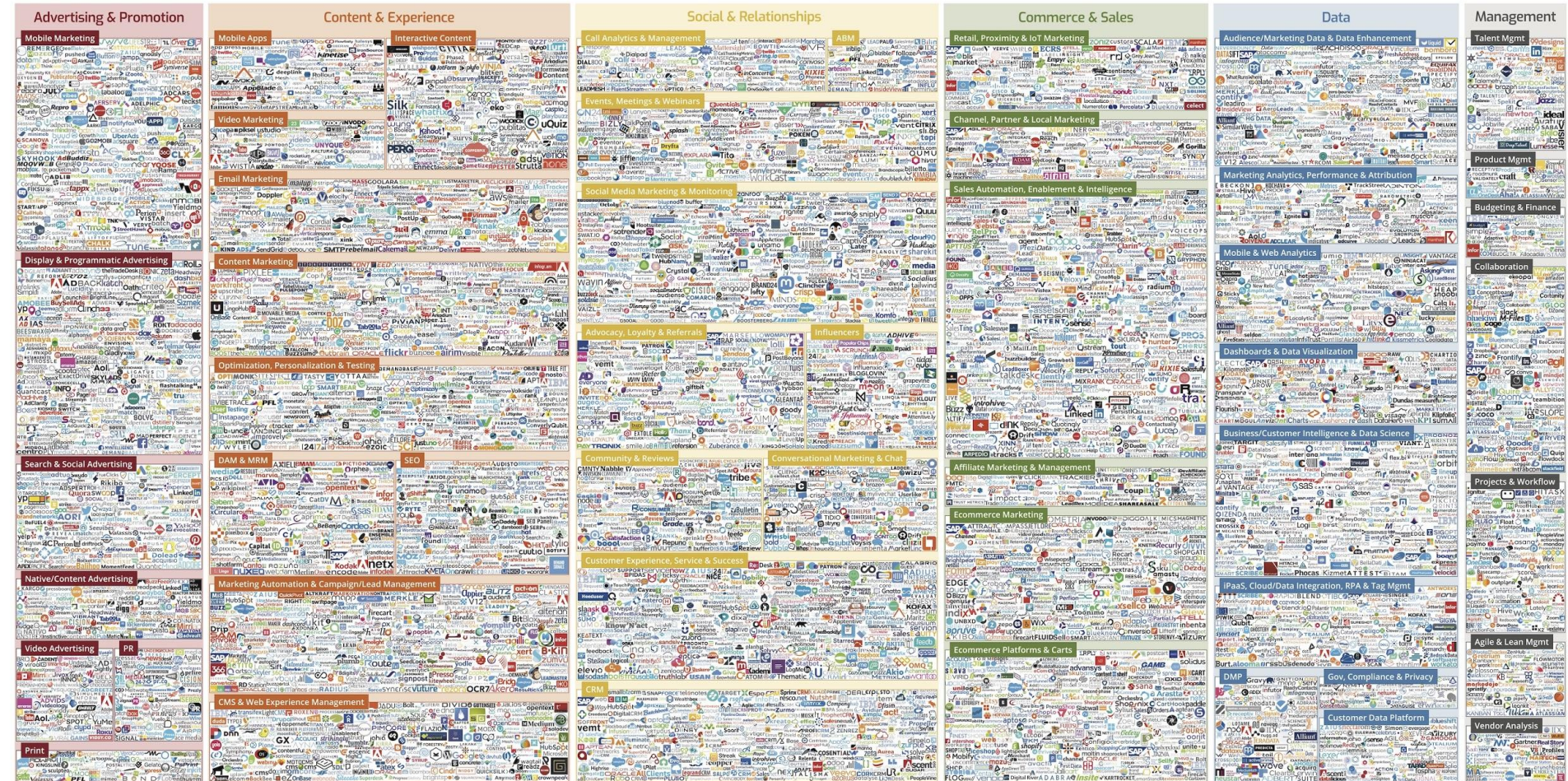- Advocacy, Loyalty & Referrals
- Influencers
- Community & Reviews
- Conversational Marketing & Chat
- Customer Experience, Service & Success
- CRM

Commerce & Sales

- Retail, Proximity & IoT Marketing
- Channel, Partner & Local Marketing
- Sales Automation, Enablement & Intelligence
- Affiliate Marketing & Management
- Ecommerce Marketing
- Ecommerce Platforms & Carts

Data

- Audience/Marketing Data & Data Enhancement
- Marketing Analytics, Performance & Attribution
- Mobile & Web Analytics
- Dashboards & Data Visualization
- Business/Customer Intelligence & Data Science
- iPaaS, Cloud/Data Integration, RPA & Tag Mgmt
- DMP
- Gov, Compliance & Privacy
- Customer Data Platform

Management

- Talent Mgmt
- Product Mgmt
- Budgeting & Finance
- Collaboration
- Projects & Workflow
- Agile & Lean Mgmt
- Vendor Analysis

Marketing Technologies

Find Drupal!

Digital Marketing

Lost of Tech
- CMS, CRM, DAM...

Many Measurements
- CAC, MQL, NNN, CPL...

Many Acronyms (!)
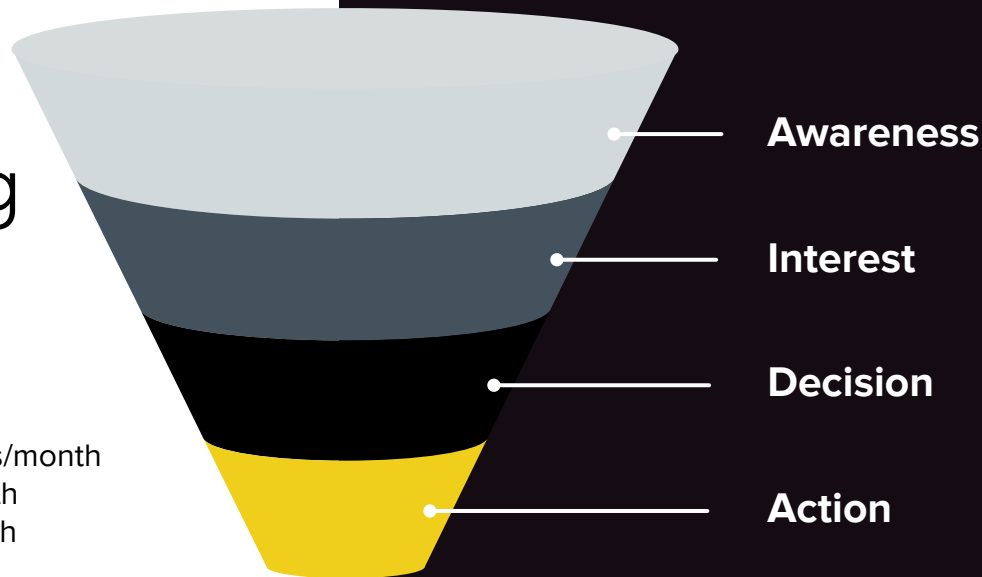- **All easy**
- Learn 9 today
- Tools to understand the rest
- BONUS: Make 2 new ones!

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Nonprofit.org Website

2018 Averages:
- Paid Social + Ads:
  - 50,000 Impressions/month
  - 2,000 Visitors/month
  - $1,000 Spend/month
- 10,000 Visitors/month
- 400 Newsletter signups/month
- 20 Donation/month for $1500

Awareness
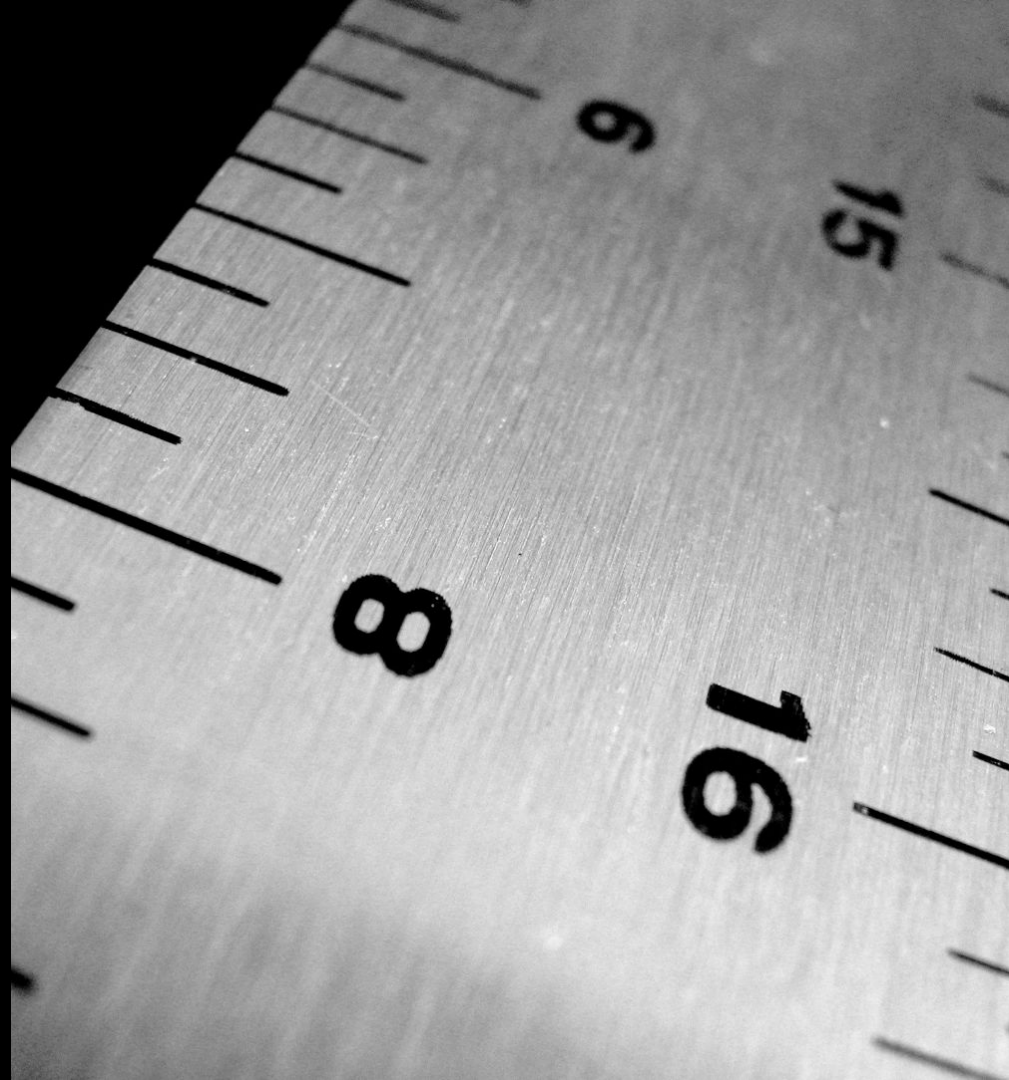
Interest

Decision

Action

Measurements
CTR: Click Through Rate

How many people click and visit your site?

2,000 Visits
_____

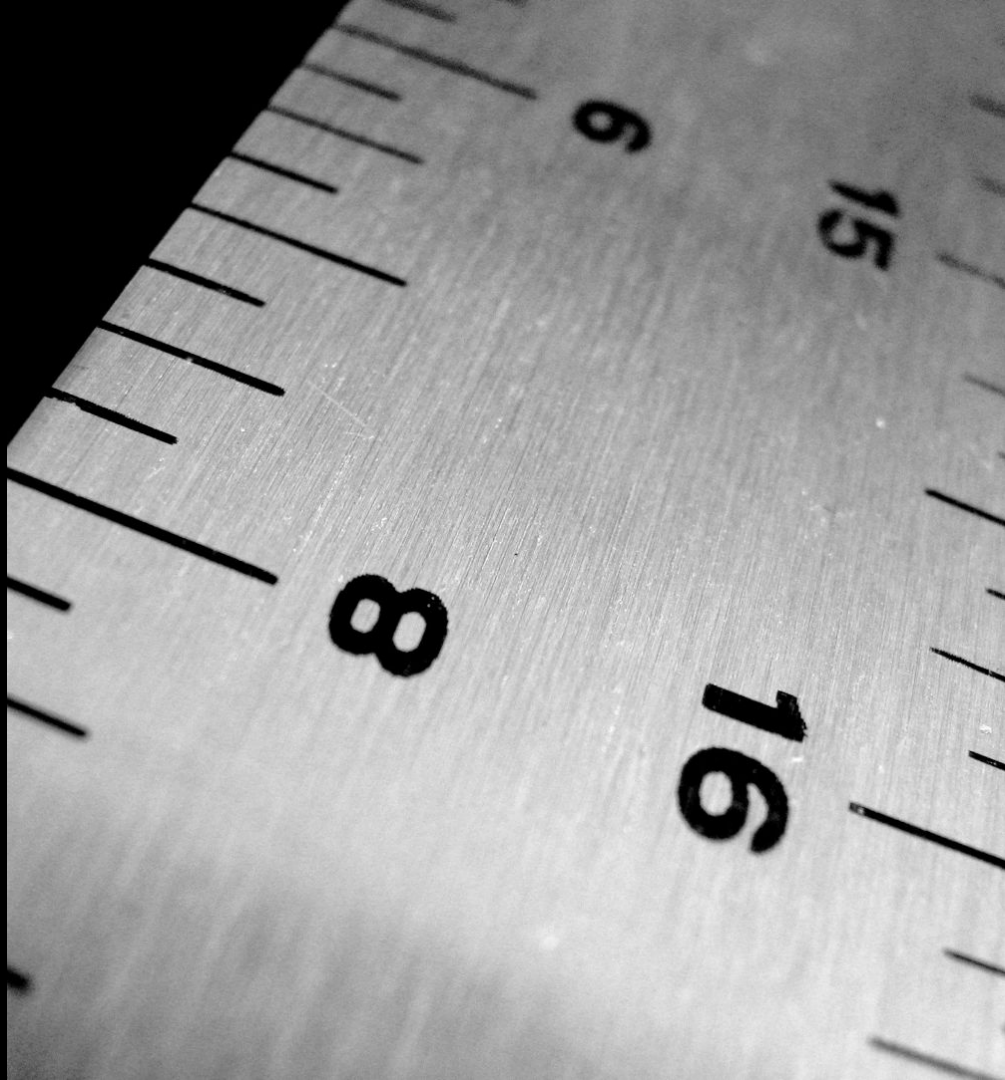50,000 Impressions

CTR = 4%

Measurements
CPC: Cost Per Click

How much does each click cost?

2,000 Visits
_____

10,000

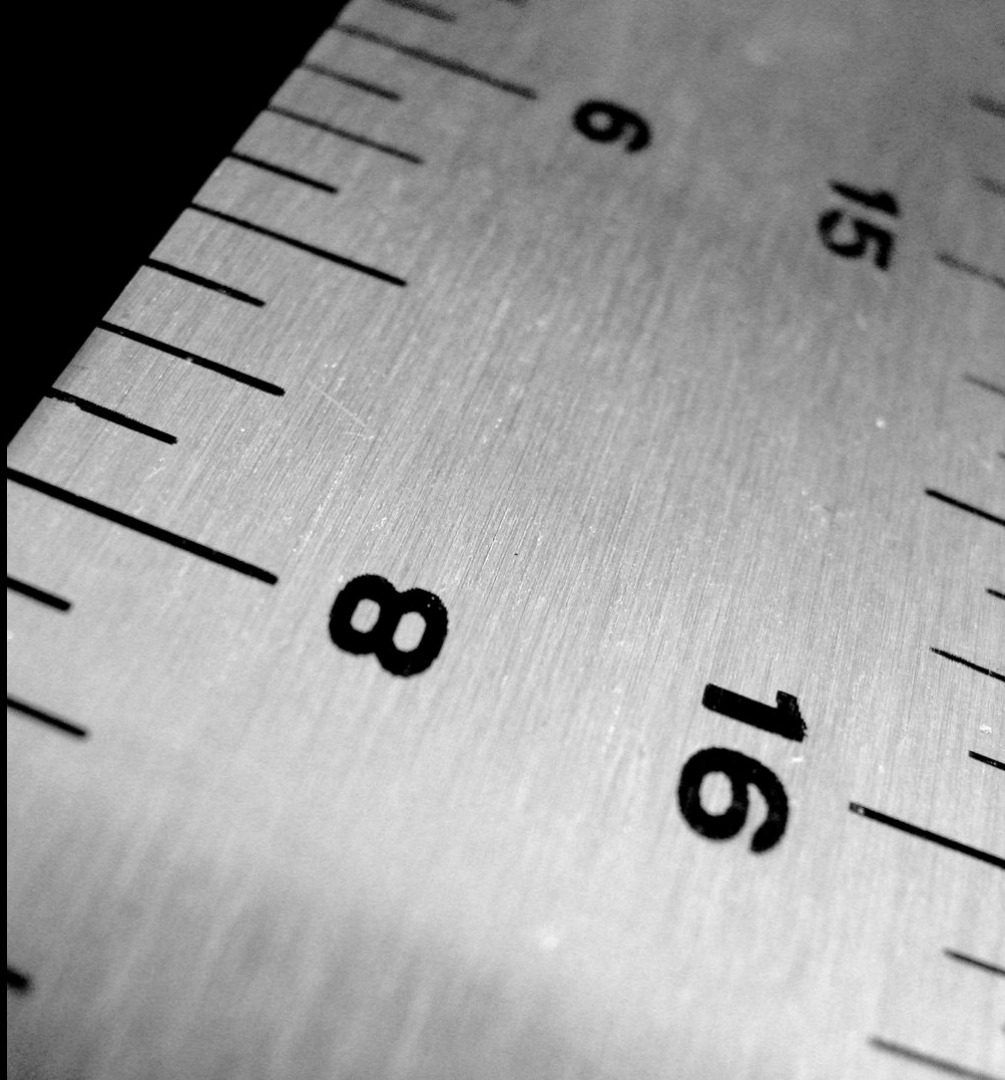CPC = $.50

Measurements
CPL: Cost Per Lead

How much does each
lead cost you?

1,000 Visits
——————————
80 Newsletter Signups

CPL = $2.50

20% of 400 Newsletter Signups = 80

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Measurements
Are Theses Good?

CTR = 4%
_____

CPC = $.50
_____
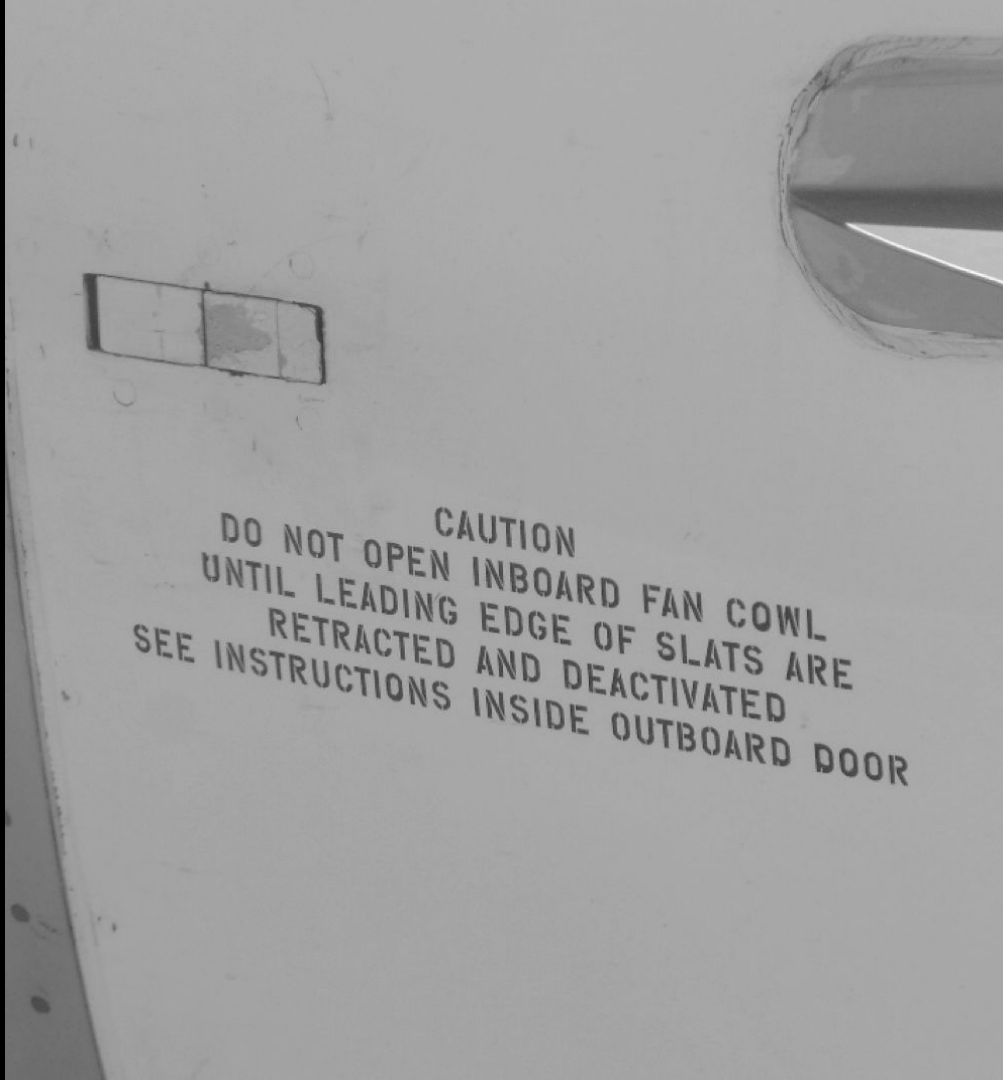
CPL = $2.50

Good? Bad? It depends!
Compare vs History
Compare vs Peers

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Funnel Acronyms
Jargon FTW!

- MQL: Marketing Qualified Lead
- CAC: Customer Acquisition Cost
- NNN: Net New Names
- 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

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Marketing 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!
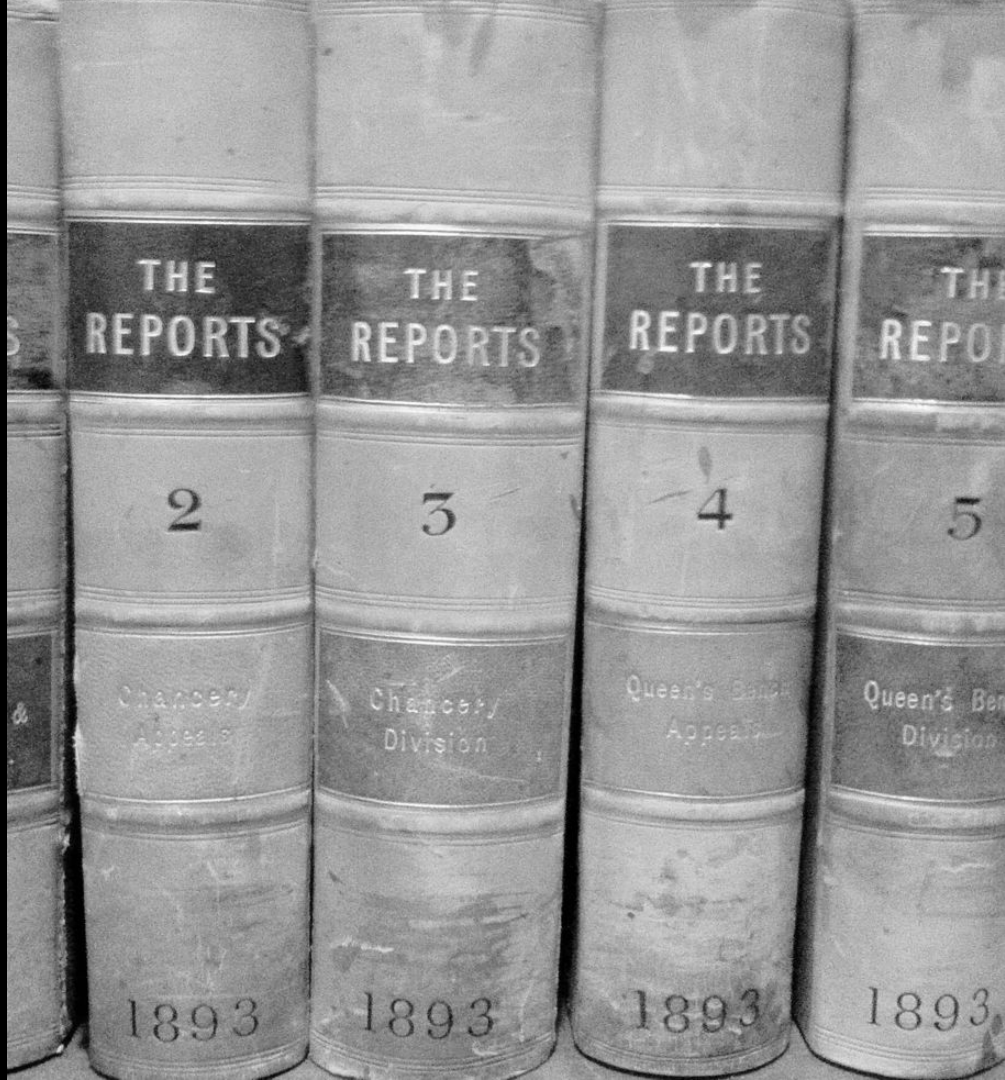
Marketers Value Results

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/web tech particulars (modules, taxonomy, HTTP/3, …)
- Engineering practices (git, code reviews, automated testing, …)
- Years of experience

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Make a Makerter **Happy** :)

- Communication is hard

- Many Measurements - all straightforward

- Make a Marketer happy:

  - Better Communication

  - Smarter Measurements

  - Better Integrations

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KPI TIME

Let's Measure

- Marketing Understand Index (MUI) increase?

- Marketing Jargon Confidence (MJC) increase?

Q&A

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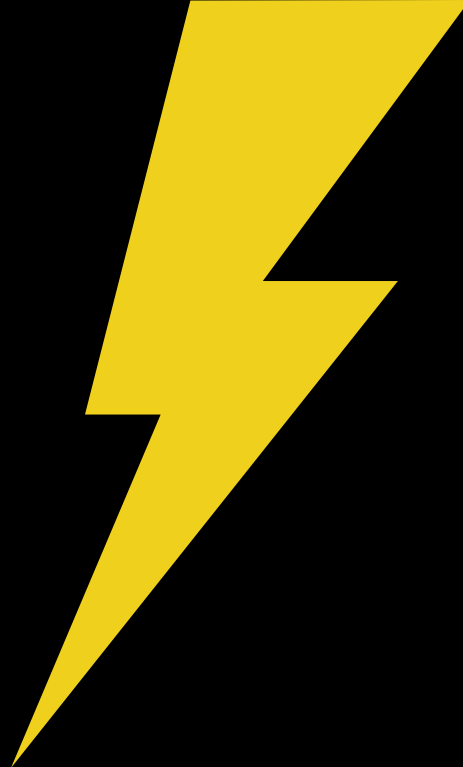# Image Credits

- DrupalCon Europe, 2012: https://flic.kr/p/d2wNXf

- Hello My Name Is, https://flic.kr/p/phvM1B

- Gears! https://flic.kr/p/9E4sFP

- Do you measure up? https://flic.kr/p/2VqrRx

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