Understanding Mautic

Enhancing the Digital Experience with Marketing Automation

mautic

Ruth Cheesley - Mautic Community Manager

@RCheesley

Short Background

About Mautic:

Started as an **Open Source marketing automation** project in 2014 - mautic.org

Commercial business offering **Mautic Open Marketing Cloud SaaS** (Mautic Inc.) established in 2016 - mautic.com

Mautic Inc. acquired by Acquia in May 2019, Acquia supporting the Mautic community in a similar way to how they support Drupal.

About me:

Ruth Cheesley
Mautic Community Manager, Acquia

My background:

- 18 years Open Source user & contributor (Joomla!, Kubuntu and Mautic)
- Built & grew a full-service digital agency
- Power user of Mautic
- Based in Ipswich

WAIT ... DIGITAL EXPERIENCE?

Image by ErikaWittlieb from Pixabay

Image by Daria Nepriakhina on Unsplash

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Show of hands:

I feel my company/organisation provides a good, consistent digital experience across all channels

Image by Daria Nepriakhina on Unsplash

73% of brands can't provide a consistent experience across their different digital channels

34% of respondents are not effective at uniting data from their web and mobile sites

71% of brands can't action customer insights in real time

39% of respondents are not effective at uniting data from their websites and mobile apps

Source: Defining Digital Experience Report, Clicktale/CX Network - March 2019

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Image by Elias Sch. from Pixabay

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47%

larger sales volume if leads are nurtured appropriately

Source: The Annuitas Group

70%

of prospects are not in buying mode when they first interact with a company

Source: Marketing Sherpa

80%

of shoppers touch at least one digital channel during their purchasing journey

Source: McKinsey & Company

Image by fancycravel from Pixabay

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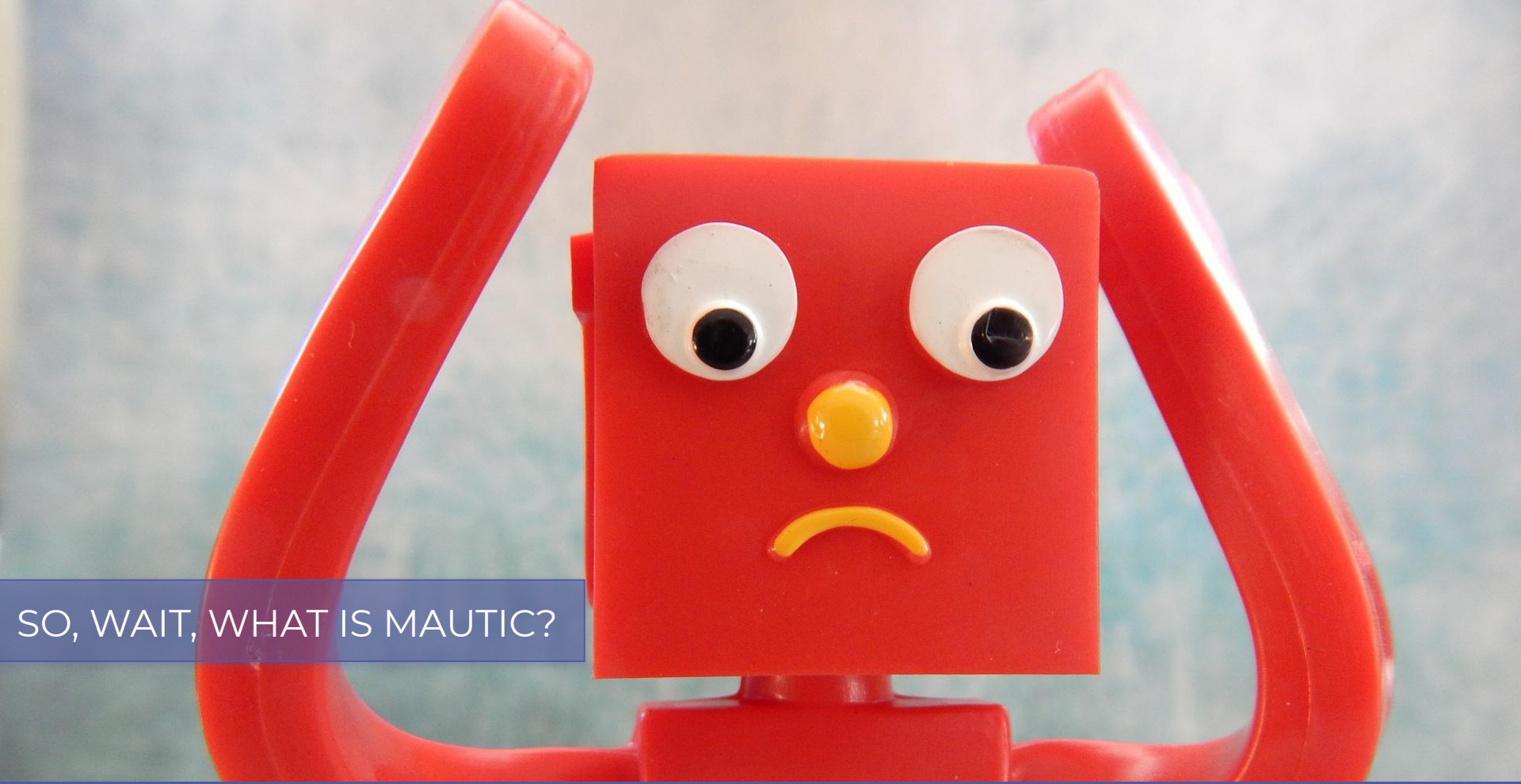

SO, WAIT, WHAT IS MAUTIC?

Image by ErikaWittlieb from Pixabay

Mautic is a fully-featured, **Open Source Marketing Automation platform** which **automates and measures** marketing efforts, integrating and personalising digital properties **in all channels**, delivering **seamless customer experiences**.

Image by Daria Nepriakhina on Unsplash

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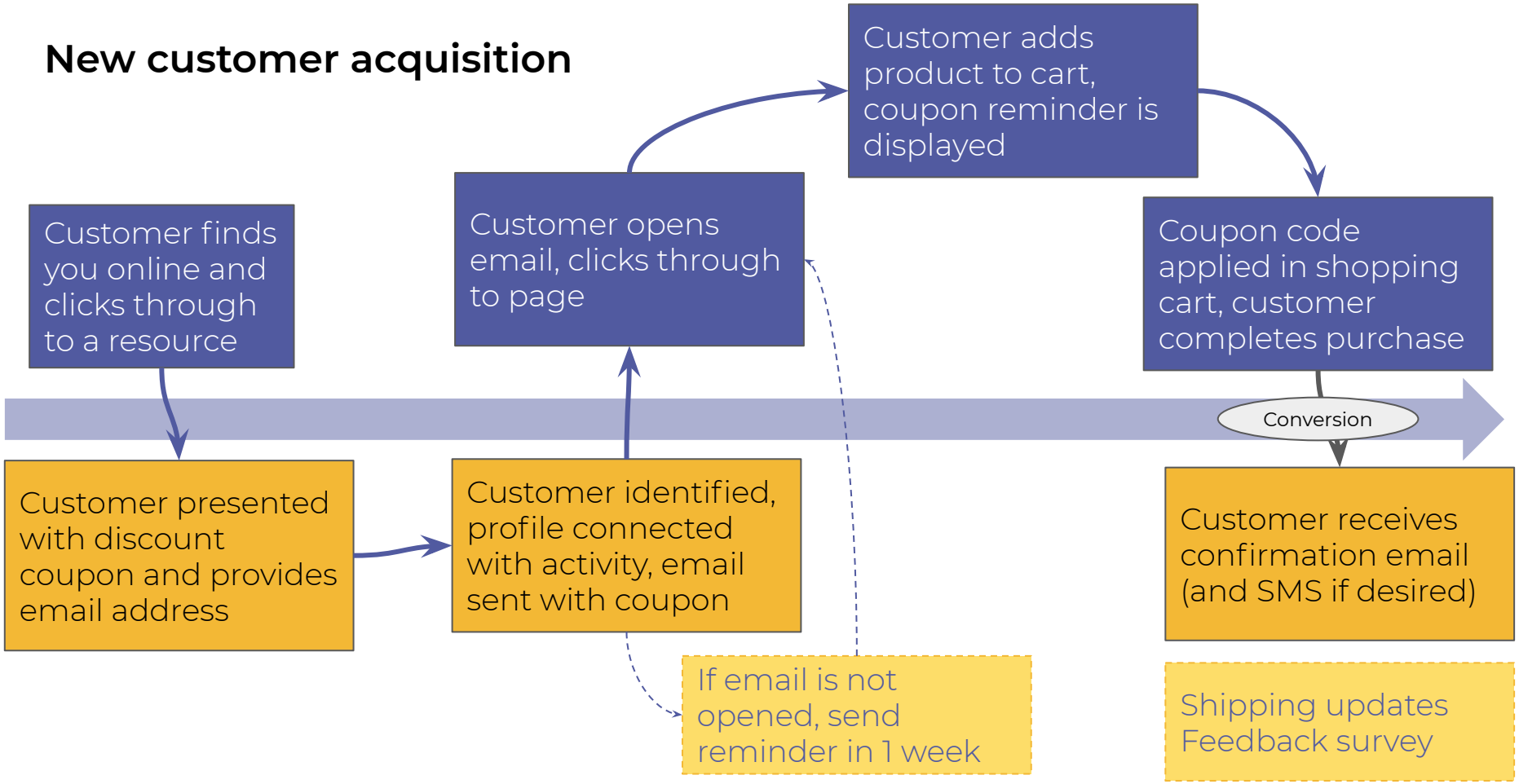
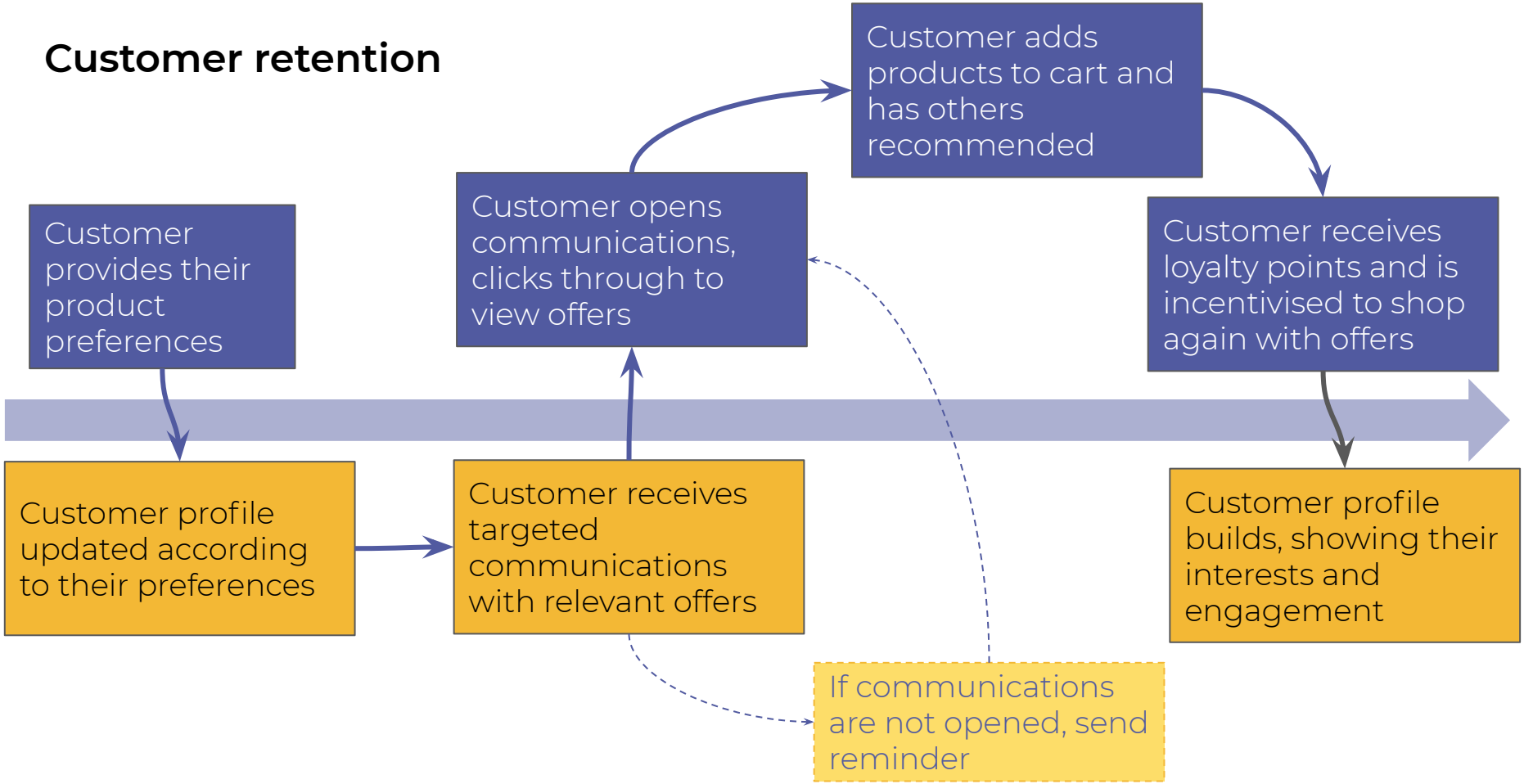
Mautic Solves Critical Digital Marketing Problems

- WEBSITE TRACKING
- LANDING PAGES
- WEB FORMS
- PROGRESSIVE PROFILING
- CONTACT MANAGEMENT
- AUDIENCE SEGMENTATION
- AUTOMATED CAMPAIGNS
- EMAIL MARKETING
- MULTI-CHANNEL COMMUNICATIONS
- DYNAMIC CONTENT
- CONSUMER SCORING
- ACCOUNT-BASED MARKETING
- THIRD PARTY INTEGRATIONS
- REPORTING & ATTRIBUTION
- DASHBOARD ANALYTICS
- A/B TESTING

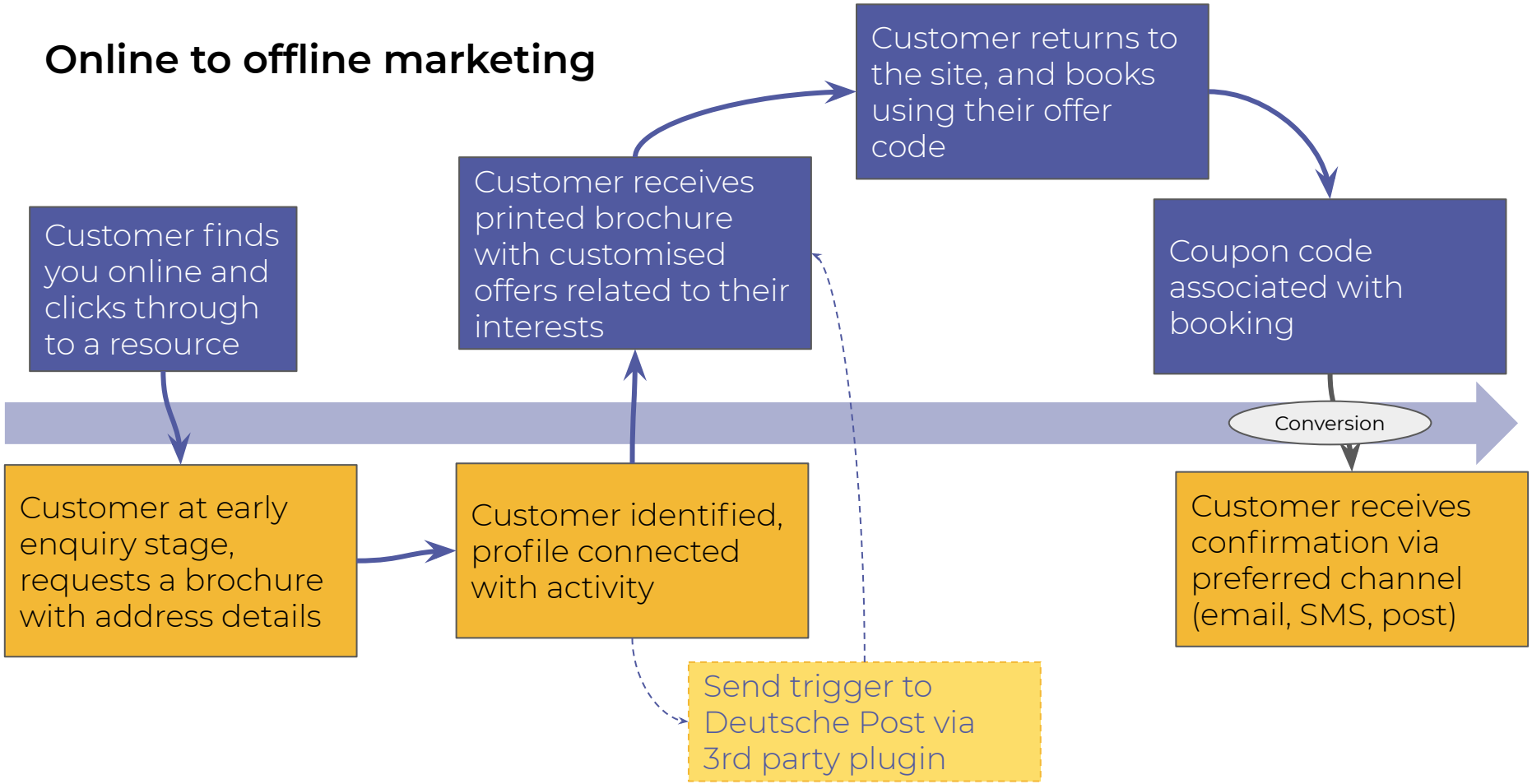
New customer acquisition



Customer retention



Online to offline marketing



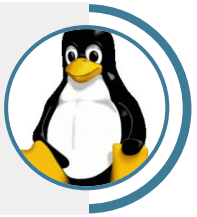
SOUNDS GREAT! HOW DO I GET STARTED?

Image by ErikaWittlieb from Pixabay

Linux

L

Linux



NGINX

E/A

Apache

MySQL

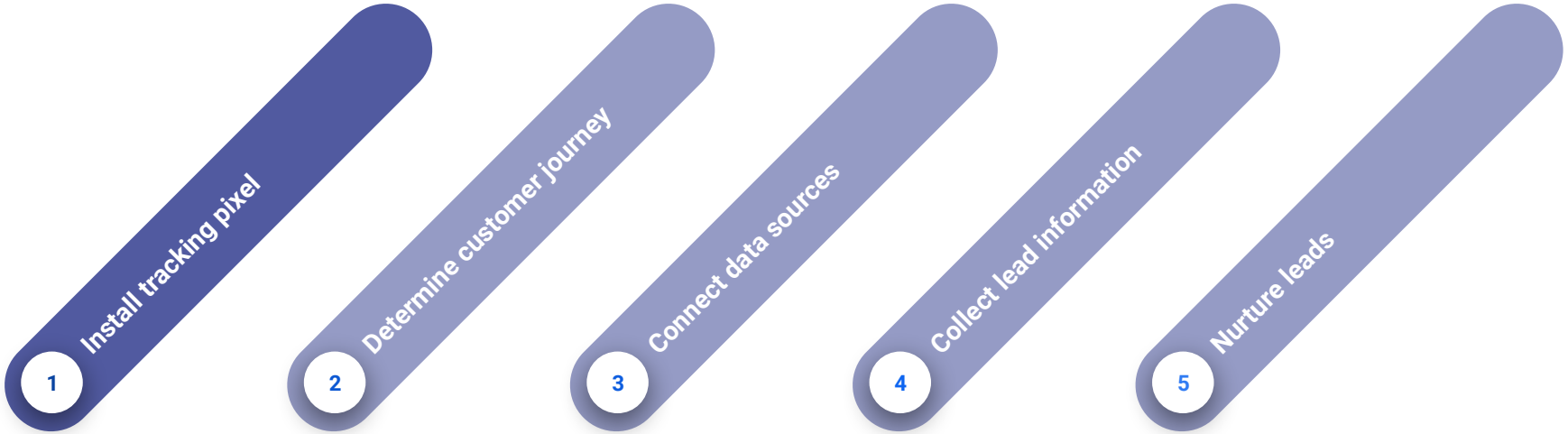
M

MariaDB

PHP

P

PHP


1
Install tracking pixel
2
Determine customer journey
3
Connect data sources
4
Collect lead information
5
Nurture leads

Mautic tracking settings

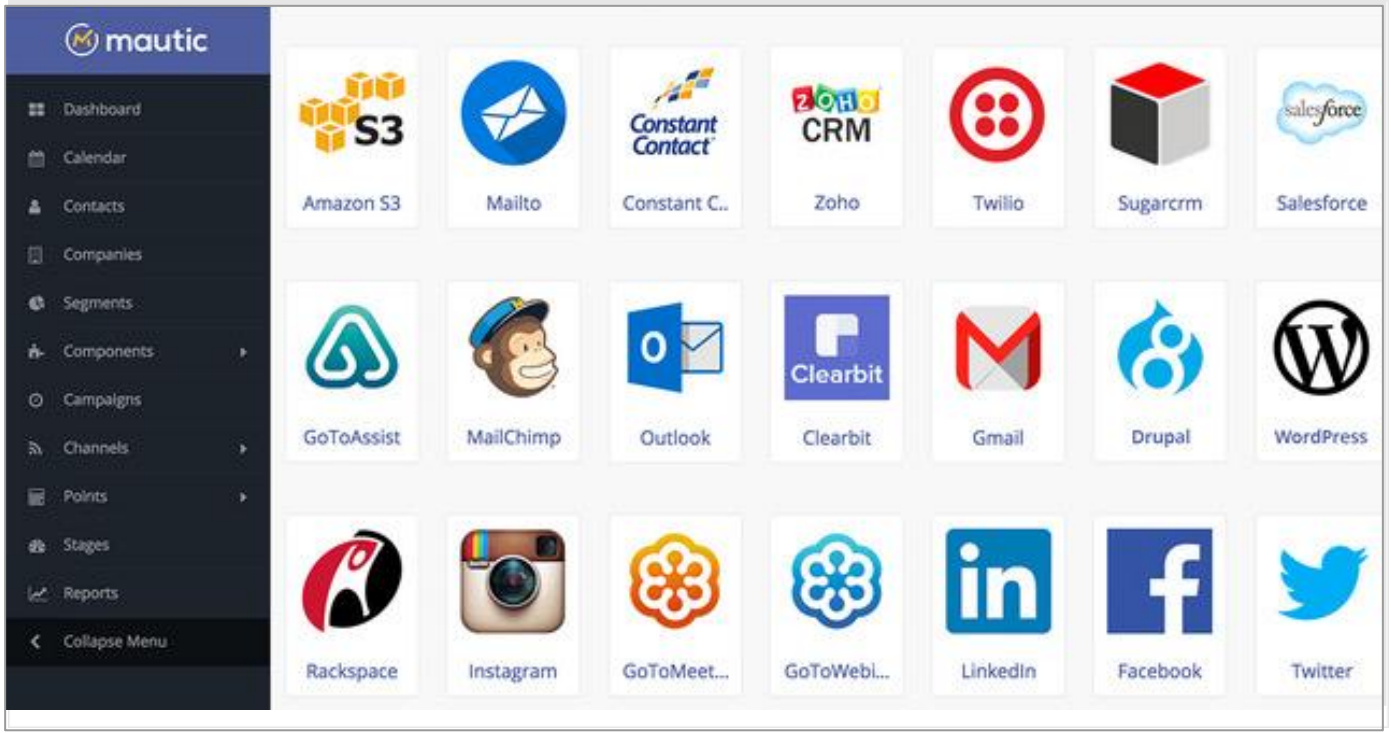
Insert following code at the end of the web page before ending `</body>` tag. Mautic Landing Pages are tracked automatically. Use this only to track 3rd party websites.

```
<script>
    (function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
        w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
        m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
    })(window,document,'script','https://sales-demo.mautic.net/mtc.js','mt');

    mt('send', 'pageview');
</script>
```

%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:04 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:02 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 11:01 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am
%	https://sales-demo.mautic.net/xw-test-lp	Page hit	August 24, 2018 10:59 am

Or … use one of the many CMS integrations!



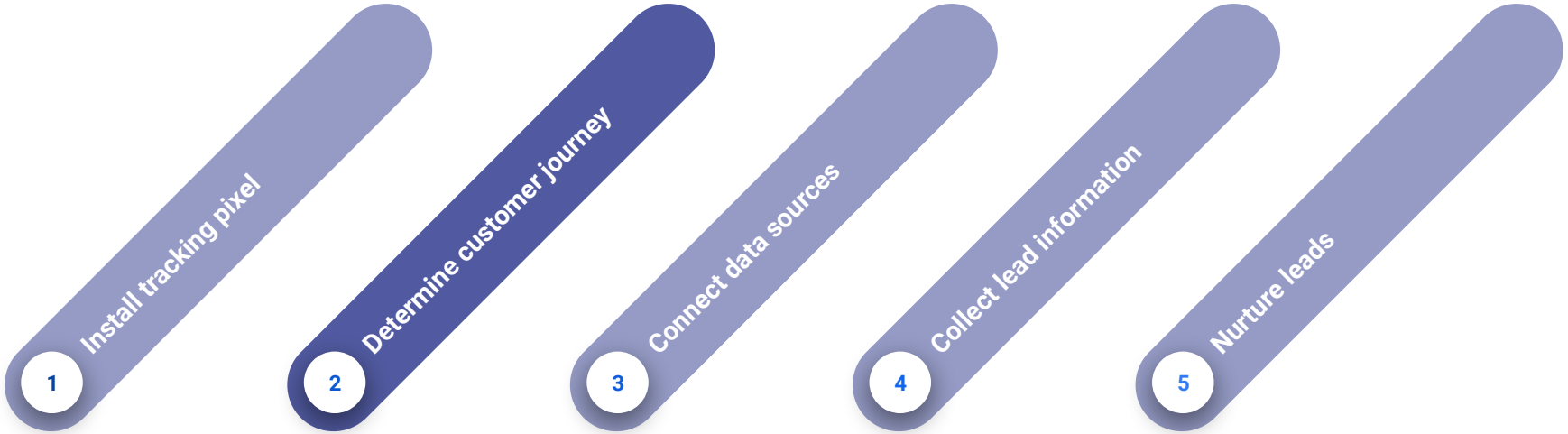

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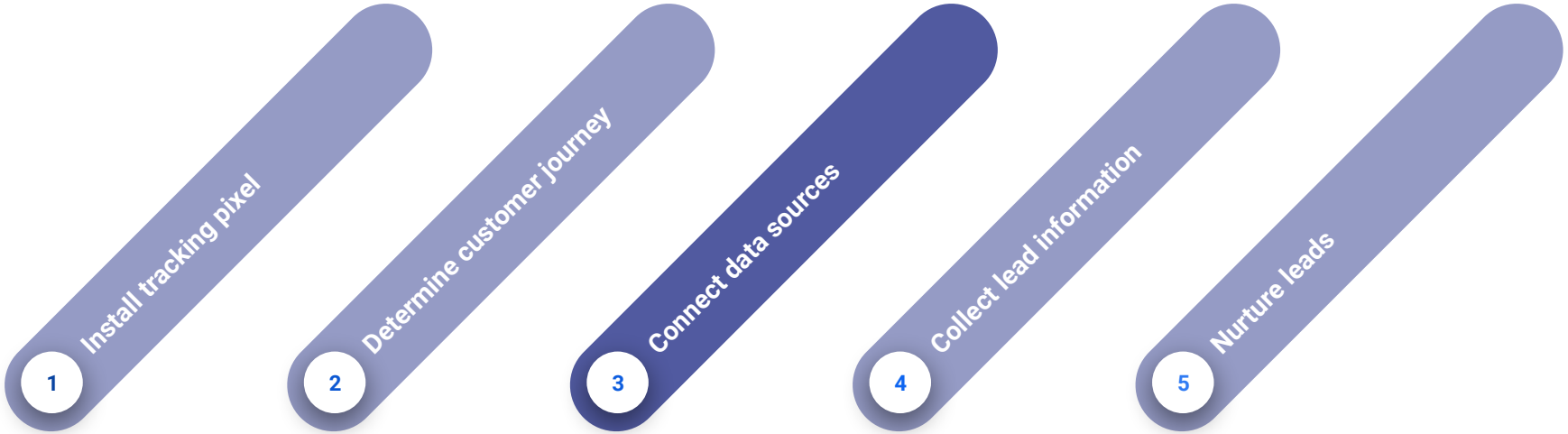
Photo by UX Indonesia on Unsplash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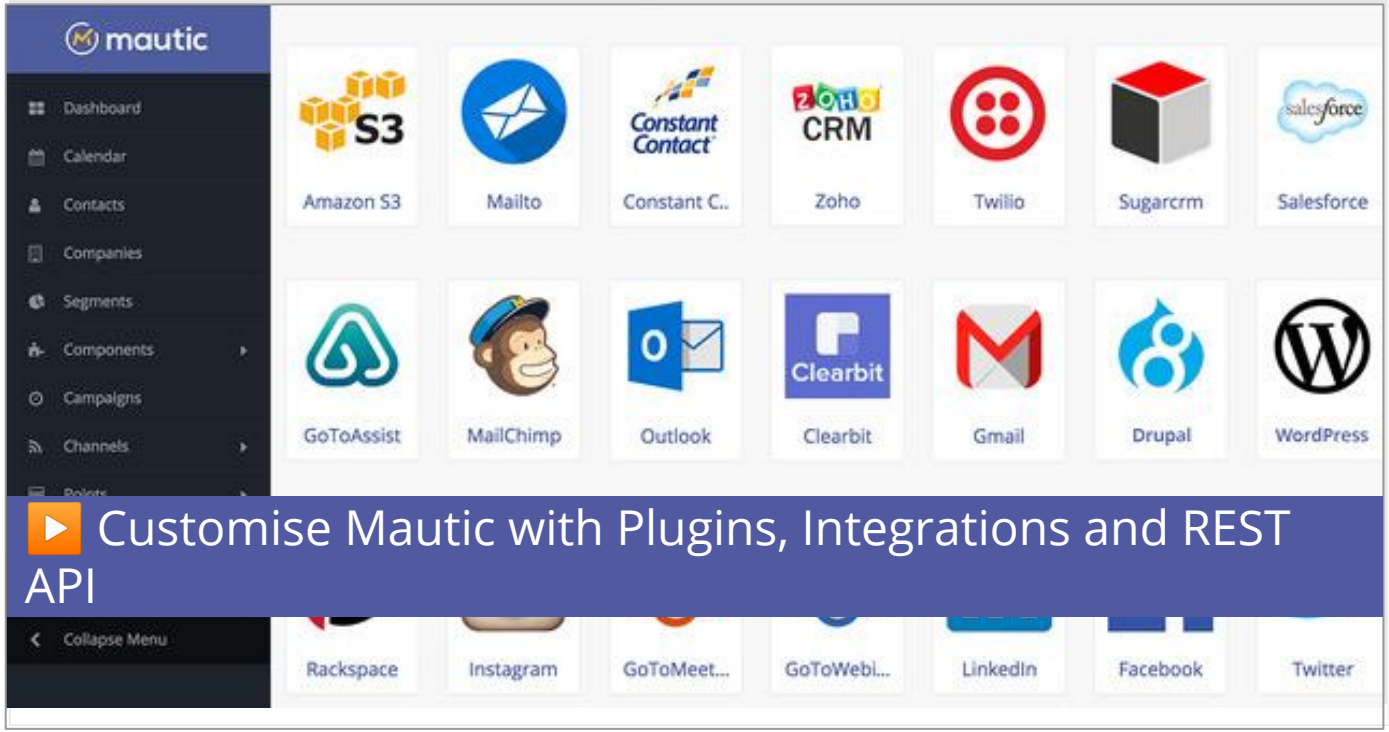
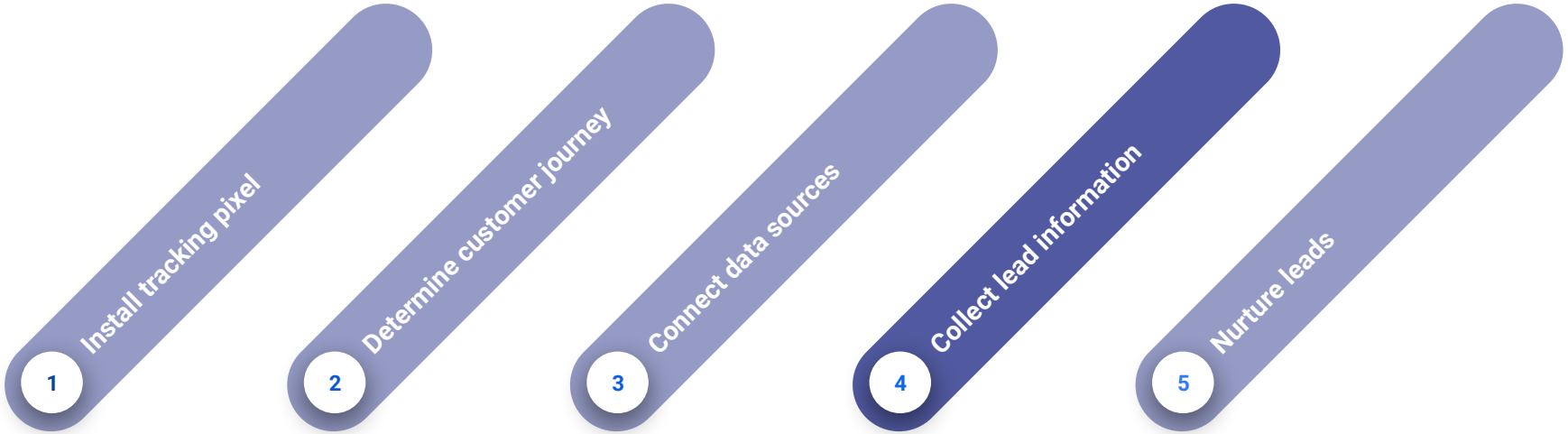
Integrations

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Last name *

Email *

Phone *

Date *

dd/mm/yyyy

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SUBMIT

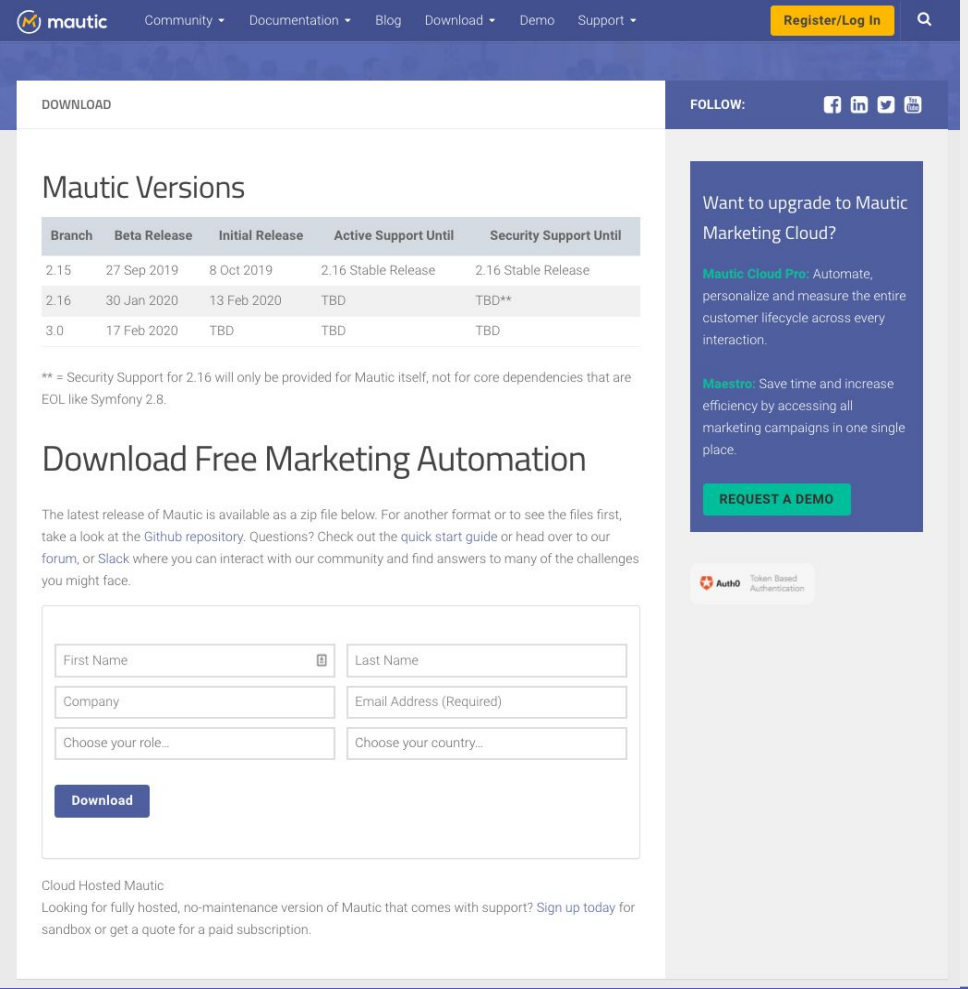
Lead Nurturing Best Practices

TOP 10 TIPS FOR CONVERTING LEADS INTO OPPORTUNITIES

Did you know that when using marketing automation to nurture leads, users have a 53% higher conversion rate than non-users? Download this new eBook from Mautic and learn how you can apply best practices to your campaigns to grow your pipeline.

ABOUT MAUTIC

Mautic offers modern marketing automation solutions, enabling bigger brands to create effective

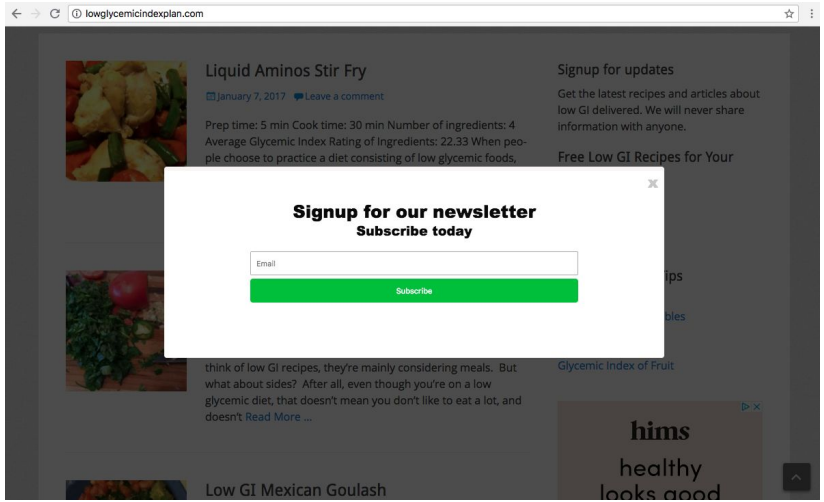


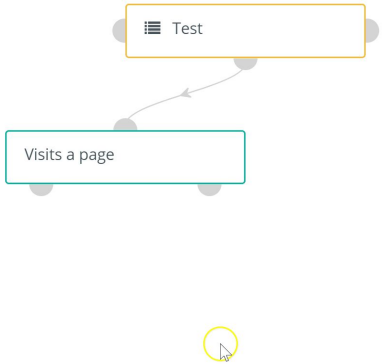
Embedded web forms - automatic or manual

Shortcodes used for automatic embedding

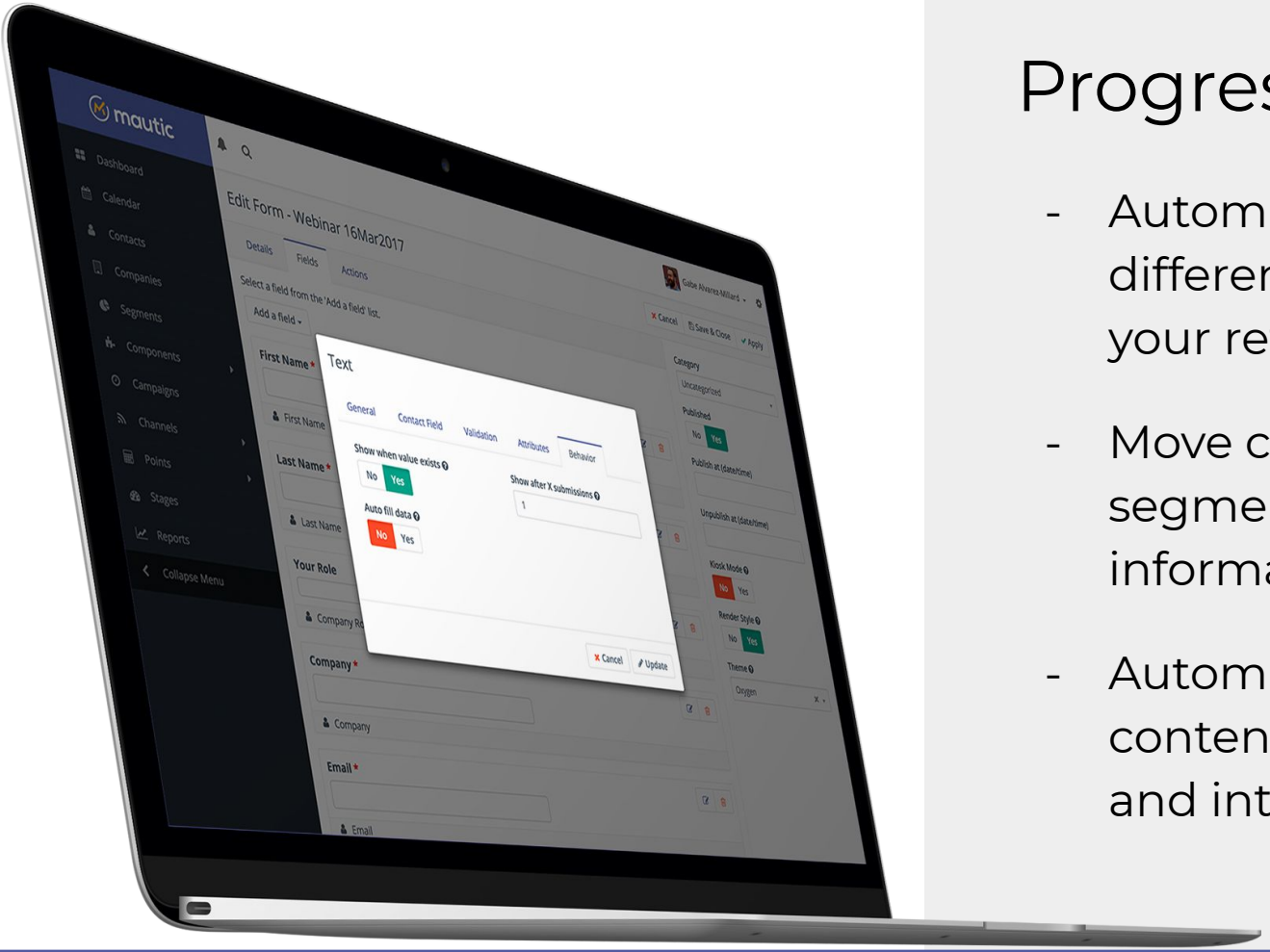
Many integrations with form extensions

Focus items (including exit intent)





Gif and image from Cactus Automation



Progressive Profiling

- Automatically gather new, different information from your return visitors
- Move contacts between segments based on new information
- Automatically deliver relevant content based on their needs and interests

Preference Center

I'M INTERESTED IN:

Contact Segment

MY PREFERRED CHANNEL

Email

Contact me through {channel}

Do not contact more than

each

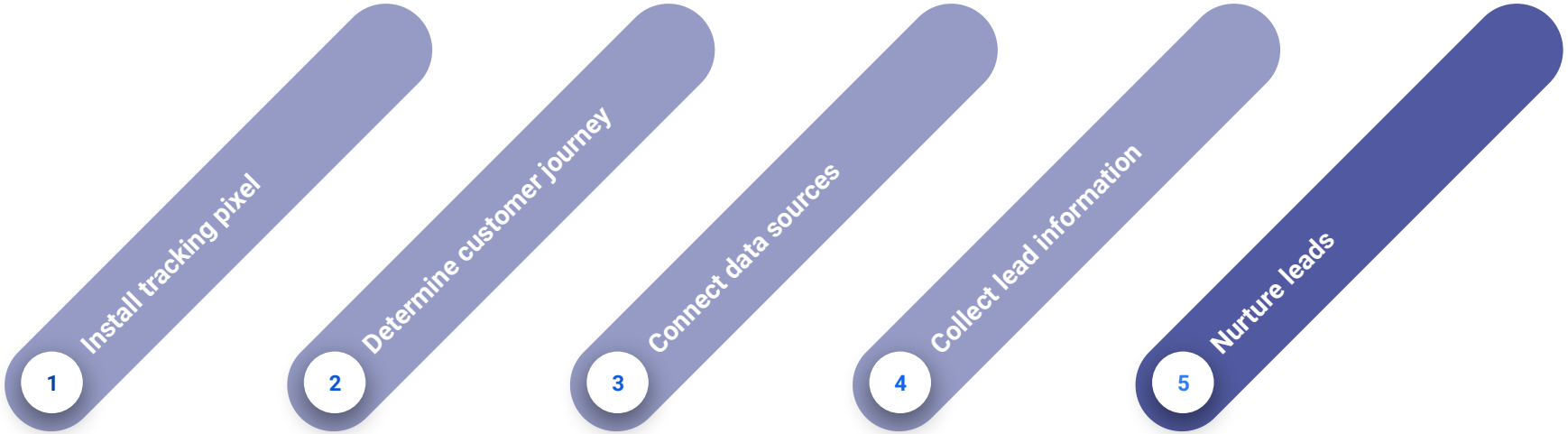
Pause from

dd/mm/yyyy

to

dd/mm/yyyy

SAVE PREFERENCES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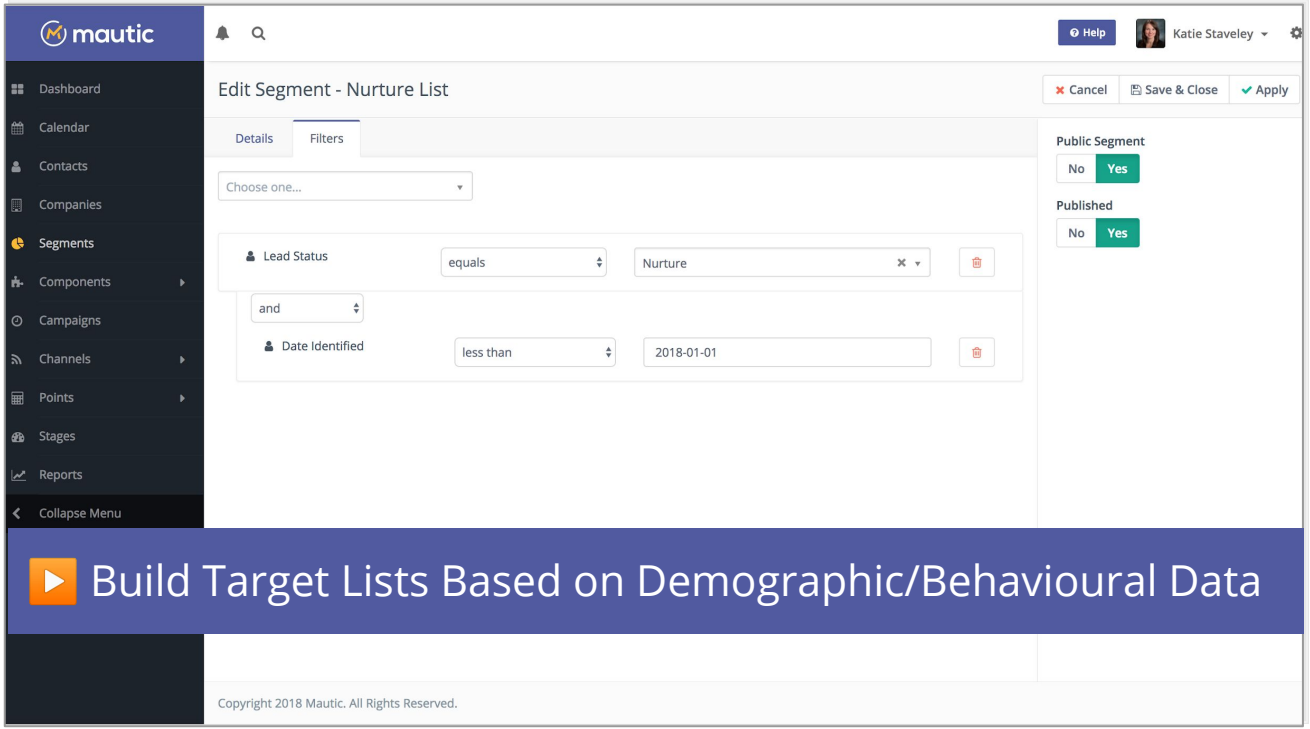
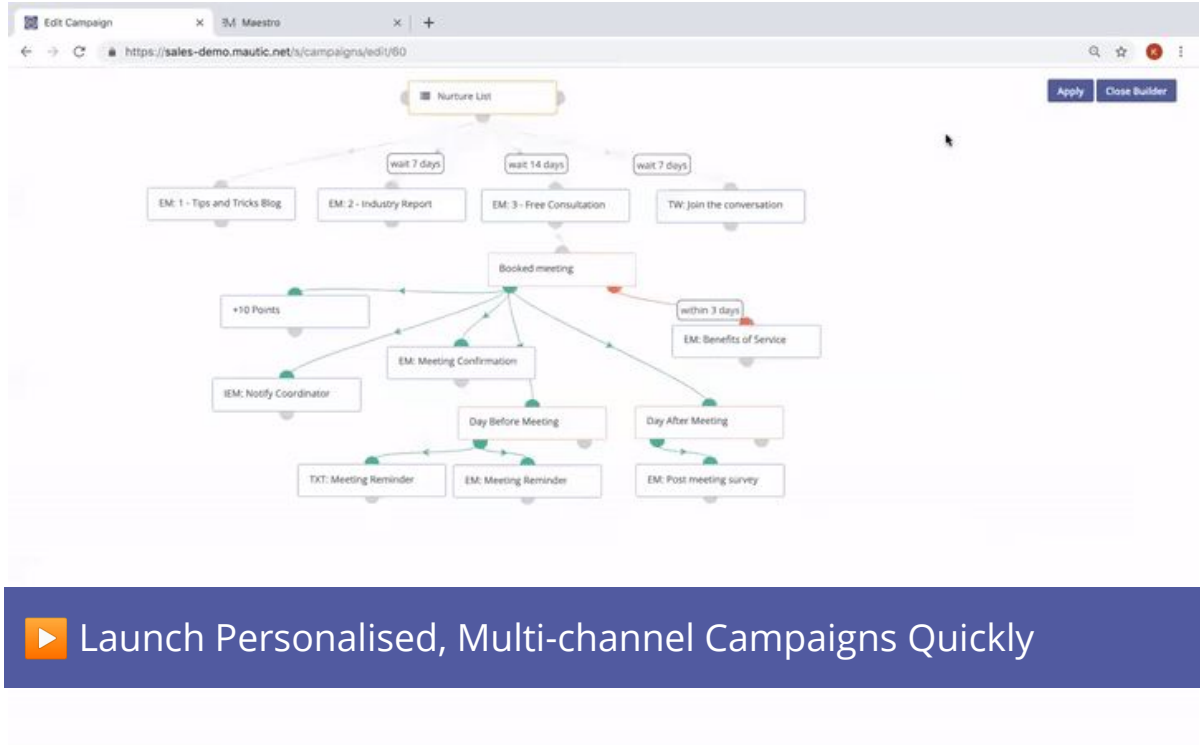
Audience Segmentation



▶️ Build Target Lists Based on Demographic/Behavioural Data

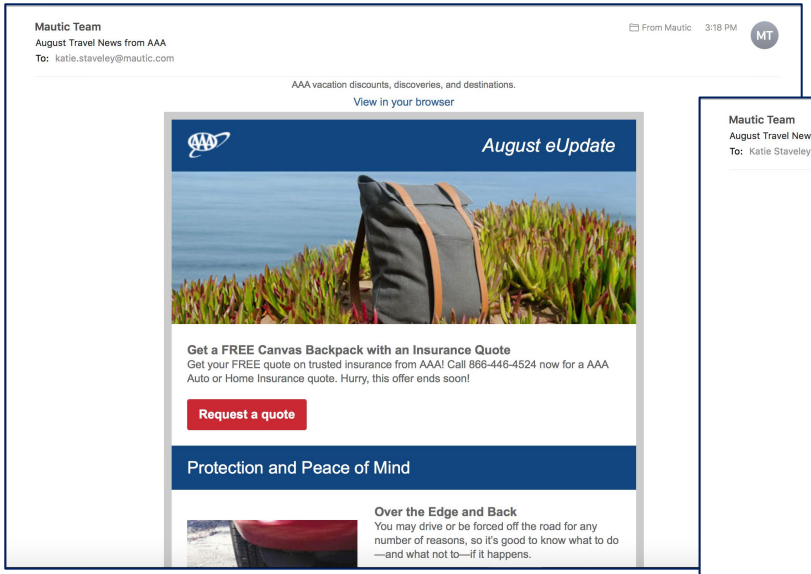
Drag & Drop Campaign Builder



▶️ Launch Personalised, Multi-channel Campaigns Quickly

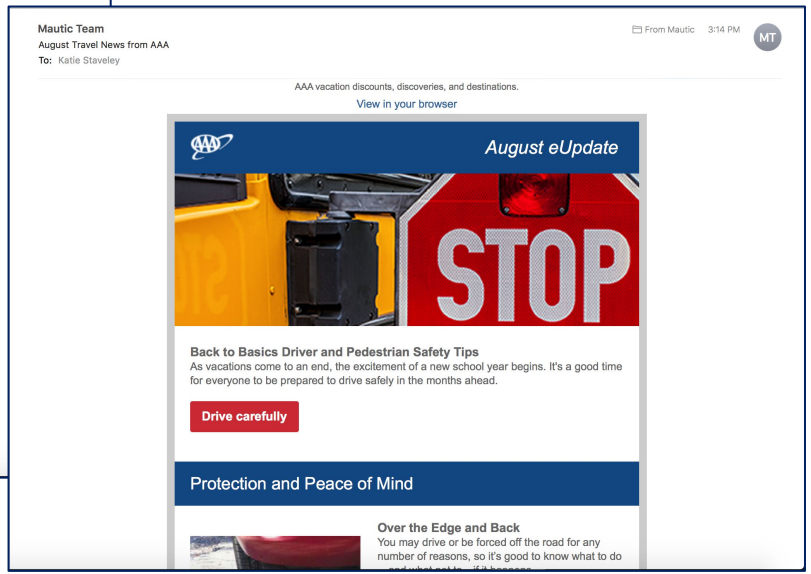
Dynamic Content

Tailor your email content based on user demographics or behaviour



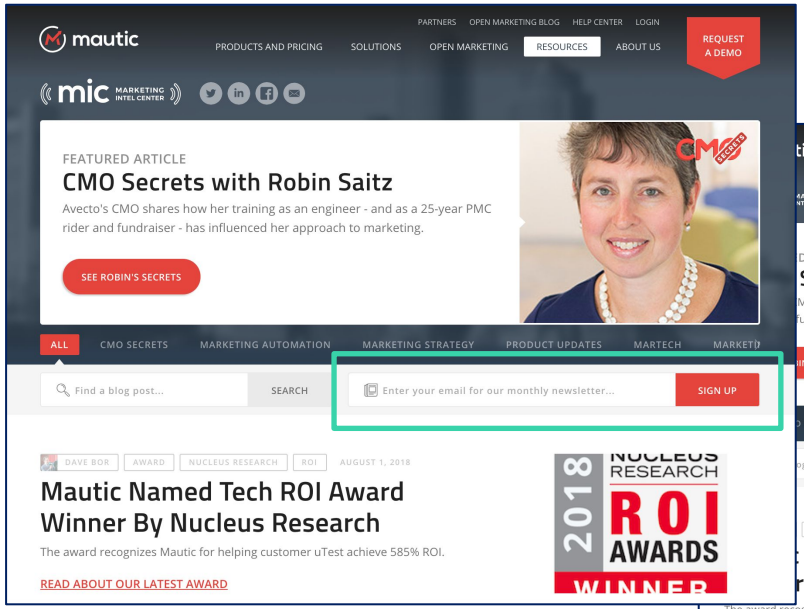
★ Region 1

★ Region 2



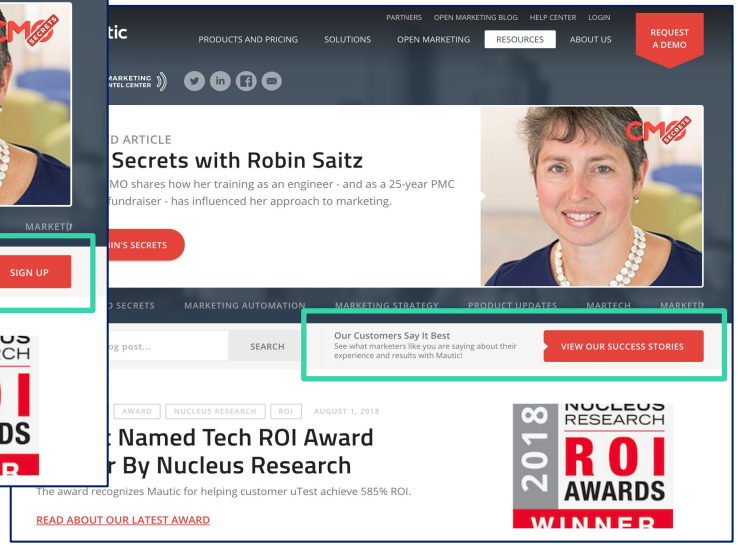
Dynamic Content

Apply the same tactics on your website

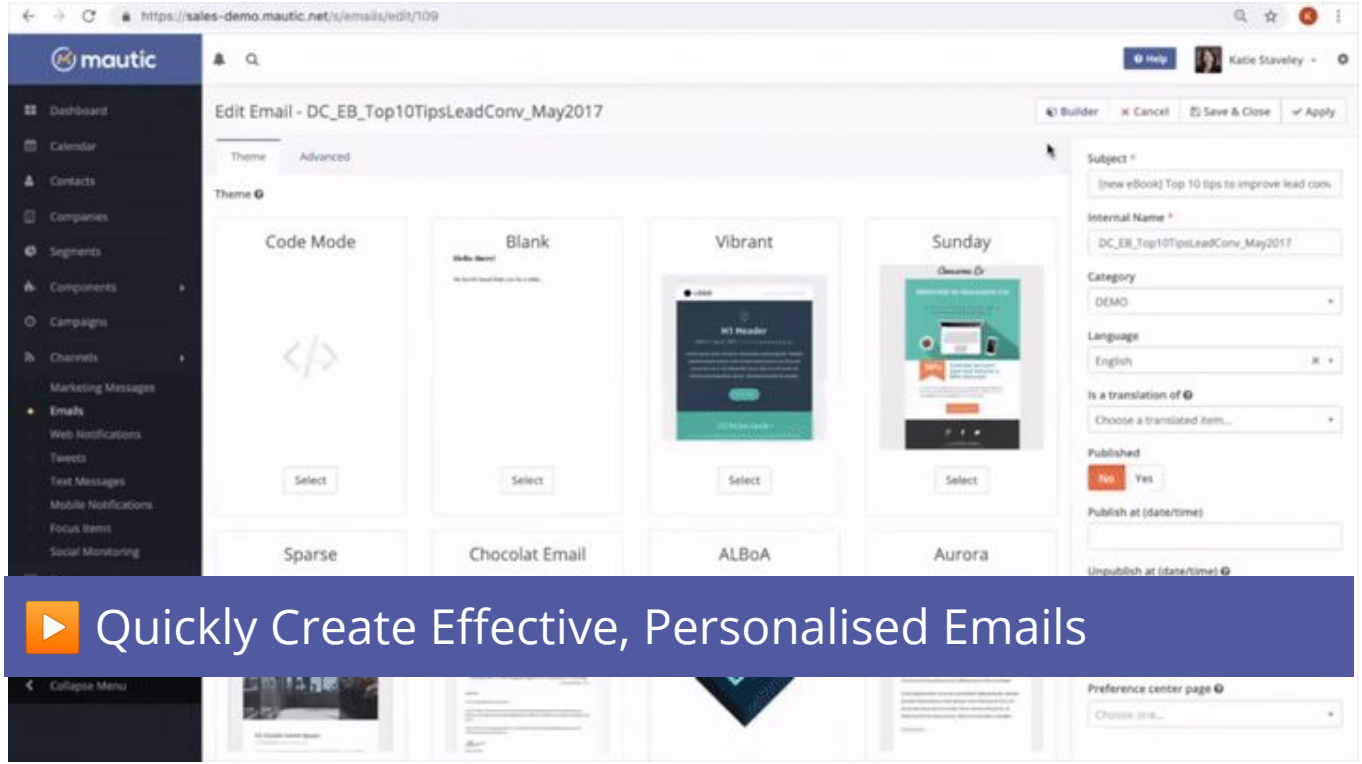


★ Unknown

★ Known

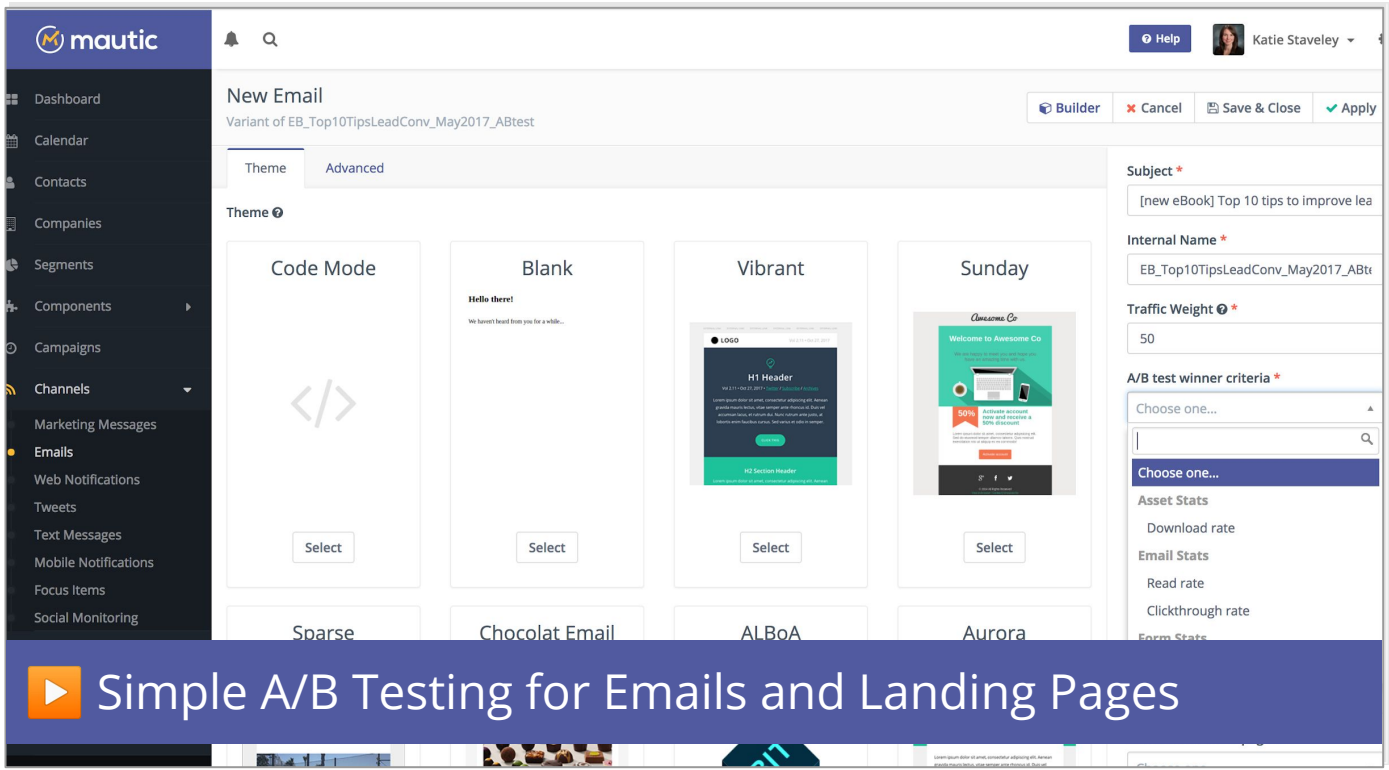


Email Templates



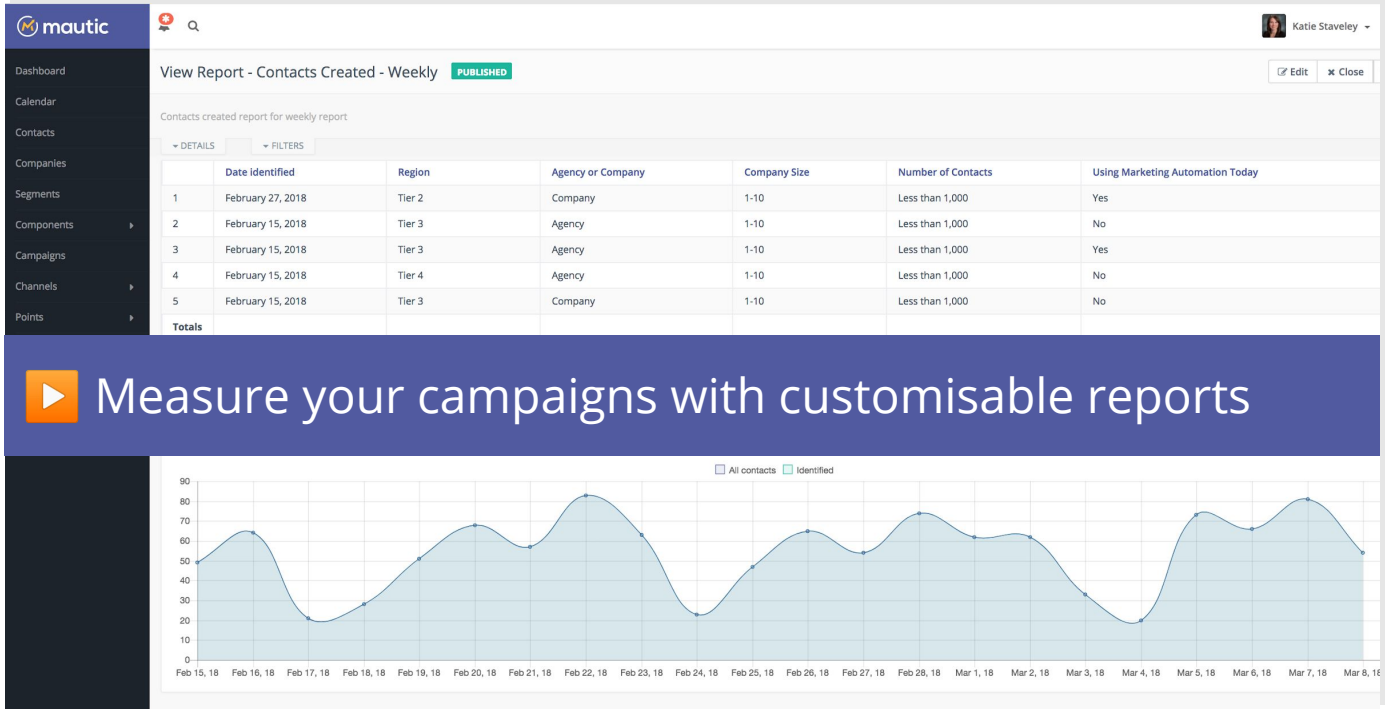
▶️ Quickly Create Effective, Personalised Emails

A/B Testing



▶️ Simple A/B Testing for Emails and Landing Pages

Integrated Campaign Reporting



How can you contribute to Mautic?

Mautic Community - Open Sprint

62 sign ups
~40 contributors

6.-7. April 2020, *Online*

https://contribute.mautic.org/community-structure/governance

Community Team

mautic

@RCheesley

Vision: To have more people contributing to the Mautic project

- Launched new dashboard dashboard.mautic.org
- Launched community handbook contribute.mautic.org
- Launched Meetup Pro account meetup.com/pro/mautic
- Held first Community Sprint
- Organising MautiCon 2020!

How can you contribute in the Community Team?

Vision: To have more people contributing to the Mautic project

- Help organise Mauticon
- Create a campaign to invite contributors re-engage
- Build resources to support new meetup organisers

and more .....

Mautic Community Team on Trello

Education Team

mautic

@RCheesley

Vision: To improve the resources available for new and established users to learn how to use Mautic

- Launched new documentation portal docs.mautic.org
- Established new forum categories by country and language
- Developing new knowledgebase kb.mautic.org
- Reviewing YouTube videos & updating

How can you contribute in the Education Team?

mautic

@RCheesley

Vision: To improve the resources available for new and established users to learn how to use Mautic

- Write/edit documentation and knowledgebase articles
- Review, plan and create video resources
- Moderate/curate forums

And more ...

Mautic Education Team on Trello

Legal & Finance Team

mautic

@RCheesley

Vision: To safeguard and manage the legal and financial aspects of the Mautic community

- Actively pursuing 18 trademark reports
- Establishing a consolidated budget for the Mautic Community
- Reviewing and updating the Trademark Policy

How can you contribute in the Legal & Finance Team?

Vision: To safeguard and manage the legal and financial aspects of the Mautic community

- Establish workflows to deal with trademark reports
- Develop a community budget
- Build a process for team leads to propose an annual budget and track their spending

And more ...

Mautic Legal & Finance Team on Trello

Marketing Team

mautic

@RCheesley

Vision: To promote Mautic to new and potential users and develop an awareness of the Open Source project

- Attended the leading EU Open Source conference FOSDEM
- Launched new mautic.org site on Drupal
- Developing audience personas and launching new campaigns to promote Mautic & support new users
- About to re-launch the Mautic Moment community newsletter

How can you contribute in the Marketing Team?

Vision: To promote Mautic to new and potential users and develop an awareness of the Open Source project

- Plan and deploy drip campaign for new users
- Create a pitch deck for organisations to promote Mautic
- Create new visuals for social media

And more...

Mautic Marketing Team on Trello

Product Team

Vision: To manage all aspects of the product release cycle and roadmap for the Mautic Open Source project

- Shipped 3.0 alpha and beta releases
- Shipped 2.16.1 & 2.16.2 releases
- Developing the future vision and roadmap for Mautic
- Implementing a new branching method and time-based releases

How can you contribute in the Product Team?

mautic

@RCheesley

Vision: To manage all aspects of the product release cycle and roadmap for the Mautic Open Source project

- Triage issues and PR's
- Lead the next release (3.0.1)
- Improve test coverage
- Improve code samples and tutorials in developer docs

And more ...

Mautic Product Team on Trello

Thank you

What questions can I answer?

mautic

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