

Integrated Marketing Strategies with Mautic

2nd November 2016
Mautic Meetup London



Virya Group

ETHICAL TECHNOLOGY SOLUTIONS

A bit of background

Me, Marketing Automation, Mautic



Virya Group

ETHICAL TECHNOLOGY SOLUTIONS

Ruth Cheesley

Marketer, data nerd, Open Source evangelist, crazy cat lady!

Co-Founder at **Virya Group**

Mautician!



Project brief

Exhibition interaction & lead generation



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What we want to do



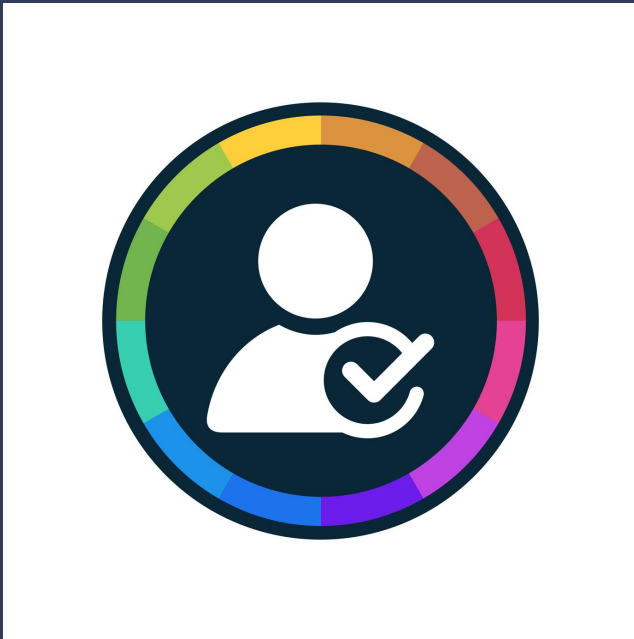
Why do we want the leads?



Who do we want to attract?



What do we need to know?



How can we get the information?

- Data capture - can be done easily via a Mautic form
- How do we make it fun and enticing to visitors?
- How do we find their approximate SEO knowledge level?



The SEO Game



Ranking

Conversion

Header Tag

Keywords

SEO

Twitter

Your First Name

Your Last Name

Your Email Address

Play The Game

Brand

Social



Testing their knowledge



What should you do if you think you've been affected by a Google penalty?

Tell your web developer to write better code!

Run an audit to identify if there are problems



Points mean prizes!



The Top Scores

Name	Points
Carl Lamb	48
tony burch	47
jodie robertson	45
audrey butcher	42
Ruth Cheesley	41
Sam Austin	30
Adam Clarke	26
Linda Rumbold	24
Jenni Carberry	21
Barry Cooper	19



Pushing data into Mautic

2: ABE16: 10: Add 10 points
At June 14, 2016 11:53 pm, Point Gained.

Point increment: 10

2: ABE16: 3: Add 25 points for completing game
At June 14, 2016 11:46 pm, Point Gained.

Point increment: 25

Before The Game
At June 14, 2016 11:45 pm, Form Submitted.

Referrer	[Redacted]
First Name	Ruth
Last Name	Cheesley
Email	ruth.cheesley@viriyagroup.com

Custom Email: Welcome to SEO Tips
At June 14, 2016 11:46 pm, Email Sent.

Email was first read on June 14, 2016 11:47 pm UTC. That was 46 seconds after the email was sent.

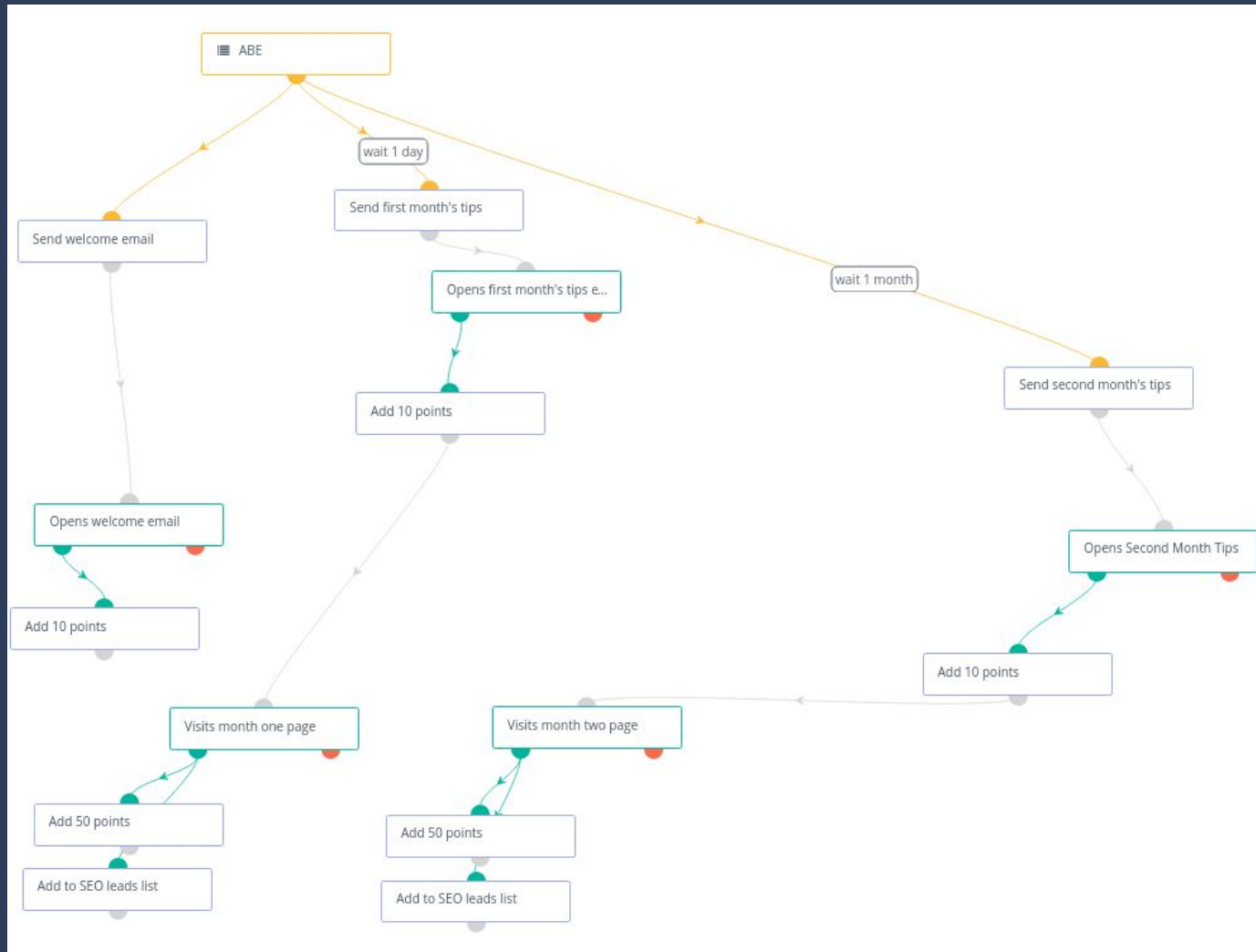
141 days ago
Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko Firefox/11.0 (via ggpht.com GoogleImageProxy)

Game Over For SEO
At June 14, 2016 11:46 pm, Form Submitted.

Referrer	[Redacted]
Email	ruth.cheesley@viriyagroup.com
Points In The Game	48



A basic workflow



Getting creative with the data

- Using the score in the game to segment
- Resource and asset interaction - identify visitors
- Targeted training invitations for topics of interest
- Dynamic content!



Expected outcomes?

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

- Peter F. Drucker



What did we learn?

- Gathered leads from exhibition efficiently
- Learned their level of SEO knowledge
- Identified topics of interest
- Ascertain quality of our content
- Evaluate demand for resources
- Populate existing leads with more information



Any questions?

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