Ruth Cheesley

Driving African Tech Growth with Open Source Marketing Automation

MautiCamp Africa

🐦 @RCheesley

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for slides, recording, links and resources

Oluwatobi 09:19

Thanks Ruth

I was thinking if we can have a Lagos community and host a meetup in like two months times

What do you think and the requirement.

Lagos is leading the way in the Mautic project!

The largest meetup group, and the first ever MautiCamp event!

I had a bit of an accident last month!

Fell down some steps on holiday after badly twisting my ankle on unstable ground 😭

Badly broke both the bones in my wrist, and had to have surgery to fix everything back together.

You could say I'm now the bionic woman!

Please be very careful near my arm - I might need to sit down when we're chatting so that I can rest it. Otherwise please do come and chat with me, don't be scared!

Open source to my core!

- Entrepreneur - founded and run three businesses, all based on/using open source technologies

- Marketer and digital comms specialist

- Based in the UK

- Came into tech the long way round

- Crazy cat lady, long distance runner, flautist (although not right now!), Buddhist

Understanding open source

Democratising access to technology, empowering change

WikiHouse

Wikihouse.cc. An open source architecture project that is created by a global community of architects, designers, engineers, scientists, organisers and entrepreneurs.

Aims to put the knowledge and tools to build beautiful, zero-carbon buildings into the hands of every citizen, community and business.
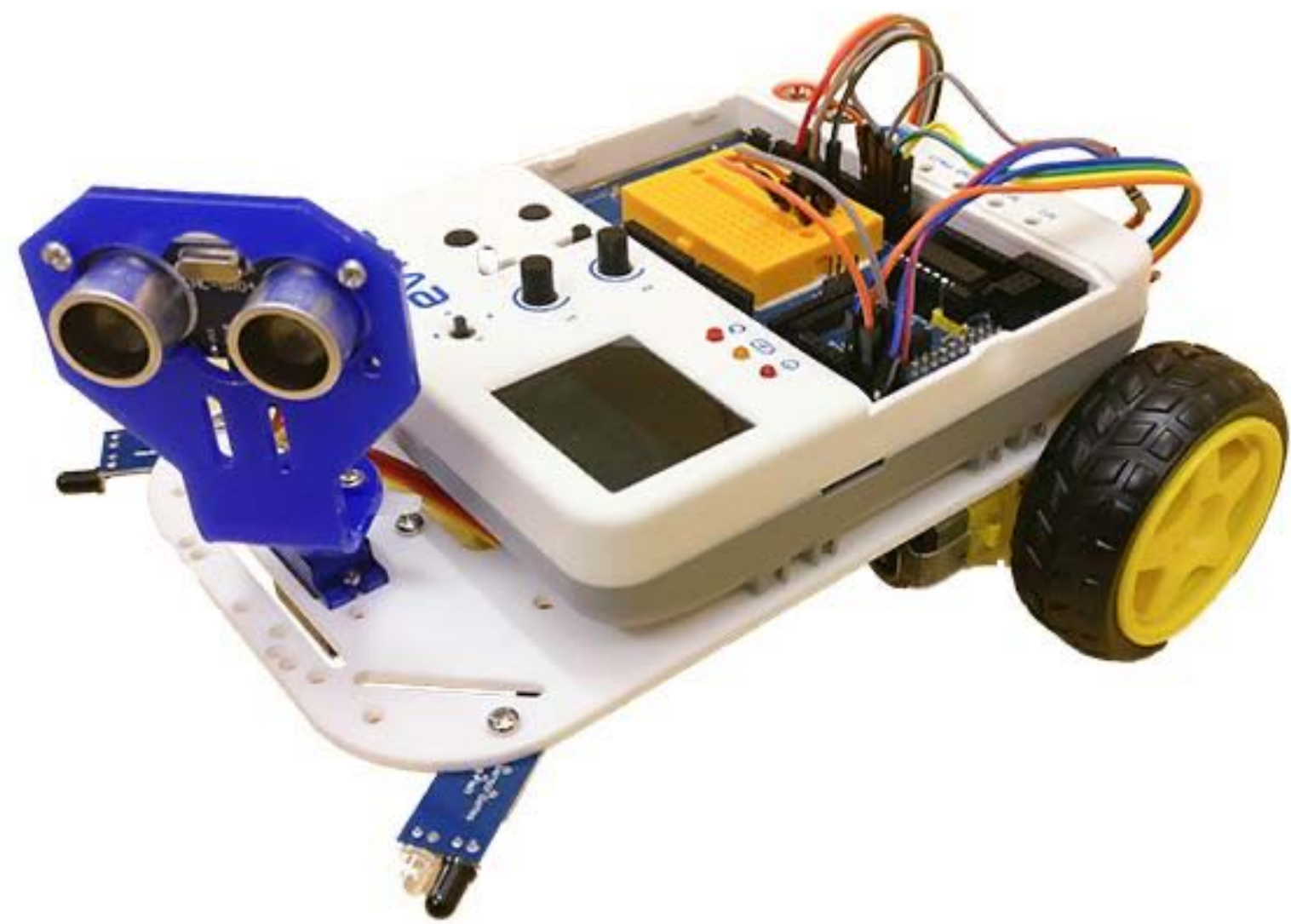
arduino.cc. An open source electronics platform based on easy-to-use hardware and software, intended for anyone creating interactive electronics-based projects.

Arduino's mission is to enable anyone to enhance their lives through accessible electronics and digital technologies. There was once a barrier between the electronics, design, and programming world and the rest of the world. Arduino has broken down that barrier.

Joomla.org. An open source Content Management System (CMS) which allows you to build powerful, dynamic websites and applications primarily for publishing web content.

Aims to be the most flexible, extendable platform which enables web creators to build powerful websites and applications with a free and open source community-powered platform.

mautic.org. An open source Marketing Automation tool which empowers marketers to learn about their customers and personalise their communications across multiple different channels to develop a trusted relationship with the individual.

Aims to enable marketers to free their marketing through fully open source, customisable marketing automation tool which delights both the user and the customer alike.

The world's first open source marketing automation platform

Driving innovation and collaboration, while eliminating boundaries with open source

"

Mautic began with a single focus. **Equality**. The Mautic community believes in giving every person the power to understand, manage, and grow their business or organization. Mautic is focused on helping this belief become a reality by getting powerful marketing automation software into the hands of everyone.
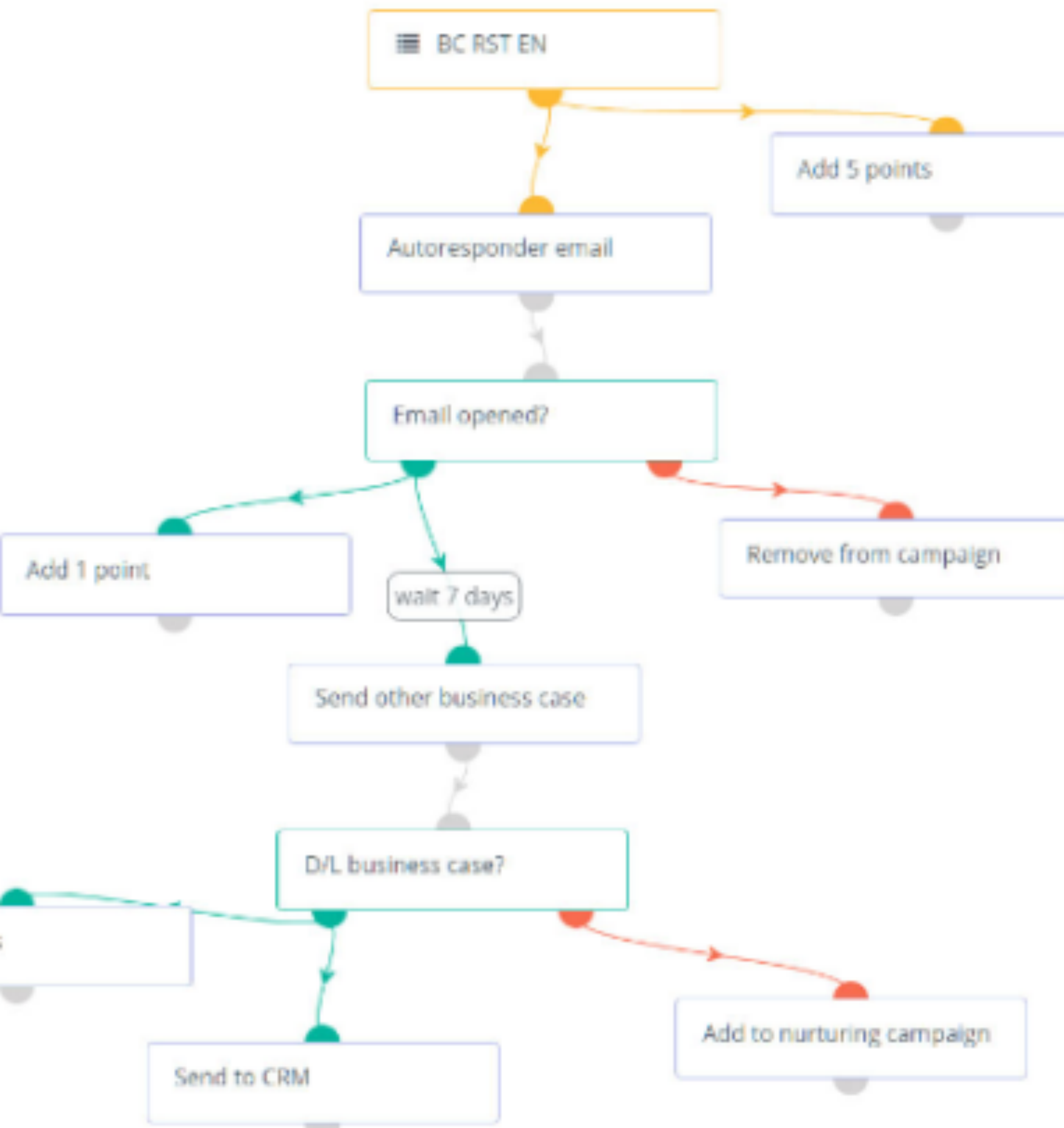
- DB Hurley, *Founder*

Marketing automation – no longer a nice to have

- Streamline marketing efforts

- Engage at scale

- Make sense of the noise

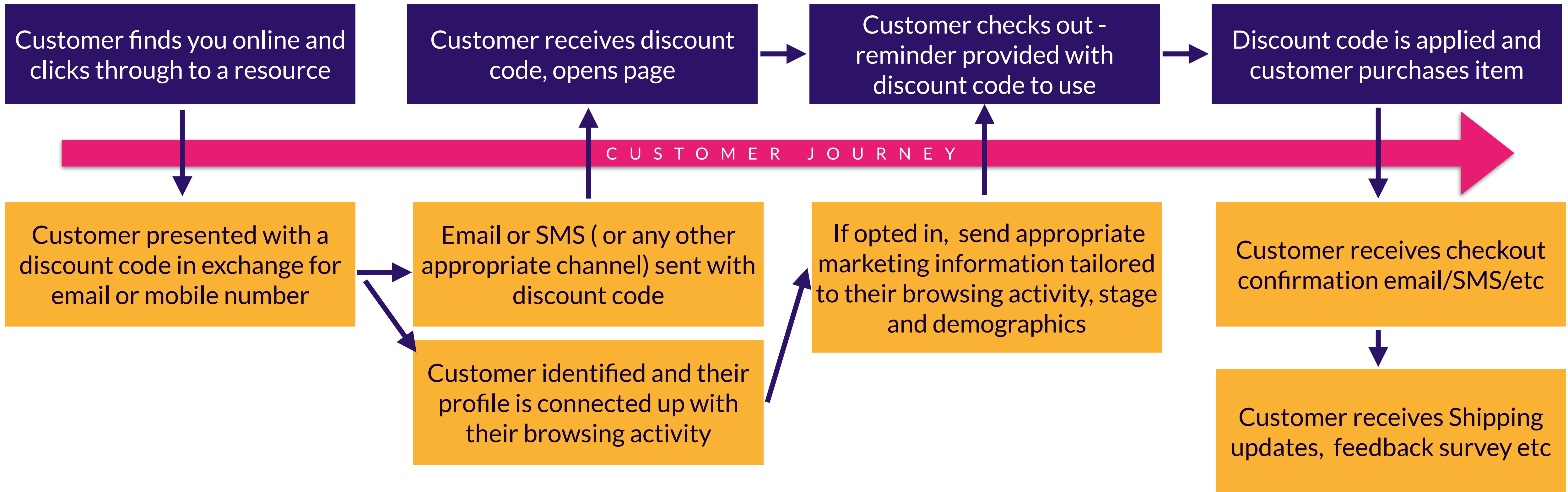# Mautic stands out in this space.

- Adaptability

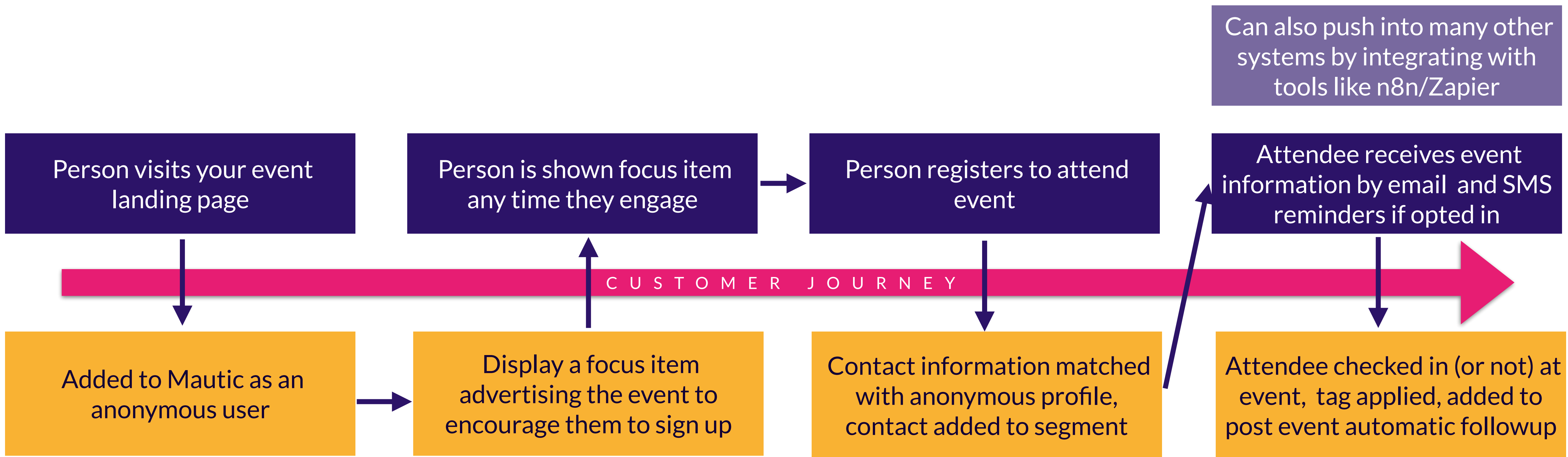- Scalability

- Cost effectiveness

- Grows with your business

Customer finds you online and clicks through to a resource

Customer receives discount code, opens page

Customer checks out - reminder provided with discount code to use

Discount code is applied and customer purchases item

C U S T O M E R   J O U R N E Y

Customer presented with a discount code in exchange for email or mobile number

Email or SMS (or any other appropriate channel) sent with discount code

If opted in, send appropriate marketing information tailored to their browsing activity, stage and demographics

Customer receives checkout confirmation email/SMS/etc

Customer identified and their profile is connected up with their browsing activity

Customer receives Shipping updates, feedback survey etc

A customer acquisition workflow

Engaging with the customer at all stages to nurture the customer to conversion

Can also push into many other systems by integrating with tools like n8n/Zapier

| Person visits your event landing page | Person is shown focus item any time they engage | Person registers to attend event | Attendee receives event information by email and SMS reminders if opted in |

CUSTOMER JOURNEY

| Added to Mautic as an anonymous user | Display a focus item advertising the event to encourage them to sign up | Contact information matched with anonymous profile, contact added to segment | Attendee checked in (or not) at event, tag applied, added to post event automatic followup |

An event registration workflow

Fully automating the event registration, checkin and follow up process

Why marketers and entrepreneurs love Mautic

We love Mautic, and we think you will too

Flexibility and interoperability

Ultimate flexibility to connect your Marketing Automation into your digital ecosystem.

- Open plugin library

- Open REST API, flexible data model

- Webhooks to connect other apps at any step in your campaigns

- Seamless integration in many Content Management Systems (CMS)

Short learning curve

No need for advanced training or certification programs to get you started.

- Get your first mail out in just a few days

- Start learning more about your leads right away

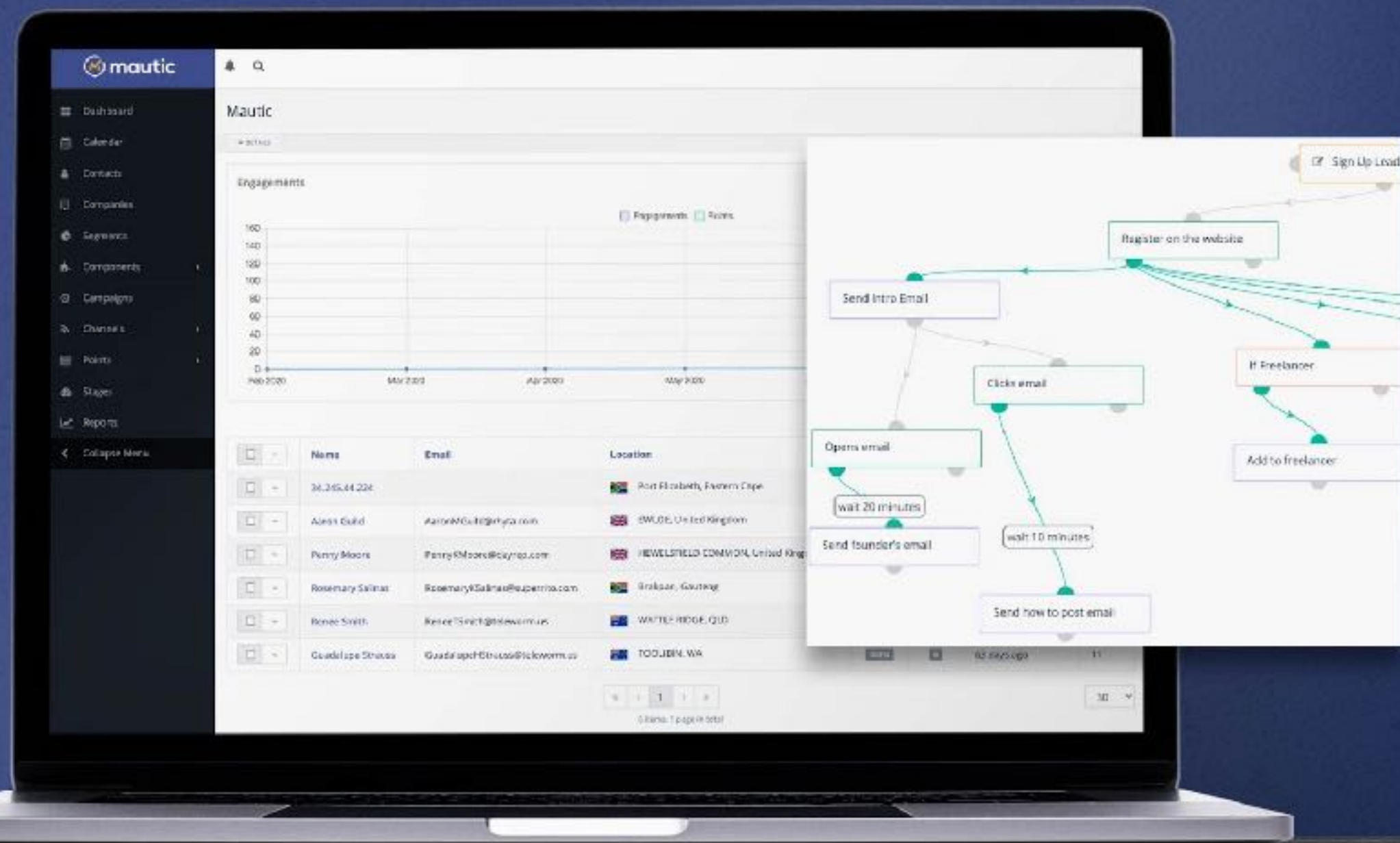- Mature your marketing automation step by step with endless freedom

Powerful, customisable interface

Compelling features that allow marketers to turn big ideas into reality. Fully automated.

- Flexible email templates & forms

- Intuitive campaign builder

- Advanced segmentation and personalization

- Lead scoring and nurturing

A global community, driving innovation

A large global community of users and developers sharing knowledge, best practices and driving innovation forward. We have your back.

- Strategic & community initiatives

- Local meetups, regional & global conferences

- Tiger teams of subject matter experts

- Community collaboration and support

Interesting TCO – no license fee

The great Total Cost of Ownership (TCO) comes from the option of choosing self-hosted **or** SaaS.

- No lock-in or license fees

- No complex pricing models

- Plenty of template themes to get started

- Options to go with a SaaS or PaaS provider if preferred (or create your own!)

Philosophy of open

Embracing open standards to connect ecosystems and provide valuable information on your leads.

- Open source

- Control over your data

- Unlimited integrations and a powerful REST API

- Open culture with a large community of users

Some companies who have already made the switch

Case studies of actual Mautic users and their experiences

Asana Rebel – healthy lifestyle app

Why Mautic?
Visitors to the Asana Rebel website would sign up but **fail to complete an app purchase**, leading to lost opportunities. To combat this, the company implemented the open source version of Mautic, resulting in a substantial boost in revenue from email.

- Increased number of emails sent per day by 43%

- Boosted email revenue by 50%

mautic.org/case-studies

Comarch – global software house

Why Mautic?
Comarch needed a solution that would meet the substantial requirements of their **multichannel marketing strategy**, allow it to integrate with internal systems, and ensure the storage of customer data on their secure servers.

- Fully integrated with in-house CRM, CMS and internal systems

- Centralised multiple marketing departments to using one single tool, providing a unified experience for customers

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uTest - Software testers community

Why Mautic?

uTest needed to meet the needs of testers at various stages in their journey. Locked into a proprietary system they couldn't access many parts of the marketing journey.

- Deployed personalized campaigns to 44,000+ active users simultaneously worldwide

- Reduced individual user churn during the first 30 days from 62 to 26

- Reduced rolling churn during the first 2 weeks from 20 to 4

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Rotkäppchen-Mumm

Why Mautic?
A GDPR compliant system that could **scale to 40+ brand websites** was needed. This provided them with the ability to create, control, automate and unify marketing operations.

- Implemented GDPR compliant systems for 40+ brands

- Centralized management of critical consent and age verification processes

- Single overview of all contacts in one platform

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Africa's entrepreneurial ecosystem

Focus on digital transformation represents an enormous opportunity
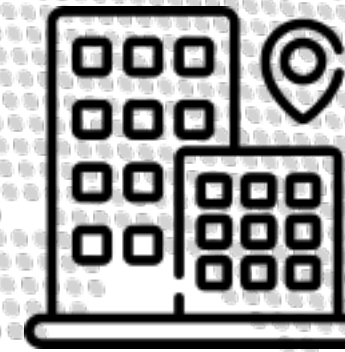
mautic

35+

Language Translations

1,000+

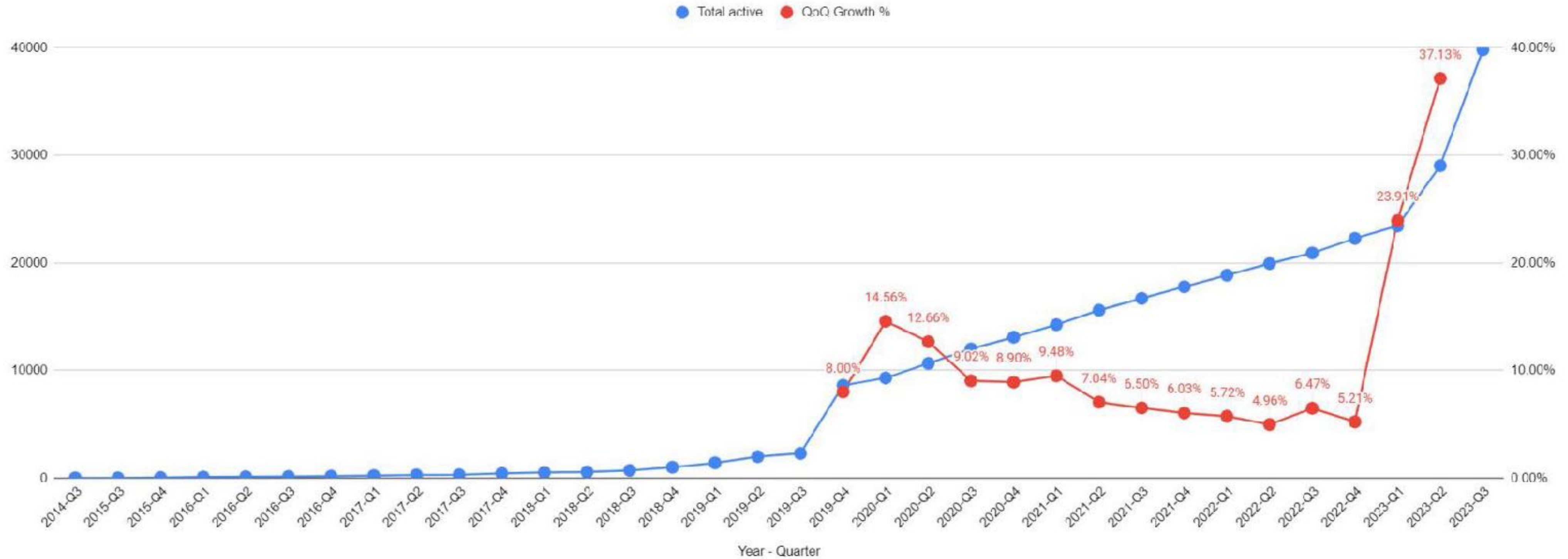Active Contributors

26

Community Partners &
Sponsors Across The World

50,000+

Organizations Using Mautic

mautic.org

Cumulative number of live instances by date first detected

Mautic is growing, rapidly

And with it the ecosystem - and opportunities for innovation

Mautic provides many opportunities for growth

- Use Mautic within your own business to deliver your marketing more effectively

- Provide Mautic as an additional service through your business to local or global audiences

- Provide services, plugins and themes to the rapidly growing, worldwide Mautic community

- Develop your own multi-tenant infrastructure and offer Mautic in a SaaS environment, specifically tailored to your own regional requirements

Mautic – democratising access to state of the art marketing automation technology.

Putting powerful marketing automation software into the hands of entrepreneurs and marketers, helping them to grow their businesses and contributing to the vibrant, innovative entrepreneurial ecosystem.

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What questions can I answer?

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