DREW GORTON

- Director of Developer Relations, 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
WEB S I T E S  A R E  A  
D I G I T A L  M A R K E T I N G  I N V E S T M E N T

• Biggest, most important digital marketing investment organizations make
• Gartner:
  $190 Billion yearly on websites vs
  $154 Billion yearly digital advertising
# The Web Vendor Ecosystem

<table>
<thead>
<tr>
<th>Mom &amp; Pop</th>
<th>Corporate</th>
<th>Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wix</td>
<td><img src="https://example.com" alt="Drupals" /></td>
<td>Adobe</td>
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<tr>
<td>Automattic</td>
<td><img src="https://example.com" alt="WordPress" /></td>
<td>Sitecore</td>
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<tr>
<td>GoDaddy</td>
<td><img src="https://example.com" alt="WP Engine" /></td>
<td>Acquia</td>
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65% total market share
THE CMS ECOSYSTEM BY REVENUE (ESTIMATES)
AMBITIOUS DIGITAL EXPERIENCES ARE FOR MARKETERS
DRUPAL IS LESS EXPERIENCED IN TALKING TO MARKETERS

WordPress
Used by Practitioners
Easy to use, many plugins

Drupal

Adobe Experience Manager
Enterprise Sales
Top-down CMO decision

@dgorton #Marketing4Drupalers
MARKETING 101

• “Just” communication
• Telling others who you are and what you do
• “I’m Drew. I like cooking”
• Not Sales
SALES AND MARKETING

FUNNEL

Example:

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

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SALES AND MARKETING

WEBSITE FUNNEL

- **Awareness**
  - Blog posts, How-Tos and guides, Videos, advertising, SEO …

- **Interest**
  - Webinars, E-books, newsletters, White papers …

- **Decision**
  - Request info, Add to Cart, …

- **Action**
  - Donate, Checkout, …

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FIND DRUPAL!

MARKETING TECHNOLOGIES
DIGITAL MARKETING

• Lots of Tech
  • CMS, CRM, DAM …
• Many Measurements
  • CAC, MQL, NNN, CPL …
• Many Acronyms (!)
  • All easy
• Learn 9 today
• Tools to understand the rest
2018 Averages:

- **Paid Social + Ads:**
  - 50,000 Impressions / month
  - 2,000 Visitors / month
  - €1000 Spend / month

- **10,000 Visitors / month**
- **400 Newsletter signups / month**
- **20 Donations / month for €1500**
CTR: CLICKTHROUGH RATE

How many people click and visit your site?

2,000 Visits

50,000 Impressions

CTR = 4%
How much does each click cost?

2,000 Visits

\[
\frac{\text{€1,000}}{2,000} = \text{€.50}
\]

CPC = €.50
How much does each lead cost you?

\[ \text{CPL} = \frac{\text{€1,000}}{80 \text{ Newsletter Signups}^*} = \text{€12.50} \]

*20% of 400 Newsletter Signups = 80
MEASUREMENTS

ARE THESE GOOD?

CTR = 4%
CPC = €.50
CPL = €12.50

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

Jargon FTW!

- CAC: Customer Acquisition Cost
- NNN: Net New Names
- MQL: Marketing Qualified Lead
- CLV / CLTV / LTV: Lifetime Value
- S/ME: Sales / Marketing Efficiency
- MoM: Month over Month
  (“CPL is down 35% MoM”)
• 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 particulars
- Process specifics
- Years of experience
- …

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HOW MANY OF US

BETTER UNDERSTAND MARKETERS?
QUESTIONS + CONVERSATION
JOIN US

CONTRIBUTION SPRINTS

• Friday, 09:00 - 18:00
• 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
- 20, https://flic.kr/p/eiiQSK
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- That is the Question: https://flic.kr/p/i6cpkf
- Marketing Funnel, https://www.mailmunch.co/blog/sales-funnel/