

Integrated Marketing Strategies with Mautic

2nd November 2016
Mautic Meetup London



Virya Group

ETHICAL TECHNOLOGY SOLUTIONS

A bit of background

Me, Marketing Automation, Mautic



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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



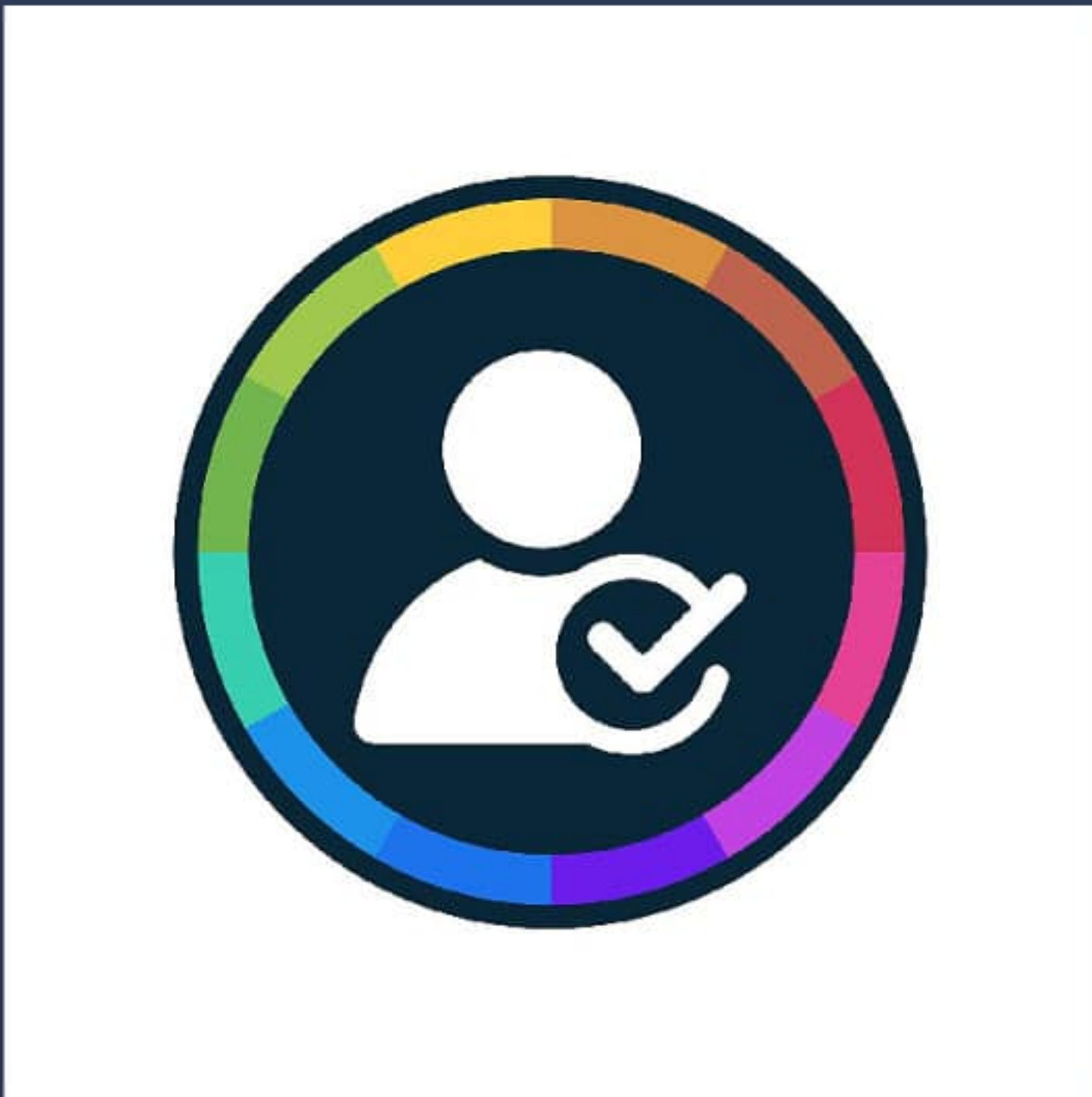
Why do we want the leads?



Who do we want to attract?



What do we need to know?

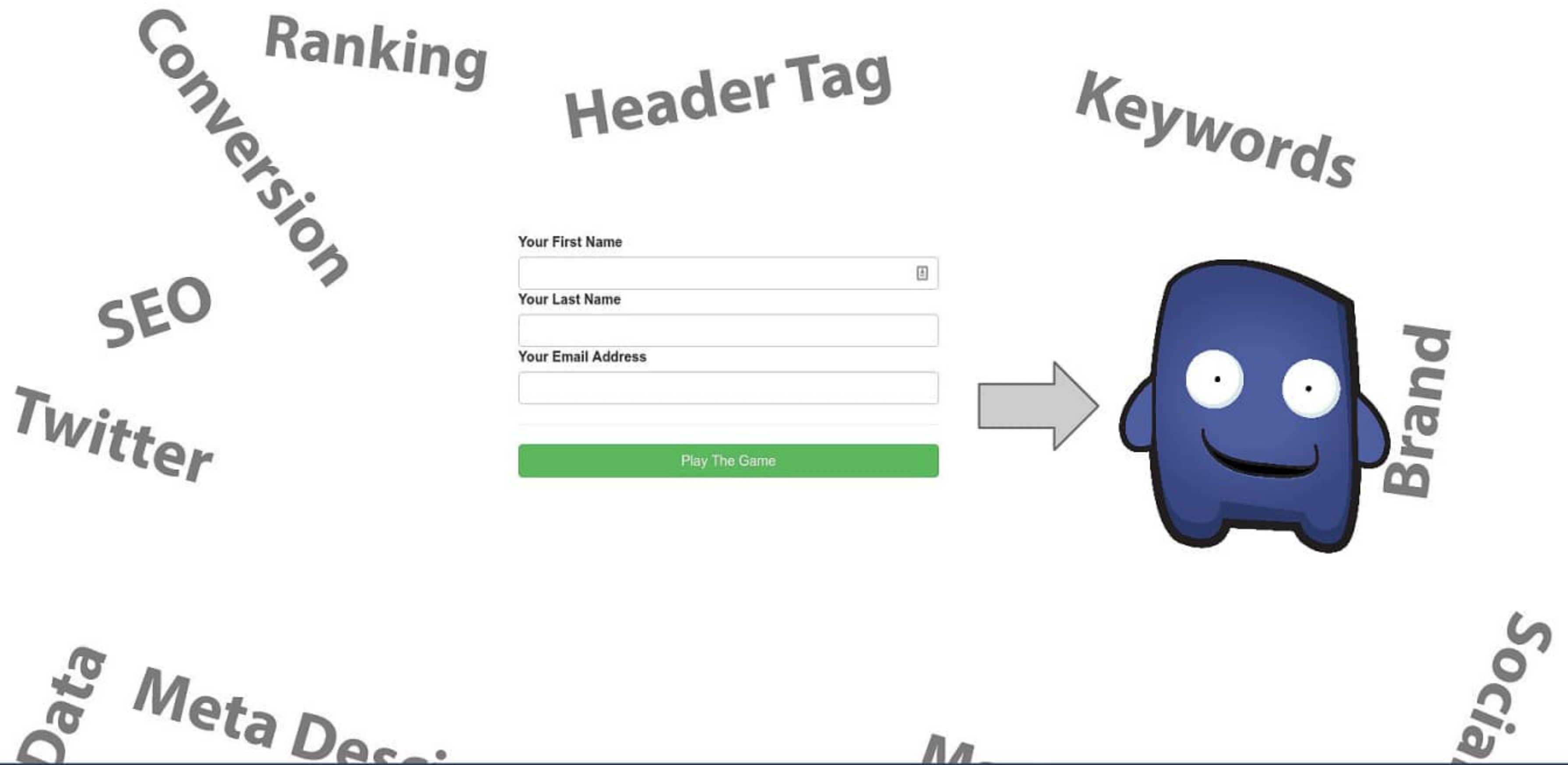


How can we get the information?

- 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



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



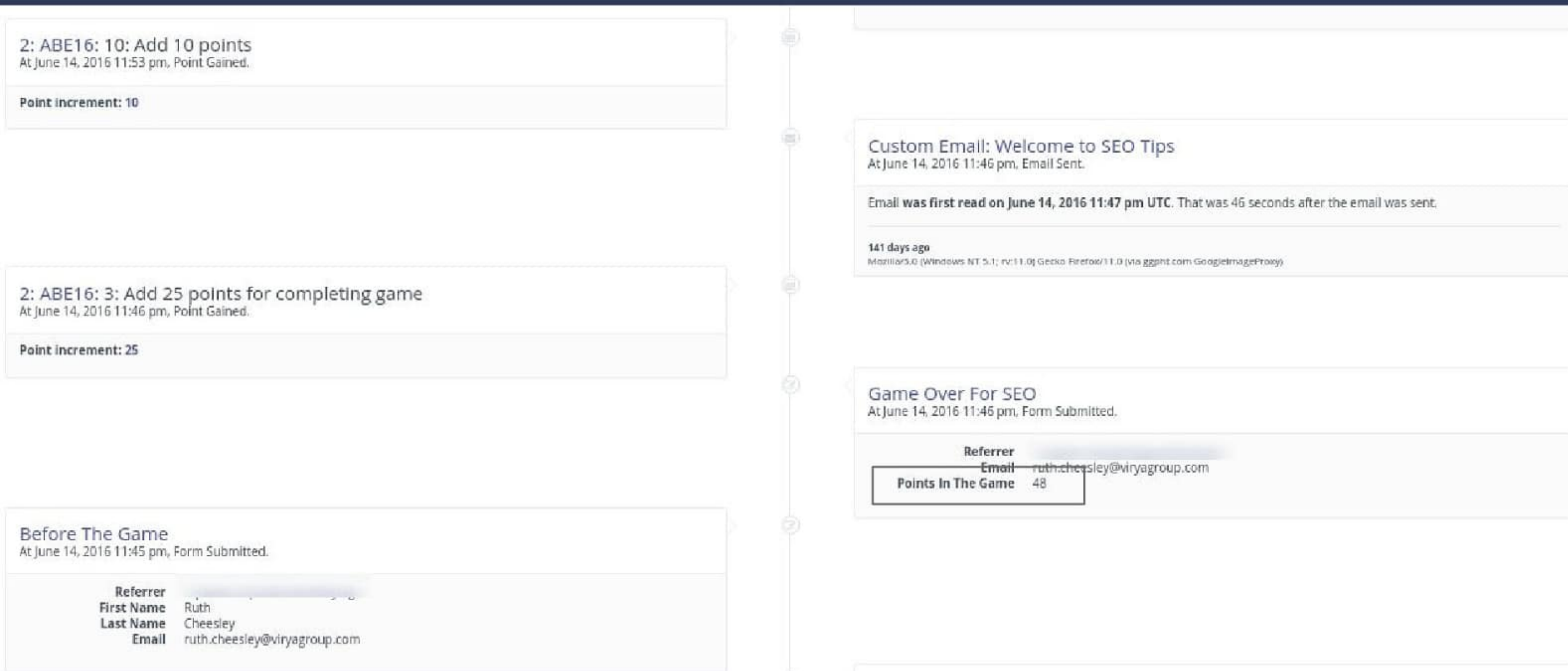
Points mean prizes!

The Top Scores

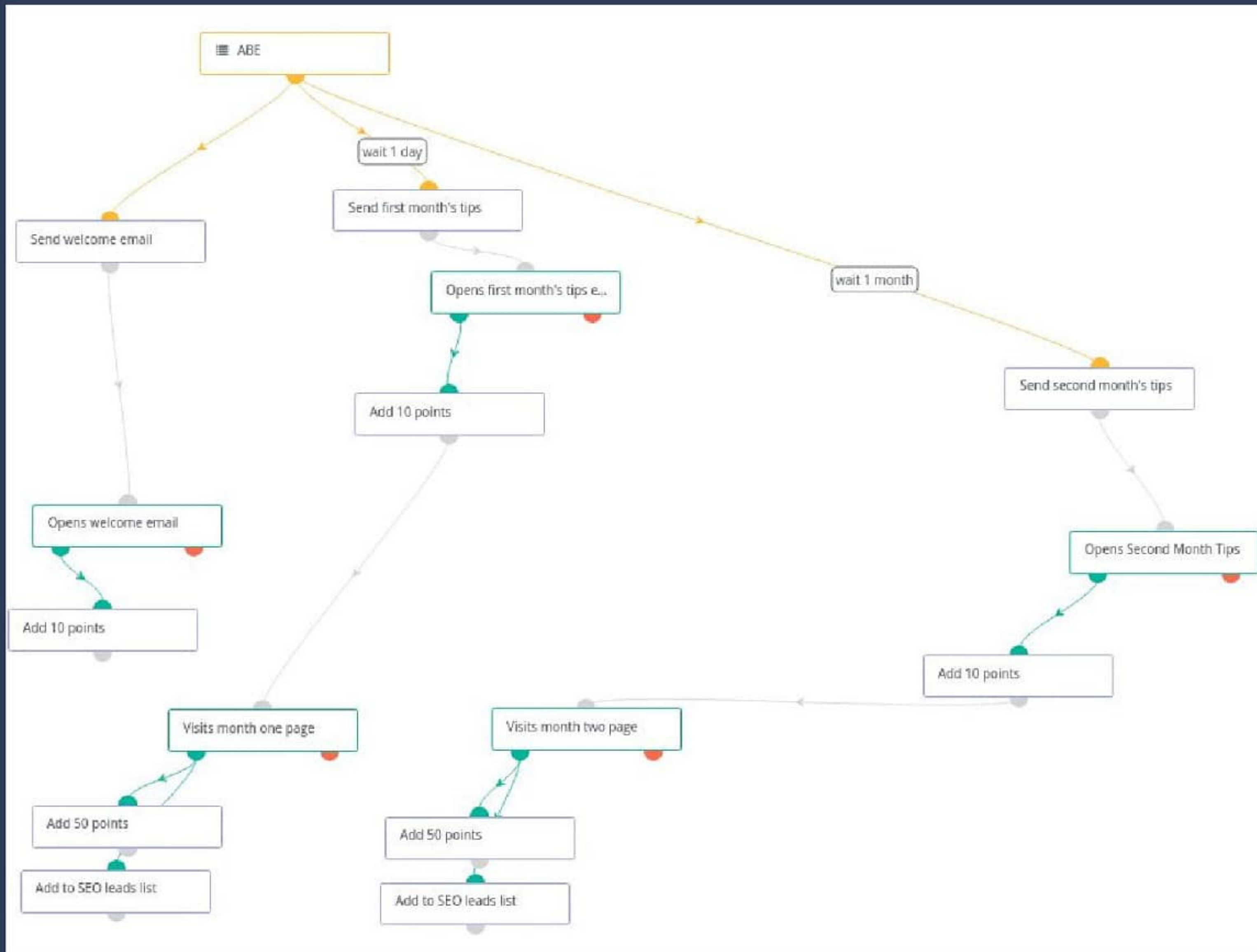
Name	Points
Carl Lamb	48
tony burch	47
jodie robertson	45
audrey butcher	42
Ruth Cheesley	41
Sam Austin	30
Adam Clarke	26
Linda Rumbold	24
Jenni Carberry	21
Barry Cooper	19



Pushing data into Mautic

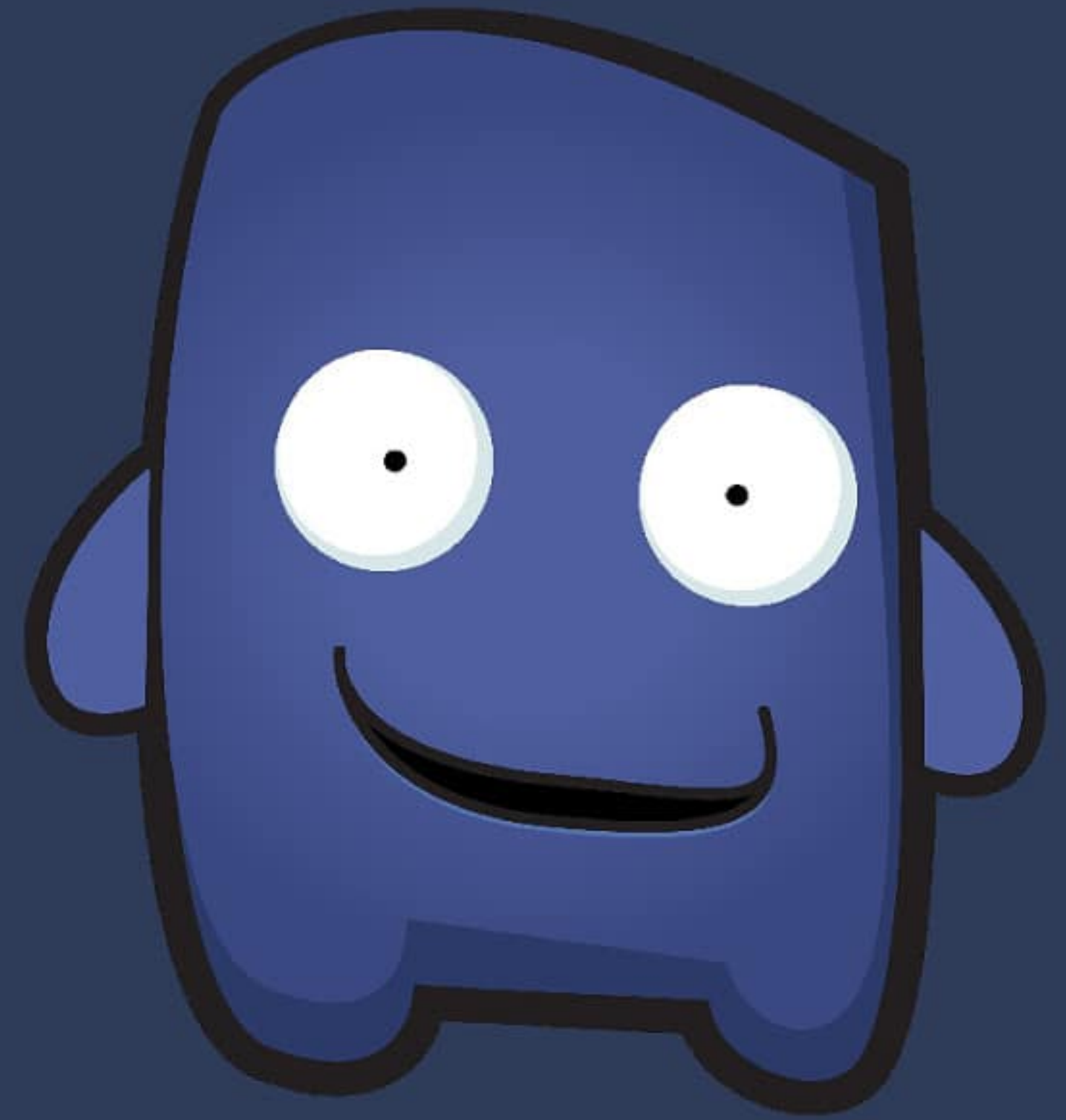


A basic workflow



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!



Any questions?

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