

Ruth Cheesley - Mautic Project Lead

Open Source's Best Kept Secret

Marketing Automation with Mautic

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Mautic Project Lead @ Acquia

18+ years using and contributing to open source projects (mostly Joomla! but don't hold that against me!)

Located in Ipswich, UK

Working full time supported by Acquia as Project Lead for Mautic.



@RCheesley 





- ▶ What is Marketing Automation? What is Mautic? What does it do? How does it work?
- ▶ Why are Mautic + Drupal the perfect combination for growing organisations and agencies
- ▶ Getting started with Mautic
- ▶ How Drupalists can contribute to the Mautic project and community

WHAT IS
MARKETING
AUTOMATION?



Traditional Email Marketing Is **Single Channel** Focused



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- No knowledge of activities on other channels
- Limited ability to track and nurture the journey of a contact through the buying cycle
- Simplistic personalisation of emails (first name), basic automation features

ables in Exc.	3 Hour Live Training on Microsoft Excel Pivot Tables - In this three-hour class you'll discover
Certificatio.	ITIL® 4 Foundation Certification Training (Include Exam Voucher) - The ITIL 4 Foundation ce
oft Excel fro.	3-hour Live Virtual Training on Microsoft Excel from Beginner to Advanced - This course wil
c Manning 2	Question? - Ruth, I'm looking to learn about your customer feedback process, but instead of i
ertification B.	Project Management Certification Boot Camp - The course will help you become a better pro
ng Python for.	3 Days Live Training on Data Analysis using Python - In This Course we will discuss on Data
Bayani	Ruth Cheesley - Would you like to work in Dubai, UAE ? - Dubai Job Opportunities For Ruth C
cs for Data.	2 Days Live Training on Statistics for Data Science & Machine Learning - This course is mea
Training on.	3 Days Live Virtual Training on Tableau certification - You'll learn all of the features in Tablea
a azhari	Greetings dear. Nice to meet you, my name is Nashwa, I would love to get in touch with you.
iness Monthly	How to use connectivity to and drive efficiency - Connectivity is paramount to efficient work
ertified Solut.	AWS Solutions Architect – Associate (SAA-C02) Certification Training - The AWS Certified S
n Gorry	great deal, Ruth - Hi Ruth - I understand that you might be extremely busy, but did you manag
alysis and V.	Master Data Analysis and Visualization in Microsoft Power BI - The instructor will begin by c
Bayani	Ruth Cheesley - Would you like to work in Dubai, UAE ? - Dubai Job Opportunities For Ruth C
ng Python for.	3 Days Live Training on Data Analysis using Python - In This Course we will discuss on Data
erard	Register Your Interest; Be the first to receive a 2022 Sponsorship Media Pack - Good Aftern
Phillips	Big Data Analytics -Final Chance to Showcase Your Solutions - Good Morning, I hope this en
for Data Sci.	3 Days Live Virtual Training on Data Science and Machine Learning with Python - You will le
iness	Did you see how you can save on security with O2? - In this hybrid working era, getting the ri
Wallace	Connect with Decision-makers in retail and investment banking sectors - Verified contact de
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ables in Exc.	3 Hour Live Training on Microsoft Excel Pivot Tables - In this three-hour class you'll discover
seals	professional in making rubber seal parts. - Dear Sir or Madam, Hope everything goes well wi
aining on Mi.	6 Hour Live Training on Microsoft Power BI Desktop - update a running with Power BI and le
n@lead-zoom.co....	quick call, Ruth - Hi Ruth, I sent you an email a few days ago to discuss how we can help you
a West	Events with a Live Edge - Hi Ruth, I dropped you a note recently about how Outlook can help
hazard	Prospecting and Lead Generation with Email - Hi Ruth Companies of all sizes are using email
Health	Information on symptoms and transmission - COVID-19: Information on symptoms and trans

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- Feels like 'being sold something' (which may not be relevant to you);
- Does not consider the contact's position in their journey with the brand;
- Message is often inappropriate or not of interest to the recipient => Spam!



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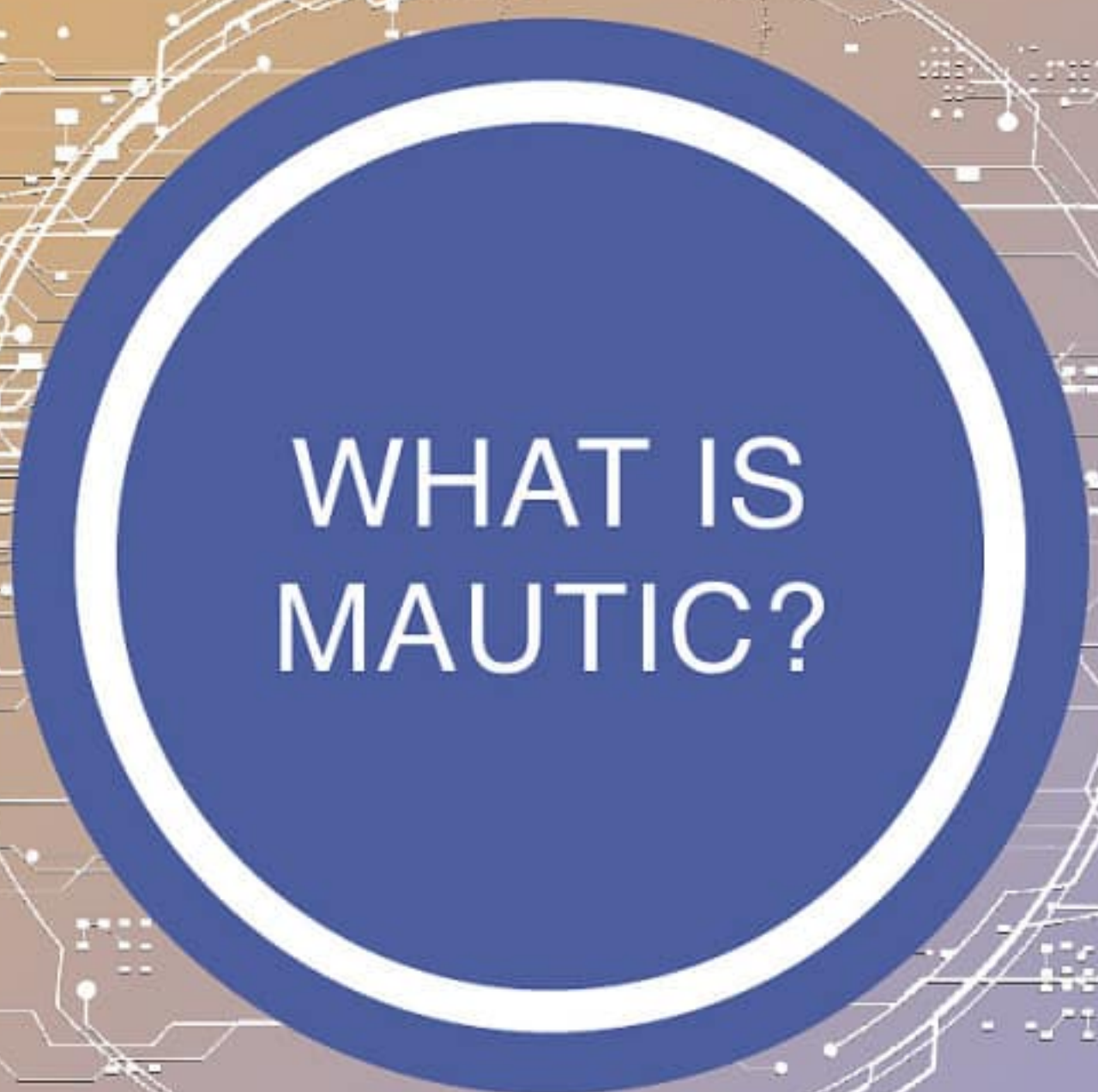
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- Places the customer at the centre of everything and focused on developing a trusted relationship
- Reduces points of friction in the customer journey
- Does not end when the sale is made!



WHAT IS MAUTIC?



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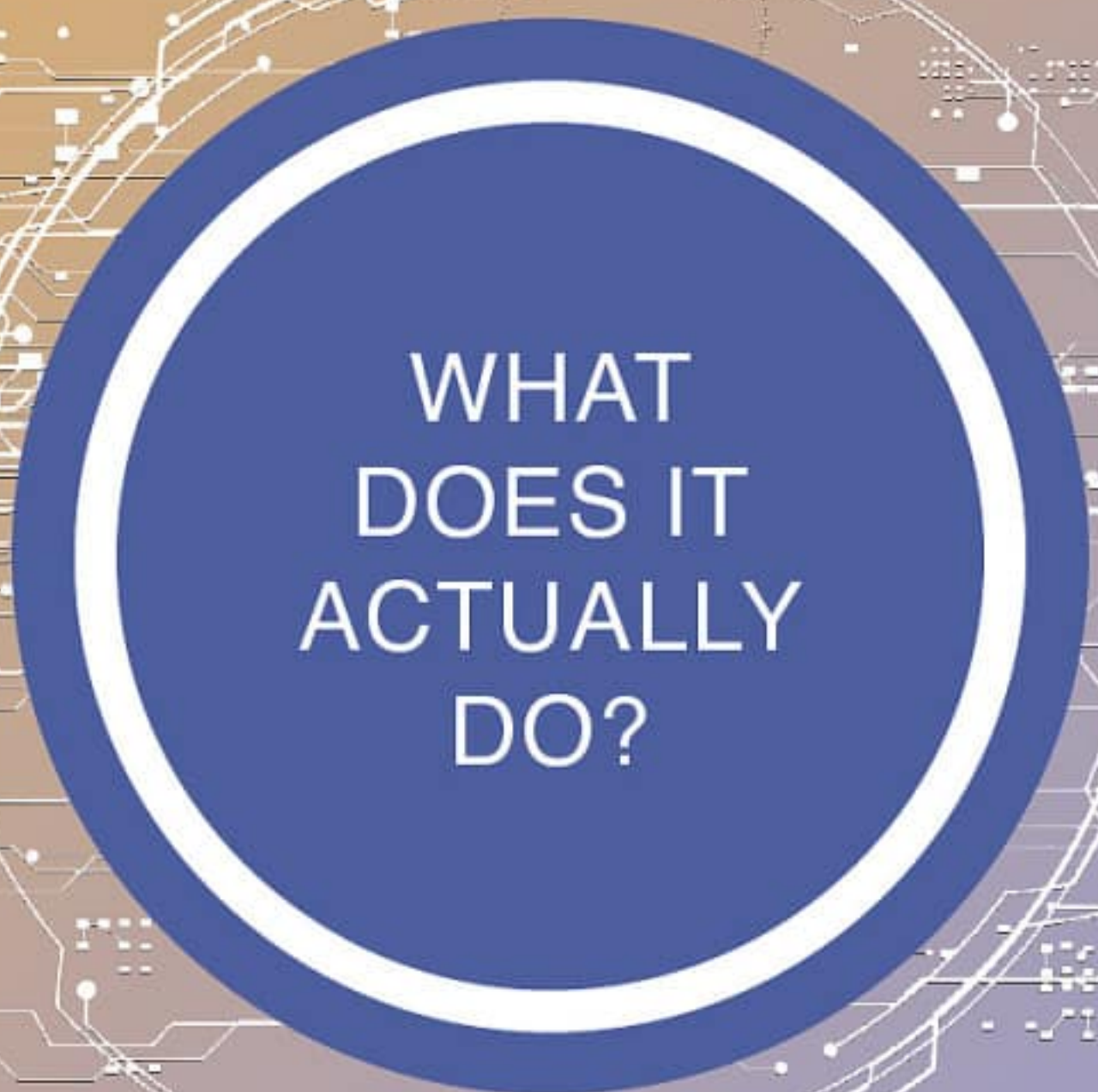
A Fully Featured, Open Source Marketing Automation Platform

- GPL v3 and similar stack to Drupal -
Symfony 4, Composer support
- Supported by a young but growing community
- We welcome new contributors!



“

Our vision is to be the ultimate fully featured and scalable **marketing automation layer** that can stand alone or be dropped into any existing tech stack, enabling organisations to seamlessly deliver an **integrated, personalised digital experience** that delights marketers and customers alike.



WHAT
DOES IT
ACTUALLY
DO?



Mautic Solves Critical Digital Marketing Problems

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- Everything about the customer in one place
- Send personalised transactional and marketing communications through multiple channels
- Interact consistently across multiple channels based on their profile and behaviour

Mautic Enables You To Capture Visitor And Customer Insights With:

- Website/app tracking; 

Support - Mautic Community	Page hit
Open Source Marketing Automation - Mautic Community	Page hit
Tracking Visitor Data by Smart URL	Page hit
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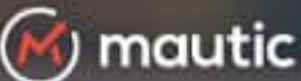
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Email was first read on September 27, 2021 11:09 pm BST. That was after the email was sent September 27, 2021 7:00 pm BST. Email was sent to this contact because they belong to the 'MautiCom 2021 Speakers' segment.			
Email Opened History			
4 days ago Mozilla/5.0 (Windows NT 5.1; rv:11.0) Gecko/ Firefox/11.0 via gpght.com (GoogleImageProxy)			
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Email Phone

Date Unsubscribe Company?

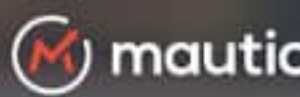
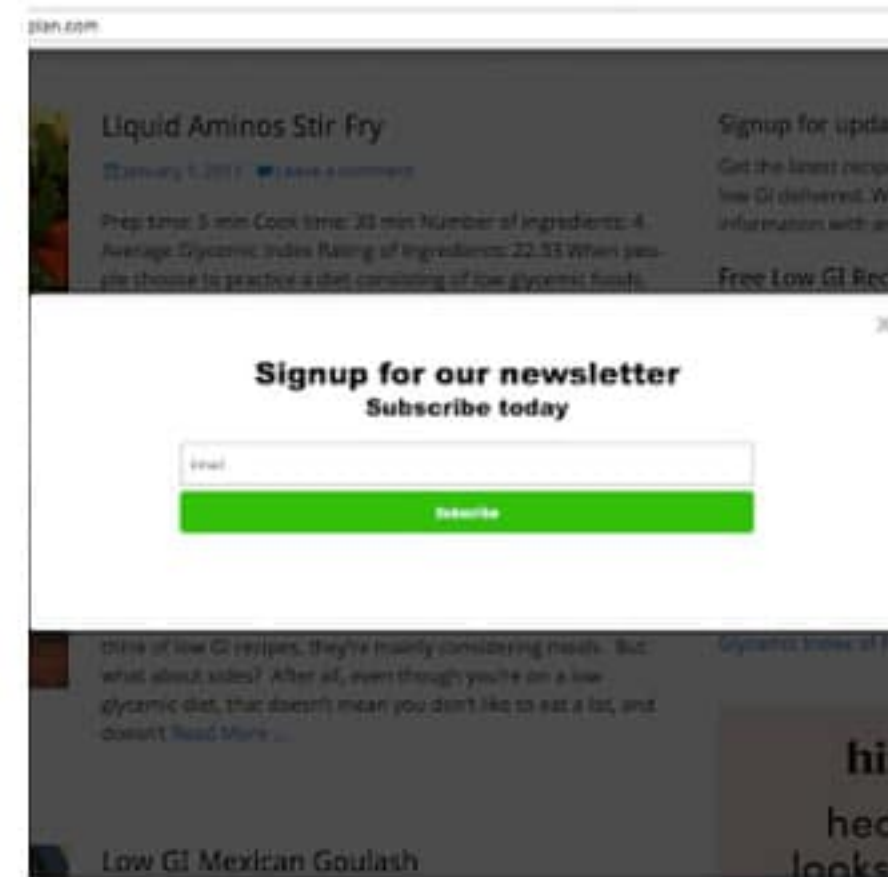
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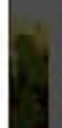
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Liquid Aminos Stir Fry

January 1, 2018 [Leave a comment](#)

Prep time: 5 min Cook time: 30 min Number of ingredients: 4
Average Glycemic Index Rating of ingredients: 22.53 When you
choose to practice a diet consisting of low glycemic foods,

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One of low GI recipes, they're mostly considering meals. But
what about sides? After all, even though you're on a low
glycemic diet, that doesn't mean you don't like to eat a lot, and
doesn't feed them ...

Low GI Mexican Goulash

 ConnectWise Connectw...	 Dynamics ...	 Hubspot	 Pipedrive
 Salesforce	 Sugarcrm	 Zoho	

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Mautic Enables Truly Effective Multi-Channel Marketing
