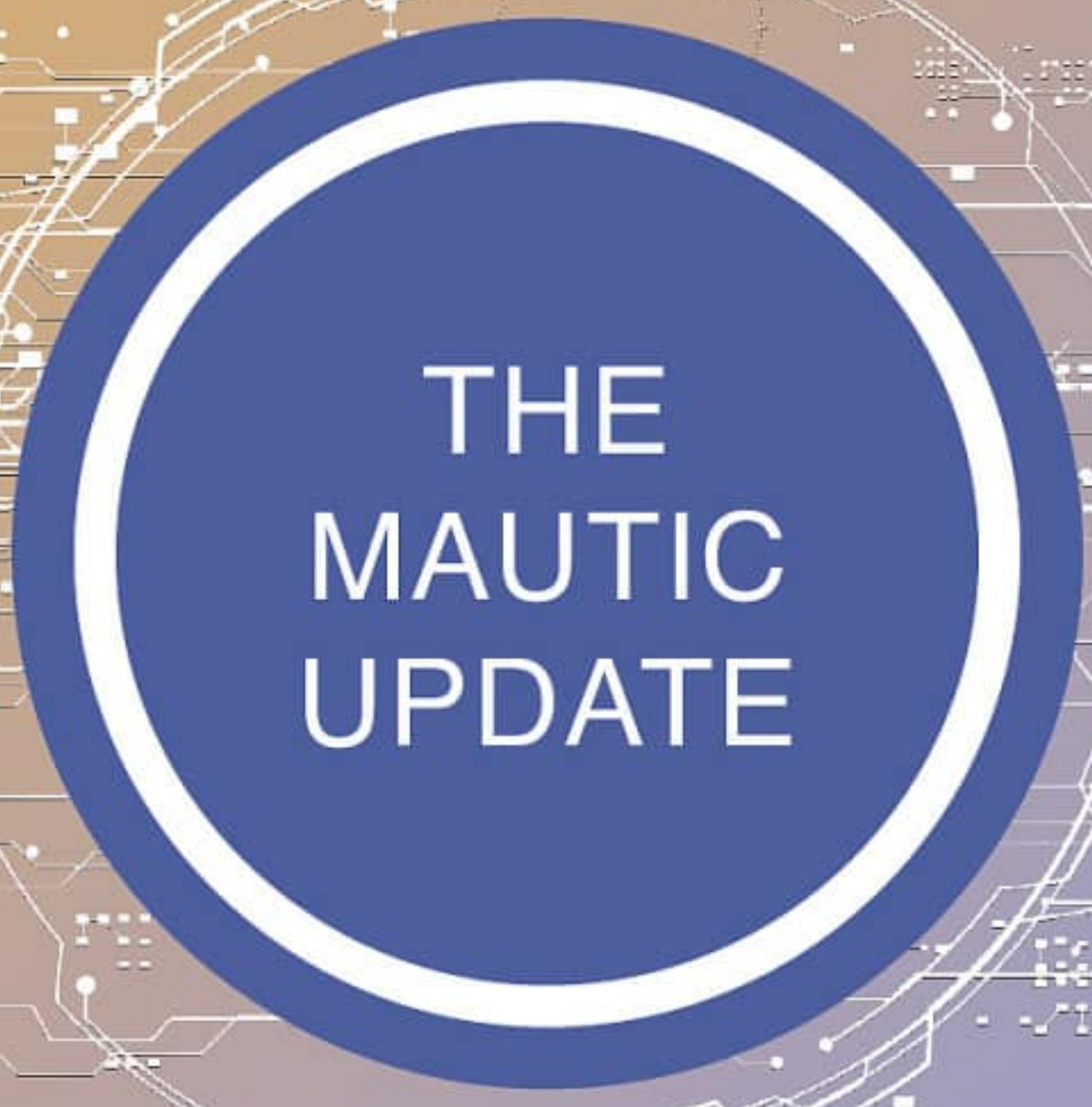




THE MAUTIC UPDATE

MAUTIC
CONFERENCE
EUROPE
2021

@RCheesley 

Ruth Cheesley (she/her)

Mautic Project Lead @ Acquia

18+ years using and contributing to open source projects

Located in Ipswich, UK

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



@RCheesley 



Our First (Last) In Person Event

- 1st November 2019 - Contribution Day in Amsterdam (after DrupalCon Amsterdam)
- Implementing team structures
- Getting started with the immense task that would become the Mautic 3.0 release

THANK YOU EVENT SPONSORS!



Thank you to our Mautic Community Partners

- Contribute financially to support Mautic, AND
- Actively contribute on a consistent basis within the community across our monitored channels.



mau.tc/partners



- ▶ Recap on past year
- ▶ Results from the Community Survey
- ▶ Strategic Initiatives
- ▶ Roadmap



MAUTIC: A HISTORY LESSON

2020 - 2021



Jan-Jun 2020

Team Leads appointed
First team meetings held
Ran our first virtual sprint (yay covid!)
Accepted in Google Season of Docs
Mautic 3.0 released



Jul-Dec 2020

Established Open Collective and
GitHub Sponsors
First ever MautiCon event
Launched Strategic Initiatives
Launched Tiger Teams
3.1 & 3.2 releases



Jan-Jun 2021

First major security release
3.3 release
Community Partners Program
Introduced new release process
Restarted Mautic Newsletter
FundOSS

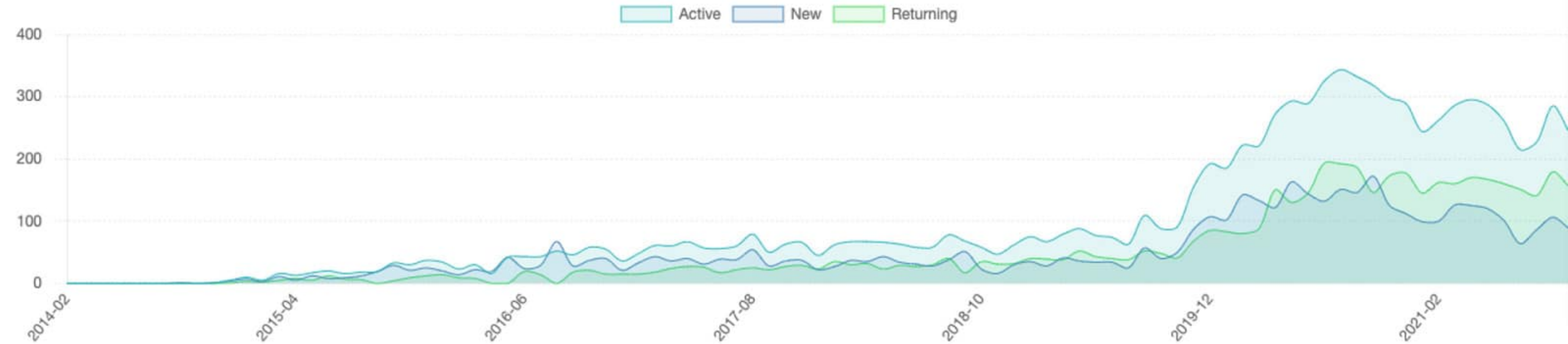


Jul 2021-Now

Mautic 4.0 released
Community Survey
RFP Process
First in-person Conference 🎉

@RCheesley 

A Growing Community



Growing Contributions

Contributions ☒ bot

150
100
50
0

2014-02

2015-04

2016-06

2017-08

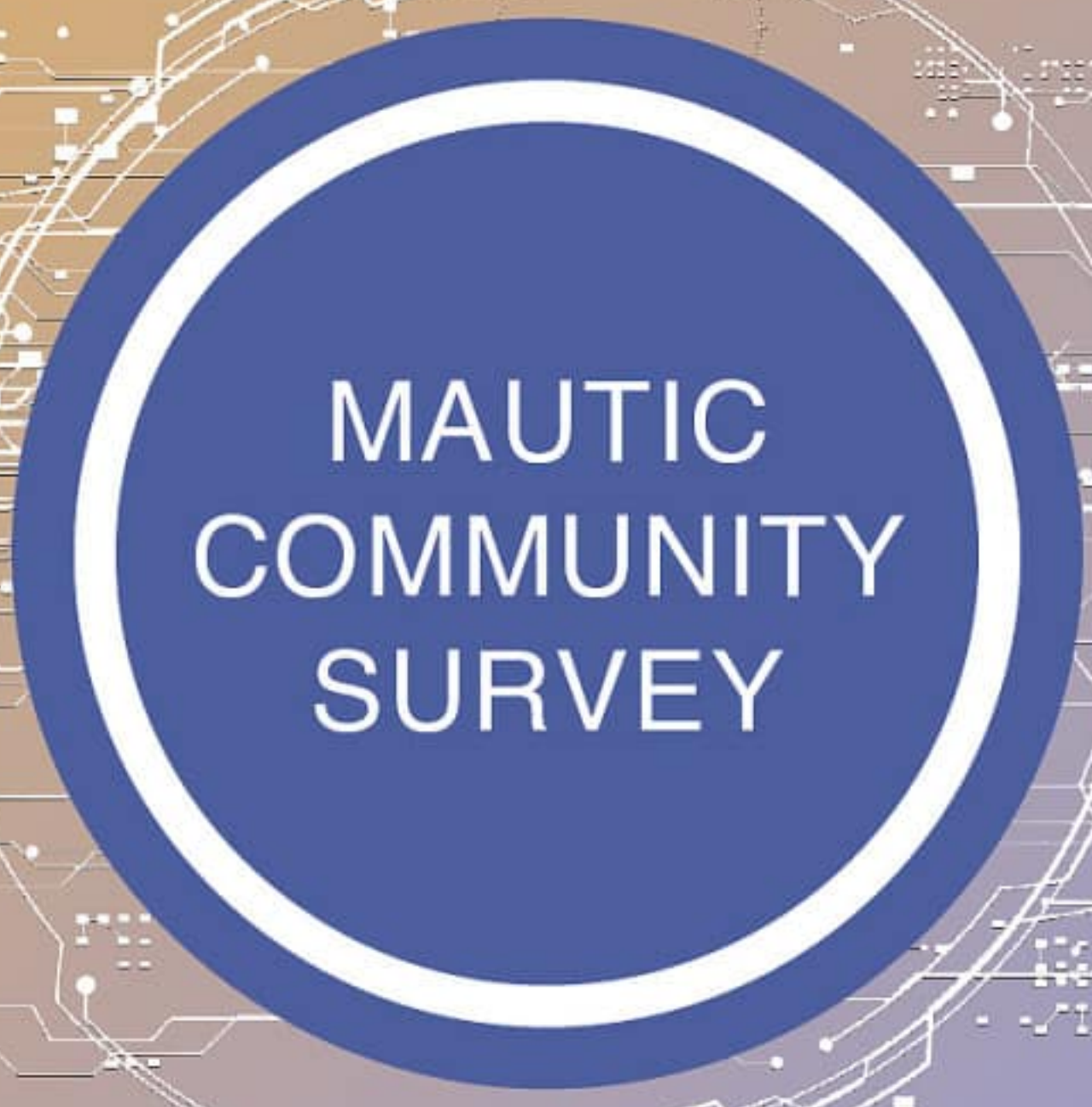
2018-10

2019-12

2021-02

mautic (Github) mautic-documentation (Github)
Support (Discourse) general (Slack)
developer-documentation (Github)
mautic-community-handbook (Github)
plugin-grapesjs-builder (Github) Other



A central graphic featuring a dark blue circle with a white border. Inside the circle, the text "MAUTIC COMMUNITY SURVEY" is written in white, uppercase letters. The background of the entire image is a gradient from orange on the left to blue on the right, with a complex network of white circuit lines and dots scattered across it.

MAUTIC COMMUNITY SURVEY

01.

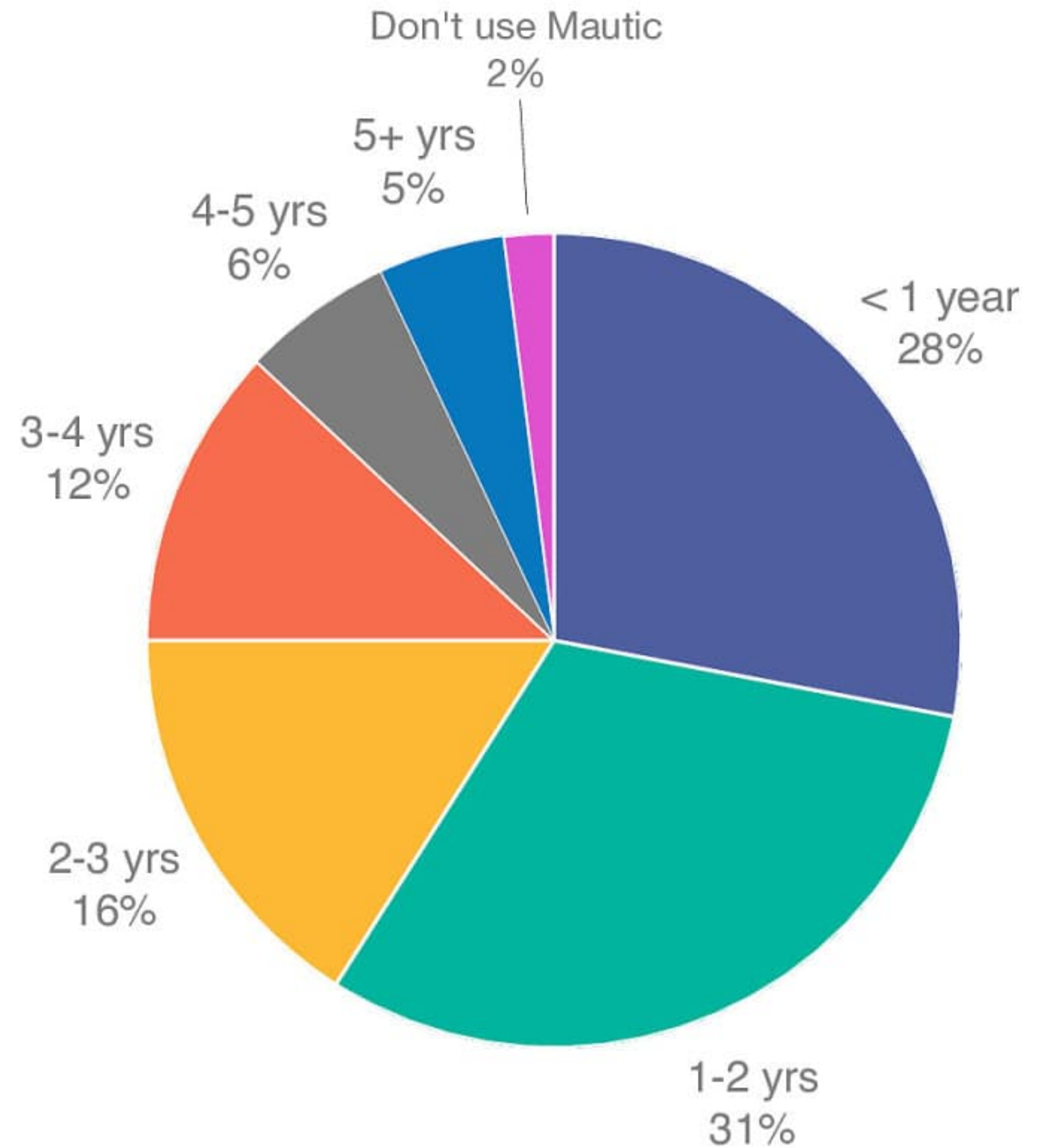
How long have you been using Mautic?

The majority of respondents to the survey only started using Mautic since 2019.

Only 23% of respondents have been using Mautic since prior to this date.

82 responses

mau.tc/2021-survey



STRATEGIC
INITIATIVES
UPDATE



Strategic Initiatives

- Initiatives are groups of people coming together to work on a particular area of focus.
- Grounded in
 - ★ User insights
 - ★ Product vision
 - ★ Market insights
 - ★ Community discussion



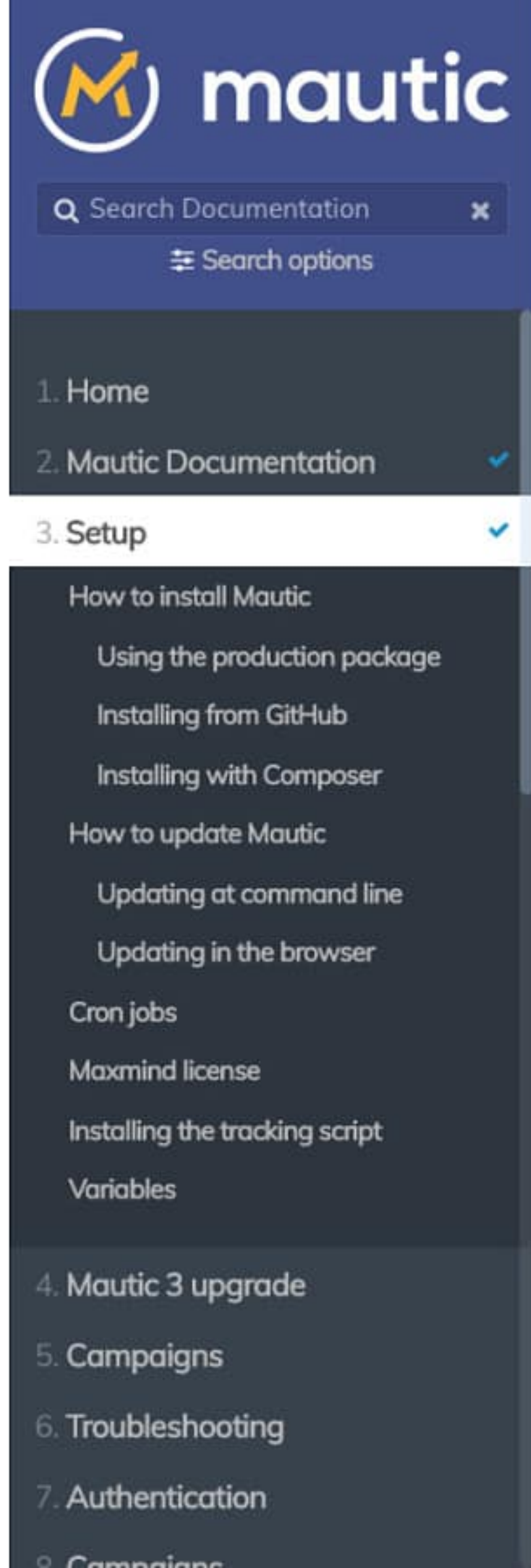
INSTALL /
UPDATE
INITIATIVE

To do:

- Installation / setup tutorials for latest operating systems
- Tutorials for Docker, Kubernetes etc
- One-click images for common tools (e.g. Digital Ocean)

INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



Reading time: ⌚ 0 minutes

There are some basic tasks you need to do to get st

Check out the following resources:

- [How to install Mautic](#)
 - [Using the production package](#)
 - [Installing from GitHub](#)
 - [Installing with Composer](#)
- [How to update Mautic](#)
 - [Updating at the command line](#)
 - [Updating in the browser](#)
- [Setting up cron jobs](#)
- [Setting up MaxMind](#)

Note

Found errors? Think you can improve this documentation? [🔗](#)

A central blue circle with a white border containing the text "RESOURCE MANAGEMENT INITIATIVE". The background is a gradient from orange to blue, overlaid with a complex white circuit board pattern.

RESOURCE MANAGEMENT INITIATIVE

A large blue circle with a white border is centered on the slide. Inside the circle, the words "MARKETPLACE INITIATIVE" are written in white, uppercase, sans-serif font. The background of the slide is a gradient from orange on the left to blue on the right, with a complex network of white lines and dots resembling a circuit board or data network.

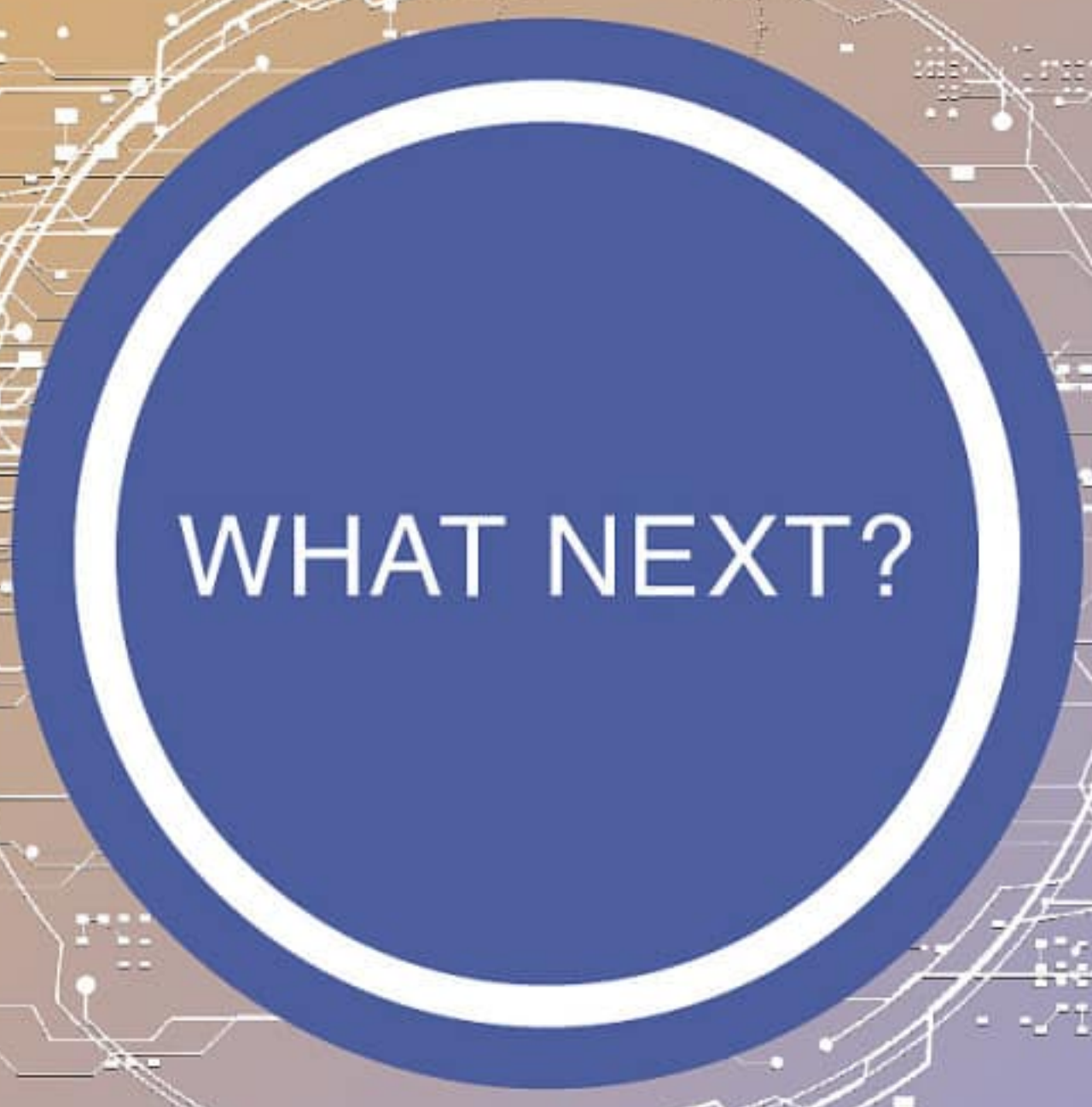
MARKETPLACE INITIATIVE

COMING SOON



MARKETPLACE

Enabling Mautic users to manage their plugins and themes from within Mautic.



WHAT NEXT?

As a Marketer,

I want to be able to import and
export campaigns,

So that I can quickly set up
the most common campaigns,

And my new users can access
pre-made best practice
campaigns.

The background features a series of overlapping circles in shades of light blue and purple. Within these circles is a hand-drawn illustration of a city skyline with various buildings and trees. The style is sketchy and artistic.

01

46

Limit

Campaign templates and import/export

Ideas and Feature Requests  on-roadmap 46 votes

NW

nickw

1  Sep '18

Comparing Mautic with other well known Sales Funnel software, it seems Mautic is missing the ability to export and import campaigns. I found a discussion on Github about the same [here](#) ³⁹. If Mautic had this feature then campaign templates could be pre-prepared for specific business types or funnel types. Starting with a campaign template might be helpful for some people to get started.

 Reply

 Exporting Campaign Templates ⁹

created



Sep '18

last reply



Dec '20

22

replies

3.4k

views

13

users

13

likes

7

links



Campaign Library Initiative

#1 requested feature on the forums

- Enable the export and import of campaigns
- Provide a library of best-practice campaigns within Mautic
- Enable new Mautic users to jump-start their marketing automation
- Help us to collectively 'raise our game'

01

02



As a potential contributor,

I want to know how my skills
can help the project,

Be able to find tasks suitable
for me to work on,

And to have my contributions
recognised.





02

2022: The Year Of The Contributor Initiative

Improving how we work with contributors

- Improve the onboarding process for new contributors
 - Explore ways to engage Mautic users and encourage them to contribute to Mautic
 - Recognise and retain our existing contributors
-

03

As someone who needs a marketing automation solution,

I should know about Mautic as a viable option (via SaaS or self-hosted),

And be able to access resources to aid decision making,

So that I consider open source solutions in my procurement process.



03

Promote Mautic Initiative

#1 outcome from Community Survey

- Growing awareness within Open Source circles of Mautic
- Sharing Mautic with the wider world
- Growing adoption and awareness of Mautic in the marketing automation industry





Strategic Initiatives 2022-23



INSTALL/UPGRADE

Improving the installation and upgrade experience for Mautic users.



RESOURCE MANAGEMENT

Enabling Mautic users to work more effectively by organising their resources within Mautic.



MARKETPLACE

Enabling Mautic users to manage their plugins and themes from within Mautic.



CAMPAIGN LIBRARY

Enabling users to quickly get started with reproducible best practice workflows.



CONTRIBUTORS

Attracting and retaining contributors to help us build and grow Mautic.



PROMOTE MAUTIC

Spreading the word and widening the awareness of Mautic within open source and business.



2022 ROADMAP



EXCITING
TIMES
AHEAD!

Ruth Cheesley

Mautic Project Lead @ Acquia

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What questions can I answer?



@RCheesley 