



**PANTHEON**

Understanding Marketing

DrupalCon Global 2020

@dgorton @sarahfruy #understandmarketing



# Sarah Fruy

Director, Brand + Digital Experience  
[@sarahfruy](#)

# Hi, I'm Drew

Director, Developer Relations

- Former agency owner + developer
- **dgorton** on [Drupal](#), [WordPress](#) and [Twitter](#), [drew@pantheon.io](mailto:drew@pantheon.io)
- Some things I enjoy away from the computer
  - Languages and travel
  - Cooking
  - Science fiction, board games and other nerdy things





# Marketing Comfort?

Poll Time



How well do we understand  
Marketing?

[Answer in the chat: 1-10]

How much confidence in do we  
have in Marketing jargon?

[Answer in the chat: 1-10]

What is one thing you want to  
learn?

[Answer in the chat: open text]

An aerial, high-angle photograph of a massive crowd of people gathered for a conference. The crowd is densely packed and fills most of the frame. In the background, there are trees, a parking lot with several cars, and a building with a sign that reads "PAULANERY". A large, white, teardrop-shaped structure is visible in the middle ground. The overall scene is bright and sunny.

10,000 FOOT VIEW

# Web & Drupal Business trends



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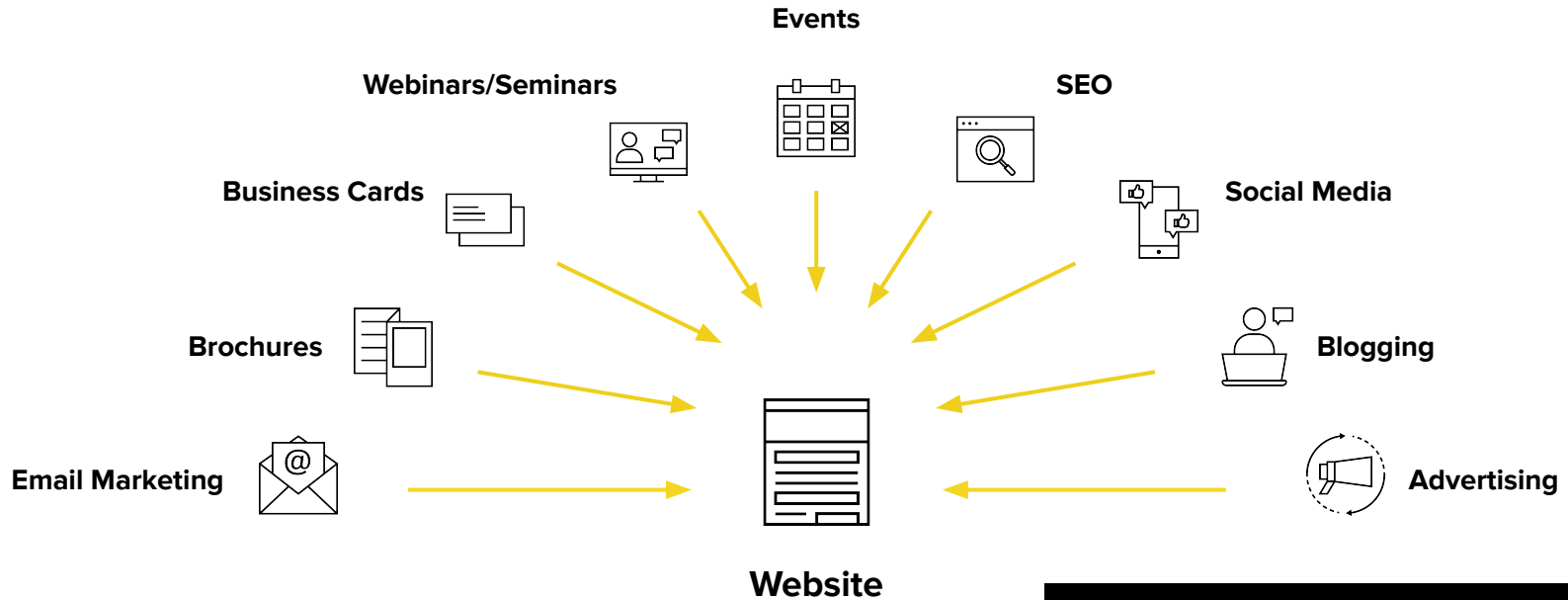


# Websites are a...

Marketing Investment

- They are the biggest, most important digital marketing investment most organizations make.
- Gartner:  
**\$190 Billion** yearly on websites vs  
**\$154 Billion** yearly digital advertising

# Everything Leads to Your Website.







# Marketing 101



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# Marketing Roles/Functions

Growth Marketing

Product Marketing

Brand/  
Design

PR/Corporate  
Communications

Marketing  
Operations

Account-Based/  
Customer  
Marketing

Content Marketing

Social Media

Demand  
Generation

Sponsorships &  
Field Marketing

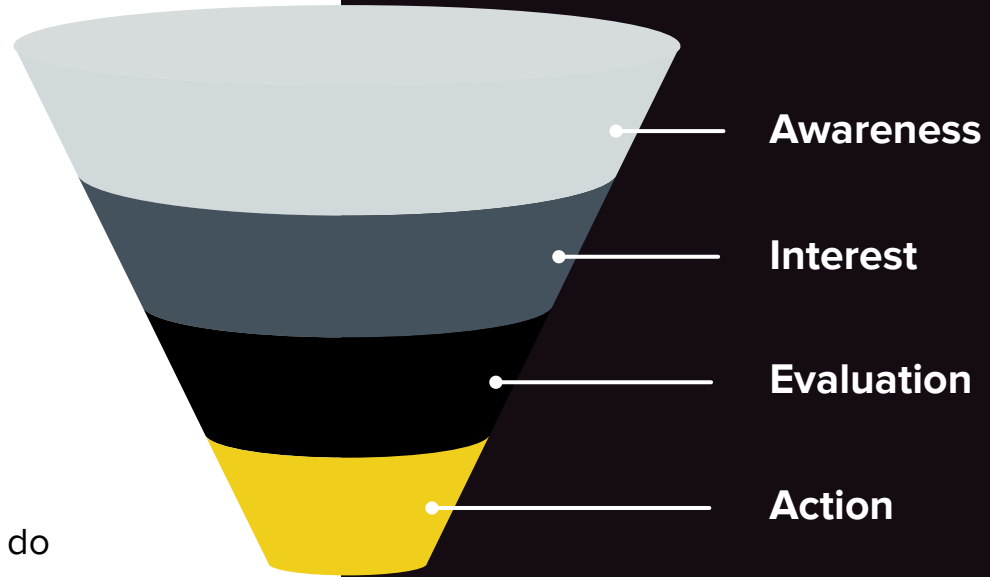
Web Development/  
Digital Experience

Analytics

# Customer Funnel

Example:

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



# Customer Funnel

## Awareness

- Blog posts, How-Tos & guides, Videos...

## Interest

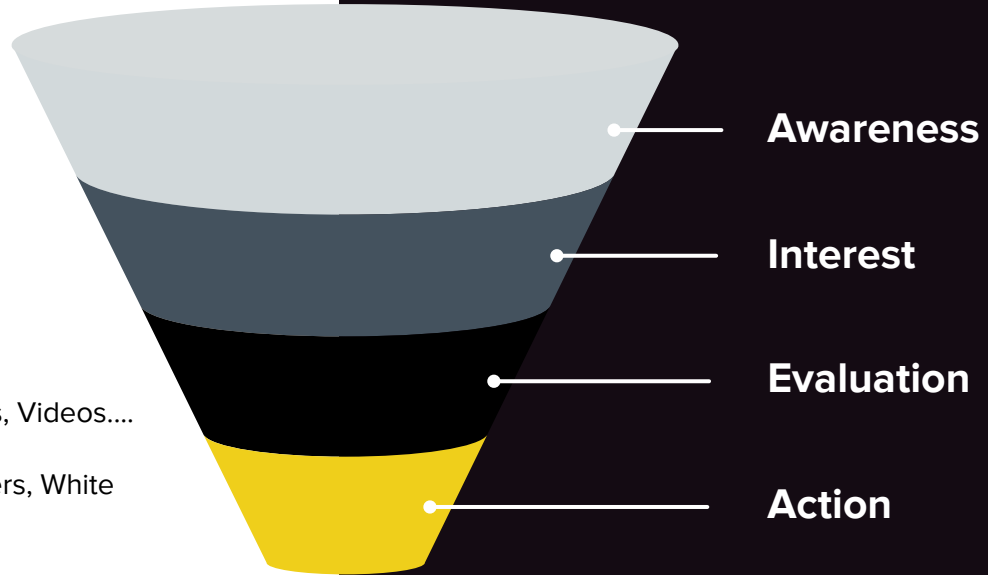
- Webinars, E-books, Newsletters, White papers...

## Evaluation

- Request info, Add to Cart...

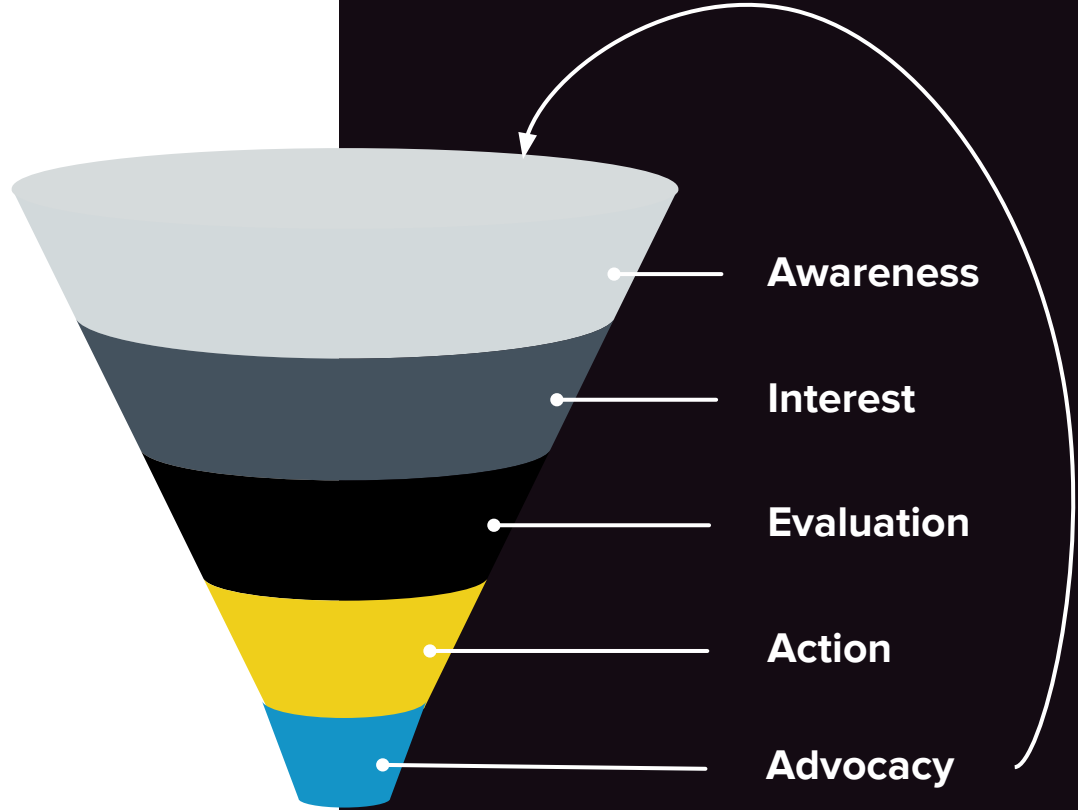
## Action

- Donate, Checkout...



# Customer Funnel

Awareness  
Interests  
Evaluation  
Action  
Advocacy



2011



2012



2014



2015



2016



2017



2018



2019



2020



~150

~350

~1,000

~2,000

~3,500

~5,000

~6,800

~7,000

8,000

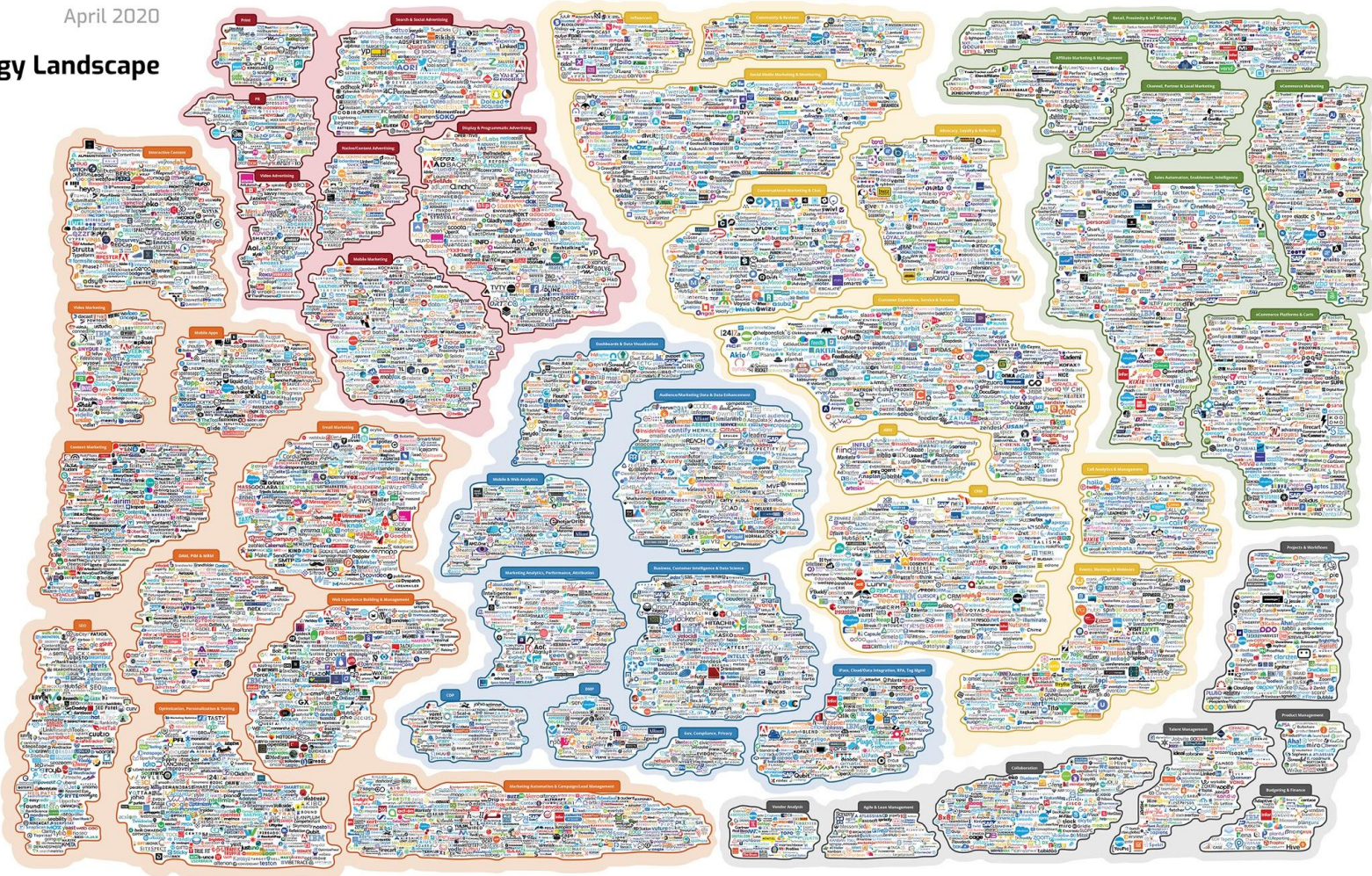


# Marketing Technology Landscape

## The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at [martech5000.com](https://martech5000.com)



2019

7,040 solutions



2018

6,829 solutions



2017

5,381 solutions



2016

3,874 solutions



2015

1,876 solutions



2014

947 solutions









# Digital Marketing

Lost of Tech

- CMS, CRM, DAM...

Many Measurements

- CAC, MQL, CPL...

Many Acronyms (!)

- **All easy**
- Learn 9 today
- Tools to understand the rest
- BONUS: Make 3 new ones!



# NonProfit.org Website

## 2020 Q2 Averages:

- Paid Social + Ads:
  - 50,000 Impressions/month
  - 2,000 Visitors/month
  - \$1,000 Spend/month
- 10,000 Visitors/month
- 400 Newsletter signups/month (100 from ads)
- 20 Donation/month for \$1500



# Measurements

## CTR: Click Through Rate

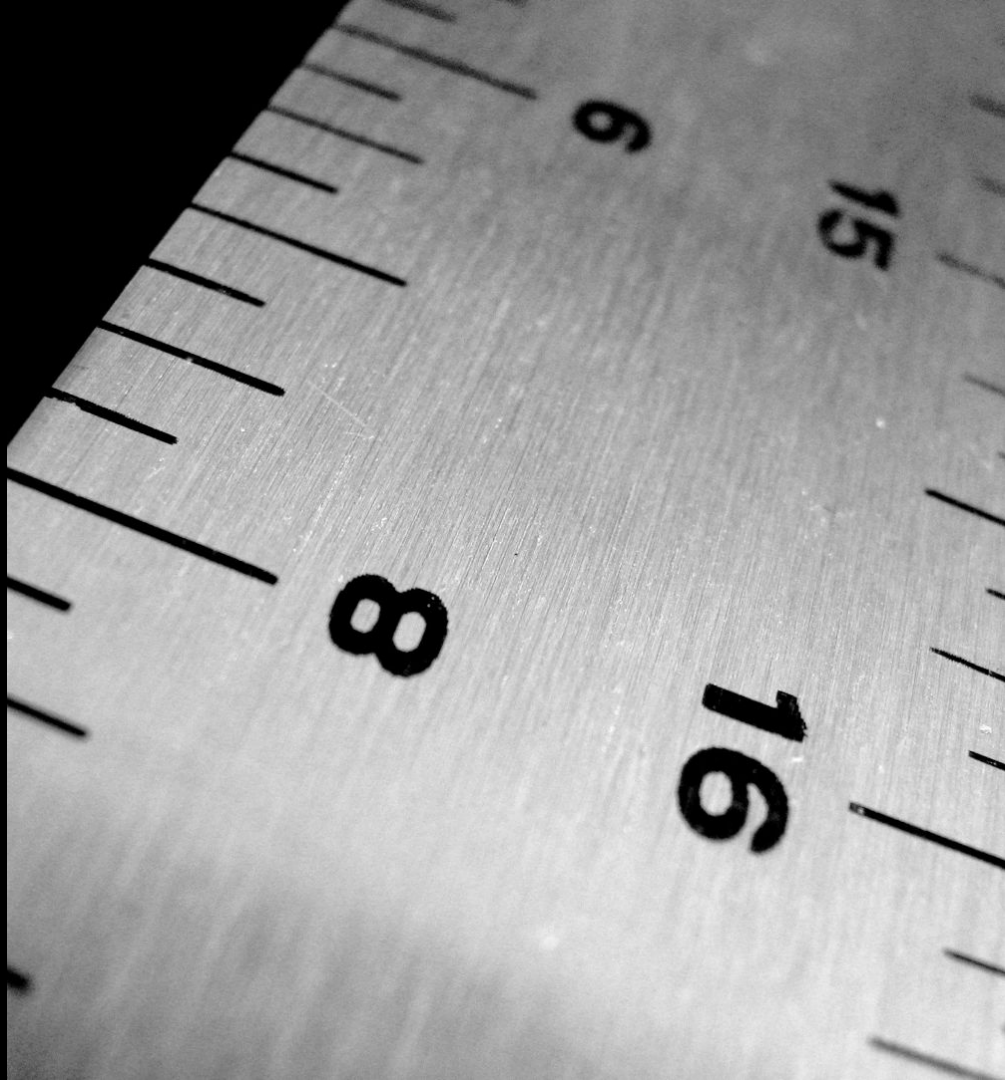
How many people click and visit your site?

2,000 Visits

---

50,000 Impressions

CTR = 4%



# Measurements

## CPC: Cost Per Click

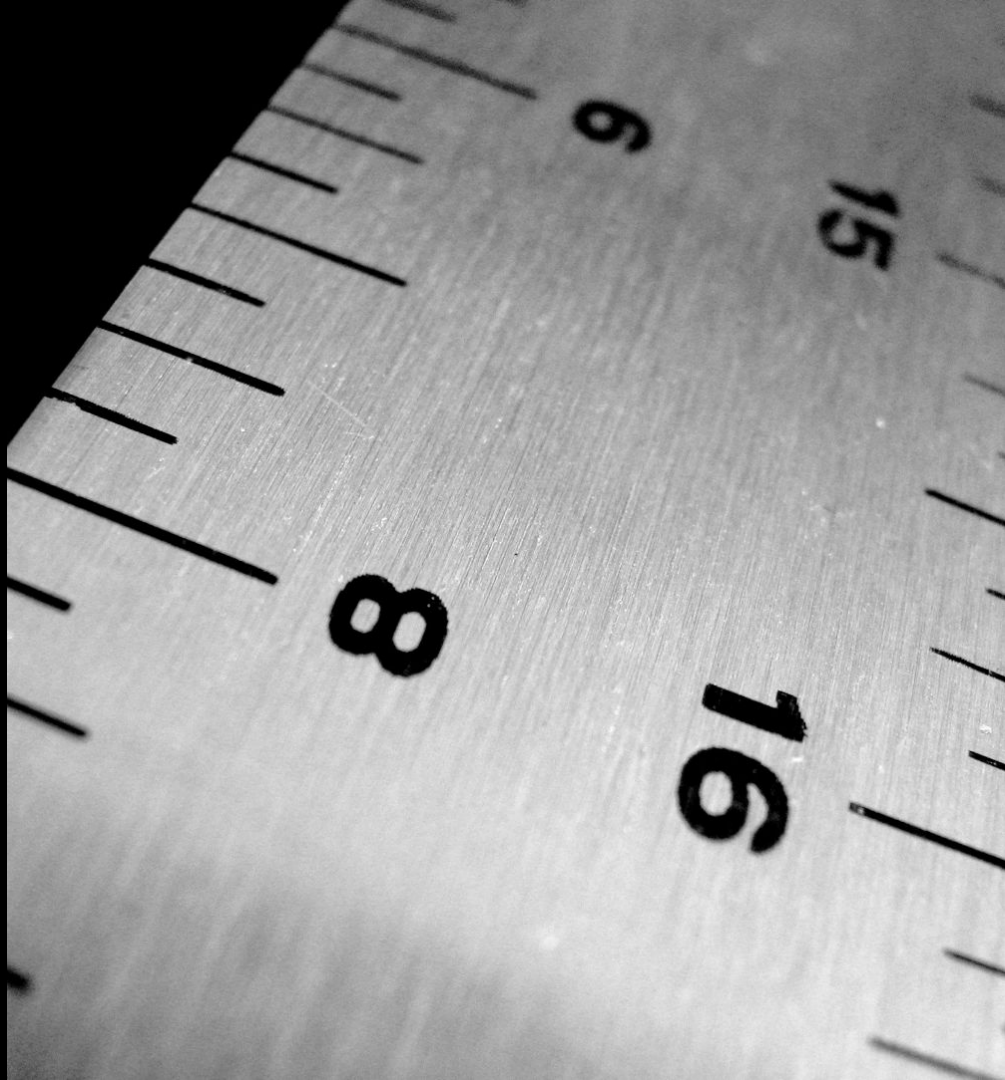
How much does each click cost?

2,000 Visits

---

\$10,000

CPC = \$.20



# Measurements

## CPL: Cost Per Lead

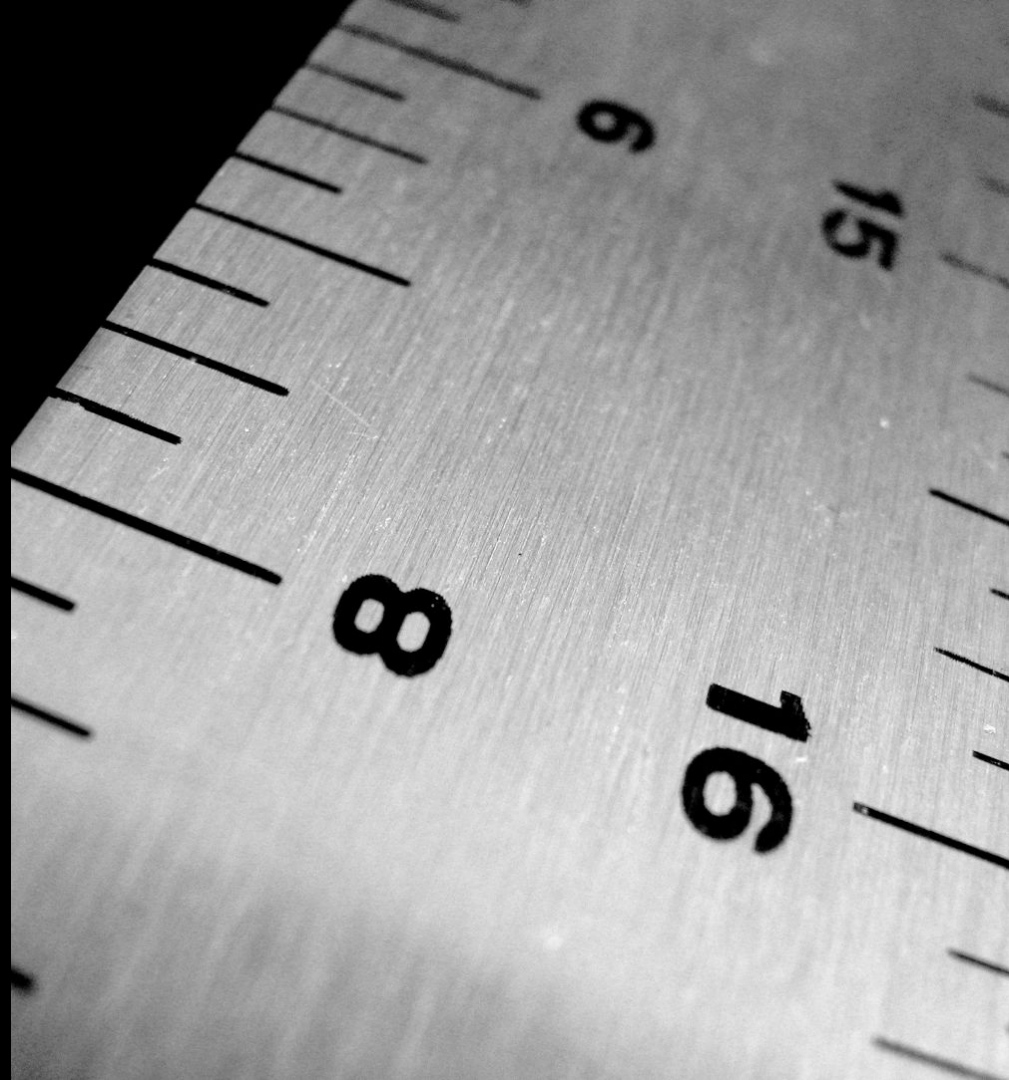
How much does each lead cost you?

\$1,000 Ads

---

100 Newsletter Signups

CPL = \$10





# Measurements

## Are These Good?

CTR = 4%

---

CPC = \$.20

---

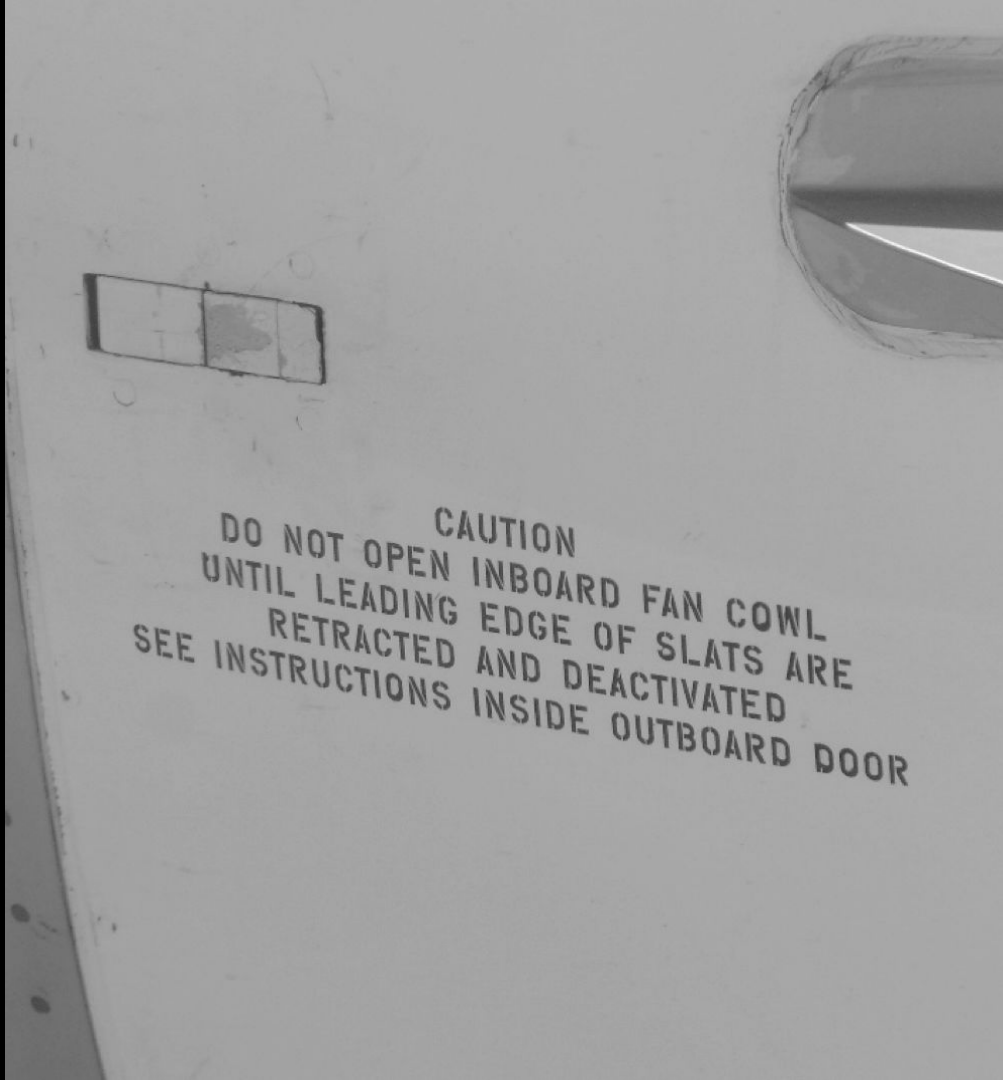
CPL = \$10

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



# Funnel Acronyms Jargon FTW!

- MQL: Marketing Qualified Lead
- CAC: Customer Acquisition Cost
- CLV / CLTV / LTV: Lifetime Value
- S/ME: Sales / Marketing Efficiency
- ROI: Return on Investment
- MoM: Month over Month



CAUTION  
DO NOT OPEN INBOARD FAN COWL  
UNTIL LEADING EDGE OF SLATS ARE  
RETRACTED AND DEACTIVATED  
SEE INSTRUCTIONS INSIDE OUTBOARD DOOR



# POP QUIZ!

“CPL is down 35% MoM”

*Is this good or bad?*

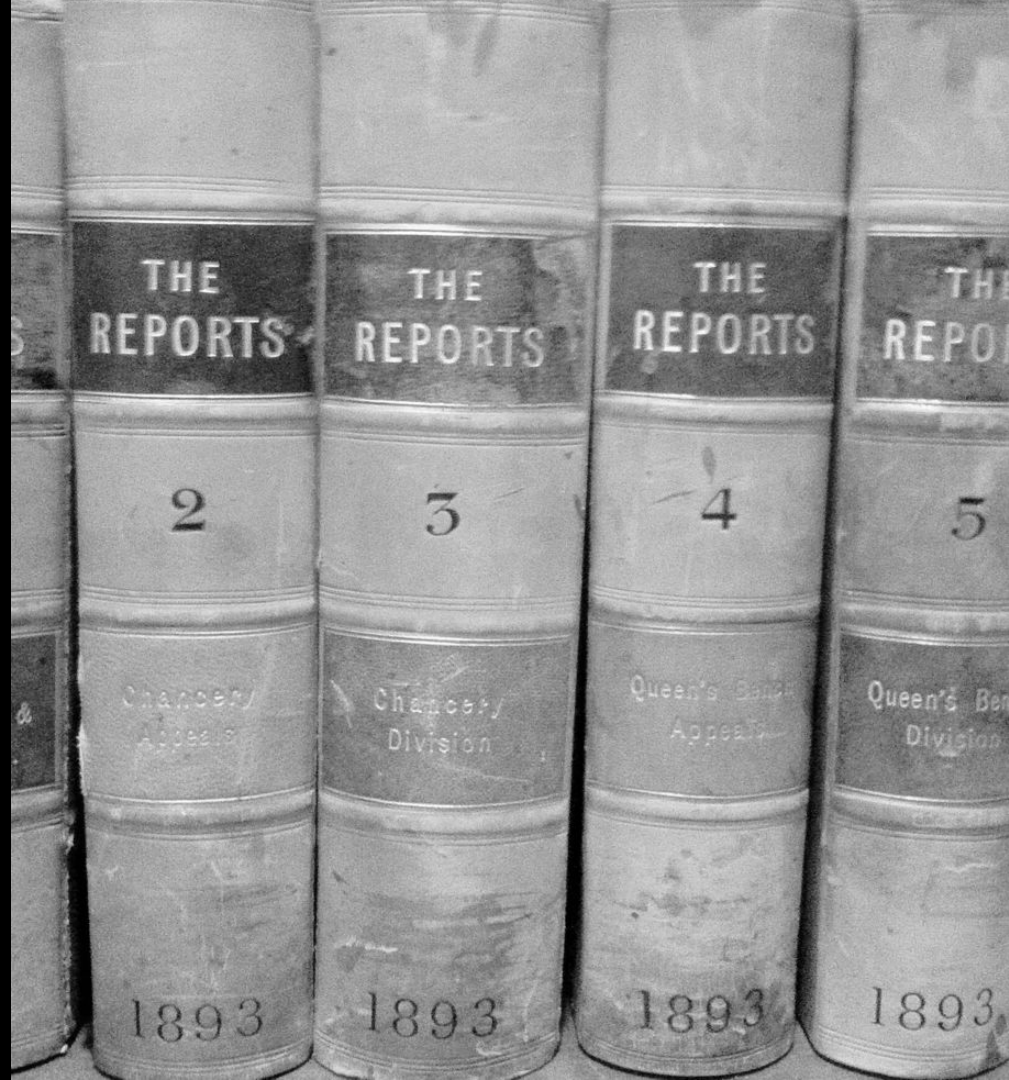
*Answer in chat, along with why!*

# Make a Marketer Happy

## Make Reporting Easy

### Marketers

- Need to hone in on their KPIs and improve them
- Then constantly report on progress



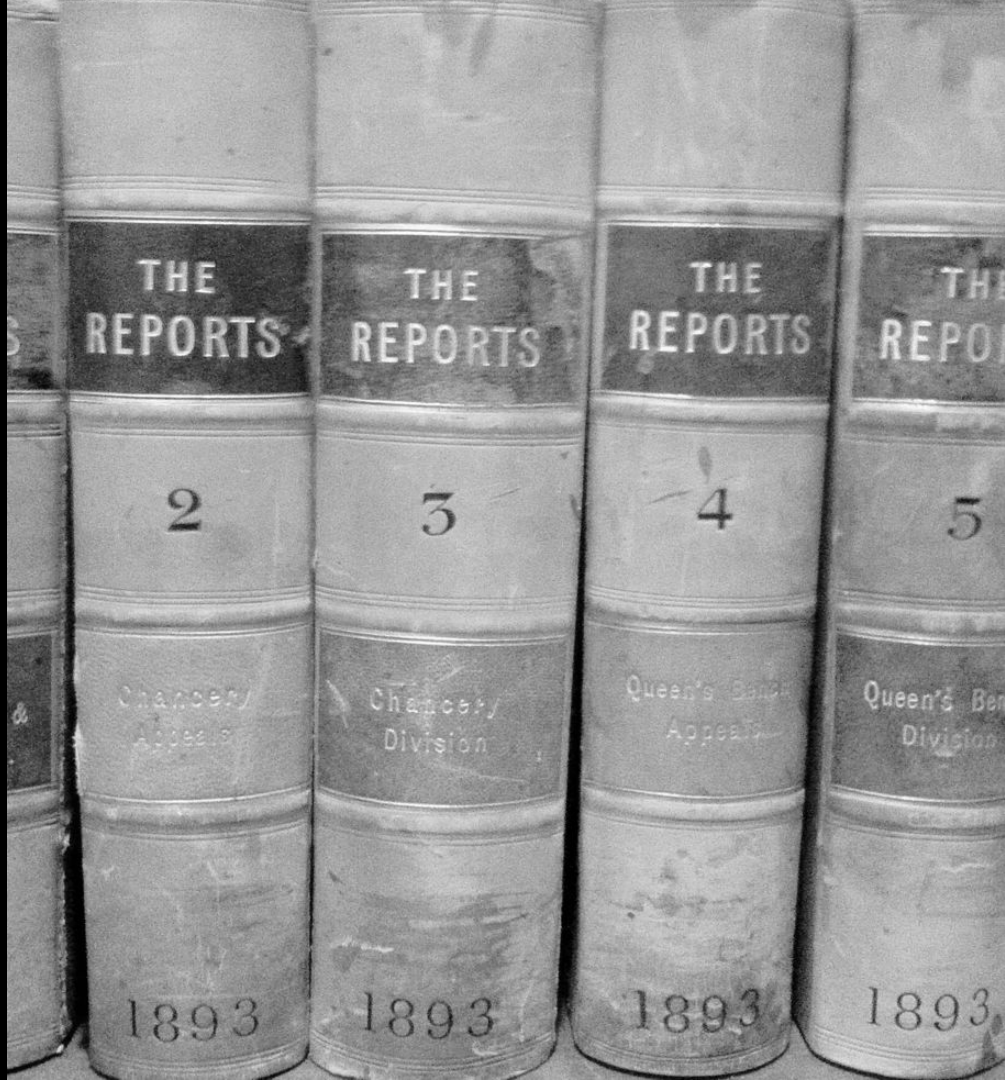
# Make a Marketer Happy

## Make Reporting Easy

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Developers & Agencies

- Make reporting intuitive and easy *(don't just connect Google Analytics and walk away)*
- Provide valuable data points & access to insights from other clients and projects!





# Make a Marketer **Happy :)**

- Communication is a journey
- There many ways to measure a marketing program's impact
- Focus on:
  - Better Communication
  - Solid Integrations
  - Smarter Reporting
  - Improving Their Numbers



How can you be a more  
strategic partner to marketers?

Let's talk in chat!



What does  
this mean  
for agencies?

# 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.)
- Proving ROI to Finance Team

## Less Interesting:

“We are trusted Drupal experts. Our public modules are used on over 100,000 sites.”

- Drupal/web tech particulars (modules, taxonomy, HTTP/3, ...)
- Engineering practices (git, code reviews, automated testing, ...)
- Years of experience
- Fixing a thing that’s broken



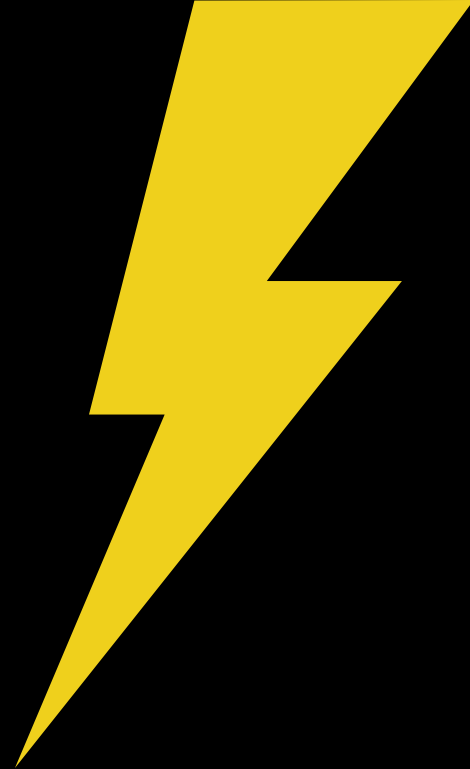


# KPI TIME

Let's Measure!

- Understand Marketing Index (UMI) increase?  
[Answer in the chat: UMI: Yes/No]
- Marketing Jargon Confidence (MJC) increase?  
[Answer in the chat: MJC: Yes/No]
- Learned The One Thing (LTOT)?  
[Answer in the chat: LTOT: Yes/No]

# Q&A



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# Feedback Please!

# Image Credits

- DrupalCon Europe, 2012: <https://flic.kr/p/d2wNXf>
- Hello My Name Is, <https://flic.kr/p/phvM1B>
- Gears! <https://flic.kr/p/9E4sFP>
- Do you measure up? <https://flic.kr/p/2VqrRx>
- Technical Writing <https://flic.kr/p/aoduEL>
- Unsure Of The Next Step <https://flic.kr/p/8ntAXt>
- Law Library: <https://flic.kr/p/aBpw4o>

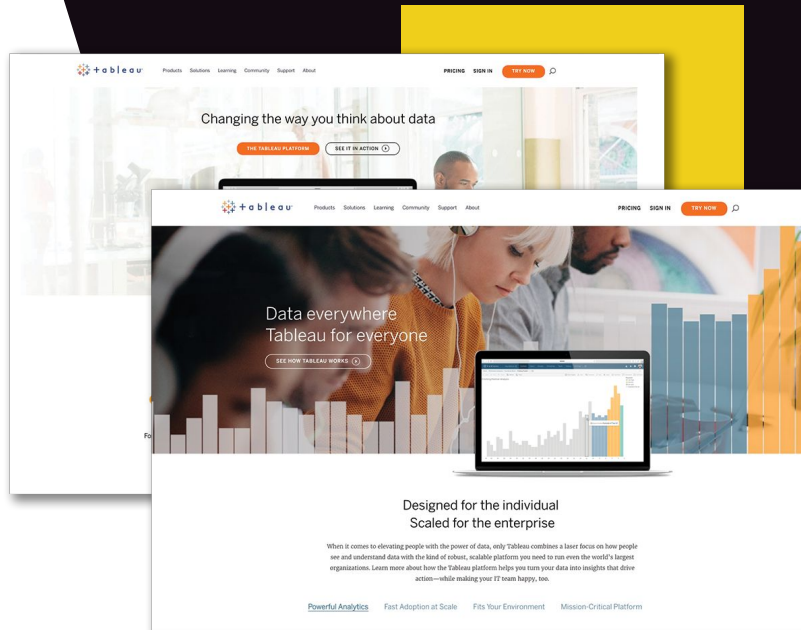
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# Appendix



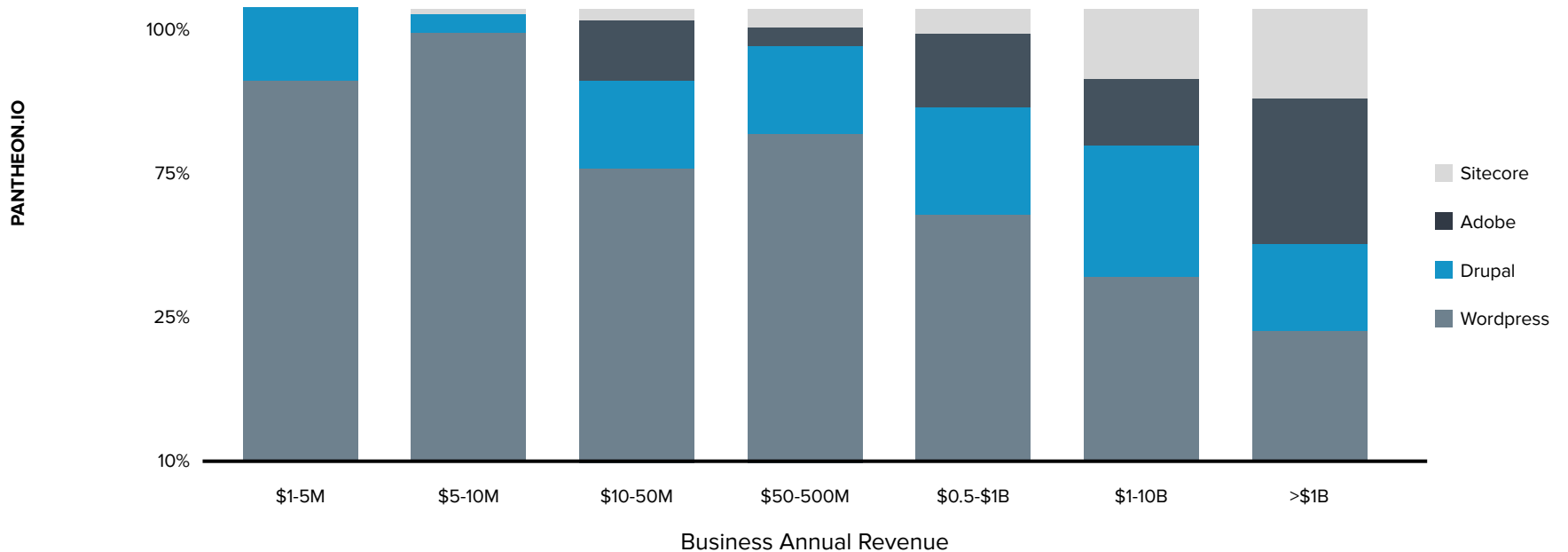
Tableau grew from a \$250 million company to a \$1 billion company without relaunching their website.

- **Fully staffed marketing systems team: owned the full stack.**
- **Automated testing and CI let them iterate weekly on a highly complex “lead generation machine.”**
- **Website no longer a blocker: 10x'd their rate of innovation in driving demand.**



# The CMS Ecosystem by Revenue (Estimates)

Relative share by number of sites





# Drupal Is Less Experienced

Addressing the Needs of Marketers



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Addressing the Needs of Marketers

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**WORDPRESS**

**Used by Practitioners**

Easy to use, many plugins

**Drupal**<sup>TM</sup>



Adobe Experience  
Manager

**Enterprise Sales**

Top-down CMO decision

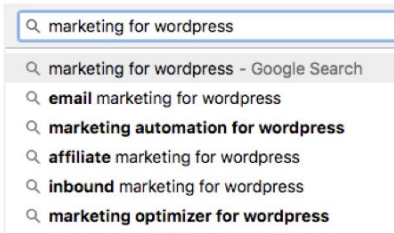
# Drupal Is Less Experienced

Addressing the Needs of Marketers

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# Drupal™



Adobe Experience  
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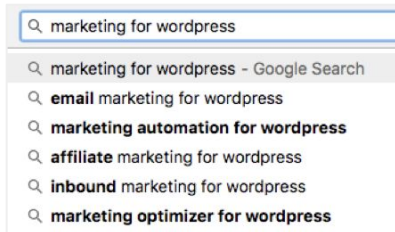
Addressing the Needs of Marketers

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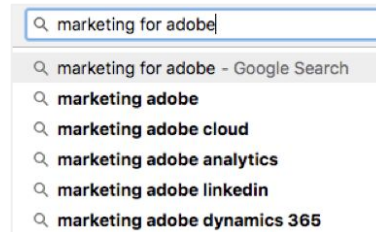


Adobe Experience  
Manager

A yellow wavy line is positioned below the text.

**Enterprise Sales**

Top-down CMO decision



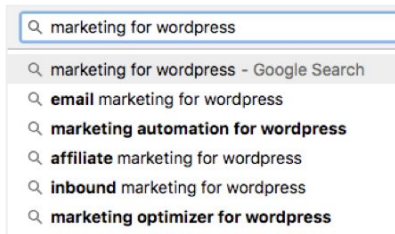
# Drupal Is Less Experienced

Addressing the Needs of Marketers

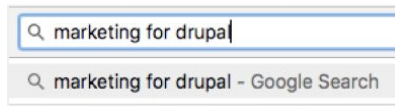
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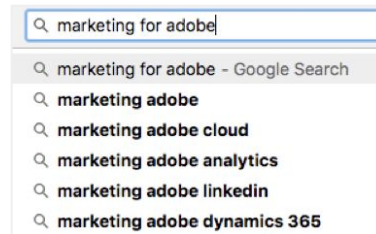
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**Enterprise Sales**  
Top-down CMO decision



Adobe Experience Manager



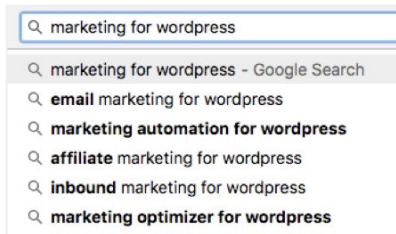
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Easy to use, many plugins



# Drupal™



Adobe Experience Manager



**Enterprise Sales**  
Top-down CMO decision



# State of the Agency

Pantheon Report, 2019

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