

Positioning

WHAT The world largest Marketing automation open source <u>Product</u> or <u>Project</u> (Tool or Platform)	WHO Organisations who value: privacy control product ownership cost control too no lock-in long term value	WHY Looking for: a better option in terms of: - flexibility - customer service - out of the box value	WHEN launch site 6-1-24 Launch Product Campaigns 6-1-25 Blog post	WHERE	How Free trial Tour Pre-filled															
Product 1st the Community ↳ project	<table><tr><th>Platform</th><th>Tool</th><th>Product</th></tr><tr><td>- launchpad</td><td>- 1 thing</td><td>- clean</td></tr><tr><td>- octopus</td><td>- many</td><td>- serious</td></tr><tr><td>- Mailchimp</td><td>- practical</td><td>- compete</td></tr><tr><td></td><td>- SMS</td><td>- package</td></tr></table> ✓	Platform	Tool	Product	- launchpad	- 1 thing	- clean	- octopus	- many	- serious	- Mailchimp	- practical	- compete		- SMS	- package	Mission / Vision Democratize marketing automation	Website - write content - SEO migration - Social Product launch - Email - Events	Community - led channel Mautic.org / community Project.	Roadmap? Product led Community ↳ Contrib
Platform	Tool	Product																		
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User feedback - Not serious project - low quality / reliable - Small community - unclear	Industries - Gov - education - large enterprises - Regulated spaces - privacy sensitive org - Sovereignty	USPS <table><tr><td>Primary Capabilities + Flexibility</td><td>Secondary AX Security open Sovereignty</td></tr></table>	Primary Capabilities + Flexibility	Secondary AX Security open Sovereignty	Free trial download TRY Hosting Tour -> Product tour	Product - led channel Mautic.org / product Try Mautic.com Product.	Goals - How we want Mautic to be perceived - How and to what we want to contribute													
Primary Capabilities + Flexibility	Secondary AX Security open Sovereignty																			
Build segments Segmenting omni channel <u>Get the basics right</u>	User wants Growth Efficiency Through M. Auto Not at the expense of privacy & lock-in	Focus on simplicity + Powerful + Flexible	M M A Product Name Mautic Marketing Automation	What would help the business ecosystem? <u>Product boosters</u> business	Competition <table><tr><th>X HubSpot</th><th>Sales</th></tr><tr><td>Mailchimp</td><td>Mailchimp</td></tr><tr><td>SMB</td><td>VC</td></tr></table>	X HubSpot	Sales	Mailchimp	Mailchimp	SMB	VC									
X HubSpot	Sales																			
Mailchimp	Mailchimp																			
SMB	VC																			
Well implemented key MA features + Flexible extensible framework = PRODUCT	What would Niche look like? - Privacy - Flexibility - AX - open - ownership - Sovereignty	Niche -> Product vs Broad -> Project	Customer testimonials - Video	Benefits -> Product VS Features -> Community	Market 5B€ -> 13B 50M€ Mautic 800M€ HubSpot 1% vs 15%															
		Framework -> Project Is it? Product -> Product	Project Product Community Product Marketing	New User VS adjust = Product Existing user	Strategy - LT - Clean - Profitable / ROI - Open oriented - Scalable															

What is Mautic?

We started with discussing where we want Mautic to be - do we want to be the market leader for all of marketing automation, or do we want to focus on specific aspects where Mautic is particularly strong or focused.

We agreed that Mautic would be better off to focus on a niche-based approach rather than a broad 'marketing automation' approach.

We talked about the competitive landscape around Mautic and which were the primary competitors that we saw in the SME, SMB, large enterprise and very large enterprise spaces.

Ruth shared that we as an open source project with our current resources can't hope to compete against the big players, however we have partners in our ecosystem with Mautic-powered software which do compete in those spaces. Mautic should position itself as the engine that powers marketing automation solutions across all sizes of organization, and signpoint / provide case studies which demonstrate Mautic's competitive advantage in each.

Competition	
Hubspot SMB X	Salesforce CE
Mailchimp SMB	Marketo VLE

Dominique shared his research on the total addressable market and the small percentage of that which is coming to open source powered solutions - whereas in the CMS market it's much higher. What can we do to change that?

Market
5B€ - 13B€
50M€ Mautic
80M€ Hubspot
1% vs 15%

What's Mautic's niche?

This led to a discussion on what things Mautic has that other marketing automation tools can't really compete with.

We came to the conclusion that the area where Mautic beats its competitors is around privacy, ownership of data, data sovereignty and being able to manage your own infrastructure.

We could also work to improve our accessibility such that it became the most accessible platform but the big players could easily out-compete with us there.

While it also works very well for entrepreneurs and micro businesses who are willing to learn how to use and host Mautic, it was felt that if we target and focus on the larger enterprises, it'll catch those as well.

What's Mautic's core vision and mission?

We discussed the importance of not alienating those smaller businesses and users and what they care about, in favour of only catering to those bigger businesses, remembering the original 'why' for Mautic by the founder, David Hurley:

Mautic began with a single focus. Equality. The Mautic community believes in giving every person the power to understand, manage, and grow their business or organization. Mautic is

focused on helping this belief become a reality by getting powerful marketing automation software into the hands of everyone.

When David Hurley (@dbhurley) began Mautic he had a big goal. A plan to move horizons, and change the world. He foresaw Mautic as software made by the people and for the people and as such the community became a top priority and integral part. Those people interested in becoming involved in a community with a vision to change the world should consider getting involved in Mautic. People are the priority. Equality is the goal.

We also revisited Mautic's mission and vision statements: <https://www.mautic.org/future-of-mautic> - ultimately our focus is democratizing access to marketing automation software.

Who are we targeting Mautic towards?

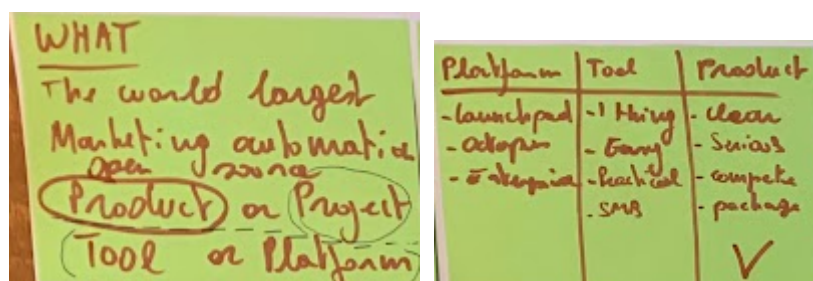
The kinds of organizations who care about these things were discussed and we came up with a list including government, education, large enterprises, regulated spaces, privacy sensitive organizations and sovereignty-focused organizations where ownership of data matters.

These organizations tend to want growth, efficiency through marketing automation, but not at the expense of privacy and vendor lock-in - so these are things we should focus our marketing efforts around. If we were to excel in this niche, we'd be focused on privacy, accessibility, openness, ownership and sovereignty and flexibility of customization.

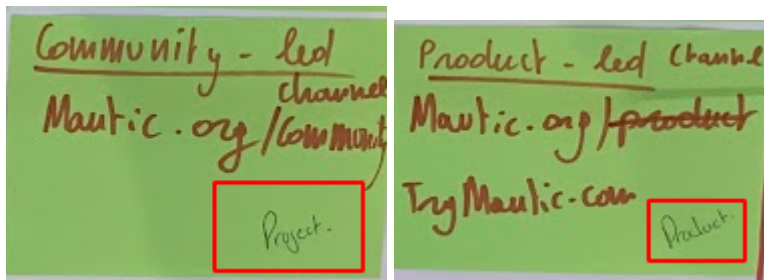
We talked about why people might be looking to consider a different platform, and the main points shared by Dropsolid were around considering more flexible options which don't lock them in (often they've had a very painful experience of trying to leave another vendor), good customer services, and out of the box solutions to their problems.

How do we refer to Mautic?

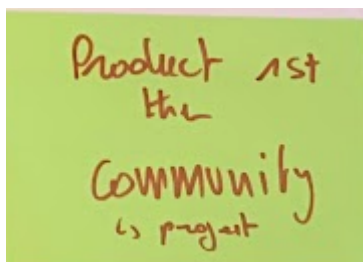
There was then a discussion about whether we position Mautic as a Product, Project, Tool or Platform.



The terms are used interchangeably and it was felt that we should be clear on our 'What', and decide what we use. After a lot of discussion we decided that product-led comms would refer to Product, and community-led comms would refer to Project.

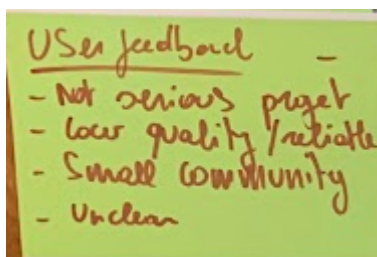


This led to a discussion on whether we should continue as we are, which is a primarily community-led marketing strategy, or instead pivot to a product-led marketing strategy. It was decided that we should pivot to be product-led however we should always remain community-informed - so community is still a key feature of Mautic and we don't ignore it, we just prioritise the Product in our marketing efforts.



What are some of the problems with our current marketing?

Some of the feedback that Dropsolid have shared through their interactions with potential customers was that Mautic isn't considered a serious product, that the quality is low and there's a small community, and it's unclear what it actually is.



A lot of this would be addressed with a more product-led marketing strategy.

There was also a discussion regarding how folks who come to our site knowing that they want to use a hosted solution and don't want to go through a trial first, can't do that. The Council has agreed for us to create a new page which gives three options - start a trial, start community-support hosting, host for yourself.

There's also a tour guide which is going to be available soon in the Mautic trials and will be contributed to core, to help people understand and explore the product itself if they need guidance.

When are we going to launch our new marketing strategy?

In terms of timings, we are planning to launch the new website on 6 January so that's when we should also aim to kick off this new strategy, launching a product-focused campaign. We will need to think about the content we need to support this - blog posts, articles/tutorials/resources, events, email campaigns and so forth - to cover in a strategy meeting.

How do we communicate to different audiences?

We were clear that we need to separate out the channels because we can't promote both product and community in one channel - it's a different audience, a different tone of voice etc.

We decided that where Mautic is not available as a term, we should use Mautic Marketing Automation.

We have the following accounts - note most of the product-led ones are new or barely used. They need to be launched, nurtured and grown from the ground up. The Community ones have been organically grown over time but no real effort has been made to growing them.

	Twitter	Facebook	LinkedIn	Instagram	Threads	Mastodon
Product-led	@mautic	@mautic marketing automation	@mautic	@mauticmarketingautomation	@mauticmarketingautomation	@mautic
Community-led	@mauticcommunity	@mauticcommunity	@mautic-open-source	@mauticcommunity	@mauticcommunity	@mauticcommunity

We talked about the importance of having good customer testimonials - perhaps even some video testimonials which we can use on the website, on social media etc.

Chandeep's notes

Survey on buying decisions in order

Niche:

Privacy

Accessibility

Open source

Ownership

Sovereignty

Flexibility

What's the minimum

Mail Builder, Segments

As long as mautic keeps covering

Omni channel is quite important

If 1 is missing, you **

You don't have to have everything

80% of market leaders +

USPs

Primary:

Secondary:

Very usable, user friendly, get the basics right

We're a community and build this thing

No content on if we're a framework or a product

It looks like a product yet, looks like a product but it isn't. If I go into the issue queues, sometimes I get help, sometimes I don't

Everyone says it's interesting. Some customers see through it

If it looks like a duck, and sounds like a duck, then it's a duck

Positioning, seeing the things that are interesting

Takes a while to get customers there, really hard to get them there, get stuck on things not working

Not too many bells & whistles, this is the functionality that there is, then focusing on

Hard one to come up with wording as to your needs

Its not marketing automation, thats what competition

The most privacy focused

Owning your marketing

Open source (which then comes on to

Marketo, hubspot, mailchimp can't do that. Their business model doesn't give you access to your data

RfP vendor locking was big, how much will it cost to get us to leave you

We try to convince them, then they go to the website and it falls flat

Marketing strategy, all needs to be consistent

Free your marketing, and your mind will follow

User wants:

Growth, efficiency, but NOT at the expense of privacy & lock-in. Growth & efficiency might be too generic. Through automated marketing.

US law sheet SF => Hubspot

Sometimes they hit a wall but can't customise .. user flow, the way your company wants it, to your business logic

Grow your organisation

Are we the worlds largest marketing automation product or project (changes to tool)

Marketing automation

A/B test it

User survey from 3 years ago

Project talks about the product AND the community

ErkSees probably has more users

Put a little effort on the less used search terms. Mike looking at it

20 dec content freeze

6 jan launch

Mautic

Aivie

If free account on mautic and let people send emails

Trial, then option for a call during, or after

No call option before creating a trial instance

Need more videos, possible to see pre-recorded demos

Content about the new release schedule

Become a member, then feed int the roadmap

These are things that are funded that people will work on

Could propose 3 proposals for features, put dots on what we like. Core team decide

Need to be a partner to be able to suggest some ideas, should be and not members

Partners can submit 3 proposals which product team will consider, without having the community stakeholders will decide

Every partner has their own roadmap

EDDIE'S NOTES

Hello to all! I am pushing my notes into this document. Hope they will be helpful.

Mauticon Meeting Summary

- A photo was taken of a sketch created collaboratively with attendees, capturing ideas discussed during the event.
- Participants shared valuable ideas on building a marketing company that leverages Mautic, an open-source marketing automation tool.
- Dominic, delivered an engaging discussion.

I tried to write the information of the picture with all the notes:

- What is Mautic?
 - Product 1st and the Community is the Project
 - User's feedback ->Not a serious project, low quality, not reliable, small community, unclear

- Key Features -> Builder, Segments, Scoring, Omnichannel, Get the basics right
- Key Marketing Automation Features + flexible + expandable framework
- 4 Who is Mautic?
 - Organizations that value: privacy, ownership, product control, long term value, no lock-in, cost control -> **Total Cost of Ownership**
 - Clients who perceive a clean, serious, complete package
 - Industries: Gov, Education, Large Enterprises, Regulated (privacy, security)
 - Users who want Growth efficiency through Marketing Automation
- Why?
 - Looking for better options in terms of: flexibility, customer service and out of the box value
 - Vision and Mission of Mautic -> Democratize Marketing Automation
 - USPs (Unique Selling Propositions) ->
 - § Primary: Capabilities and Flexibility
 - § Secondary: UX, Security, Open Source, Sovereignty
 - Focus on simplicity, powerful and flexible
 - Niche – Product VS Bread - Project
- When?
 - Lunch versión 6
 - Lunch product campaign
 - Website
 - § Blog Post
 - § SEO
 - § Social
 - Free trial
 - § Download of TRY Hosting
 - § Tour product
 - MMA -> Product name Mautic Marketing Automation

- Where?
 - o Community mautic.org
 - o Mautic.org
 - o Trymautic.com
 - o What Will help the business ecosystem
- How
 - o Free tryal = product
 - o Eoadmap?
 - o How do we ant mautic to be perceived
 - o Competition
 - § Hubspot
 - § Salesforce
 - § Mailchimp
 - § Marketo
 - o Market 5 billions of Euros