

Marketing and Communications 2021 Quarter 2 Report

Phil Walton

With the prospect of Joomla 4 being released about two to three months into taking up the post I had to lean on the previous main players in the department. They have been amazing and I would not have been able to do anywhere near what I have so quickly without them and their strong support. Thank you.

Marketing.

The core marketing team is very small. Even so, marketing has delivered the J4 brochure, and is now looking to get the brochure translated into multiple languages.

The RC video was released for the first RC blog that could be written and marketing also continued every two weeks with the release news.

The newsletter for releases has been revived. Marketing department making the graphics and supporting the J4All theme. The timing of the newsletter has been changed and the idea to get more eyes on the content has seen a 15% increase in openings.

The main release video has been in production and is now at the voiceover stage and will be delivered in time for release.

With the welcome inclusion of some past members who have come back to the department, the general marketing material has had a refresh. It is also better at mobile responsive behaviour.

Work started on the J4 landing page and continues, thanks to those from outside the department for all your technical know how. This is being made with the default template as an example of how to change the template. Graphics and content are now being added.

Social media

The social media team is doing what it does best and continuing to push out material quickly and in a responsive manner.

The idea of a Social Media Posts Pool raised at our first meeting is in progress and being delivered as a way to help coordinate and facilitate the marketing ideas in a coherent and consistent manner.

It should help to tie in the marketing messages for Joomla4All

Shop

The shop has problems and a solution needs to be found to overcome the increased taxes and shipping costs as well as poor universal supply.

We also need new merchandise with the new launch logo that has just been chosen so that is a work in progress but will take time to sort.

Partners

Our partners, and doing more for them has been highlighted as an issue we must address where possible. So this work has begun in promoting where ever possible in articles and through other means such as JUGs the presence of our partners. We are in talks with Scalahosting to do some webinars promoting both them and Joomla4. They are organising the events and we will be

The marketing and communications department is growing with several coming back to the department as well as some new editions.

With the new help we will be becoming more assertive with press releases and to this end we have started a directory of organisations and people to target and this will be used in the next few weeks as we enter the lead up to J4 Stable.

I would like to thank all the people in the teams under Marketing and communication for being so welcoming and helpful over the last month and a half since my appointment. I will be standing for a second full term to hopefully sort out past inconsistencies, reshape some of the teams that have gone quiet and bring on new people who can take the lead and replace me