

# Marketing and Communications 2021 Quarter 4 Report

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## Marketing.

The marketing department continued to send out press releases to various companies and organisations during the last quarter following the release of Joomla 4.

We managed to get several mentions in print as well as online and will continue with these efforts.

Several Joomla 4.1 Alphas and Betas were released and the department pushed the news through its channels.

Joomla 4.0 and Joomla 3.10 have also had numerous releases which have been pushed out through the marketing department on the Joomla.org site.

Over the Christmas period I looked through the various groups and teams in Glip and saw that there had been very little use of the channels so I proposed to close some of them. This created some comments and several people came forward wanting to get more involved in the marketing process.

Out of that I formed a new glip channel, Marketing Team - Active which has over 10 members and seems to be more active.

We had the first meeting of the team in early January and will be meeting regularly.

The Marketing team with the help of Brian Teeman released two videos for the new year to thank the community and encourage more participation.

Planning started at the end of December to organise the launch of J4.1 and with the help of the release lead Benjamin Trenkle we have several events planned that the marketing team will publicise through blogs and social media similar in scale to the release of Joomla 4.0

Several articles have been written by the Marketing team in the Magazine which has been helpful to get the message out and to find new people. A series on ways to help Joomla swing the 4Joomla structure so Time4Joomla, Help4Joomla and Work4Joomla brought people and ideas together.

A push at getting Joomla involved in the CMS Critic awards was made and we are awaiting news to see if we made it into any of the categories.

The Social media team continued to do what they do best and promote all the events and announcements on the social media platforms.

We need to get more people involved in the marketing team and to grow its output. There is much to do and few hands to do it so anyone reading this and thinking there is a lack of marketing, we greatly need your help to make a difference.