



Liferay
Boot Camp 2022
10th Anniversary

Empowering Liferay with Marketing Automation tools



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Summary

- ✓ Marketing Automation: what is it?
- ✓ From problems to opportunities
- ✓ Integrating Liferay with Mautic
- ✓ Use scenarios
- ✓ Liferay and Mautic: RIOS Case Study



Marketing Automation: What is it?



The right message, to the right person, at the right moment

By Marketing automation we mean the **technology that manages marketing activities automatically across multiple channels:**

We all experience it in our everyday life as consumers:

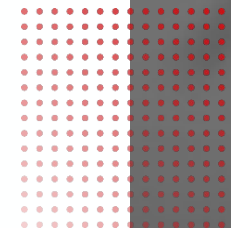


What about B2B?

B2C companies have long been offering the most innovative digital experiences in an attempt to compete, an approach almost never adopted by B2B companies.

Customers' growing expectations of B2C experiences are shifting towards the B2B sphere.

How to meet they expectations?



From problems to opportunities



All the organizations are different... but problems are often the same

Not qualified leads

Poor lead nurturing

Manual
management of
contacts and
campaign

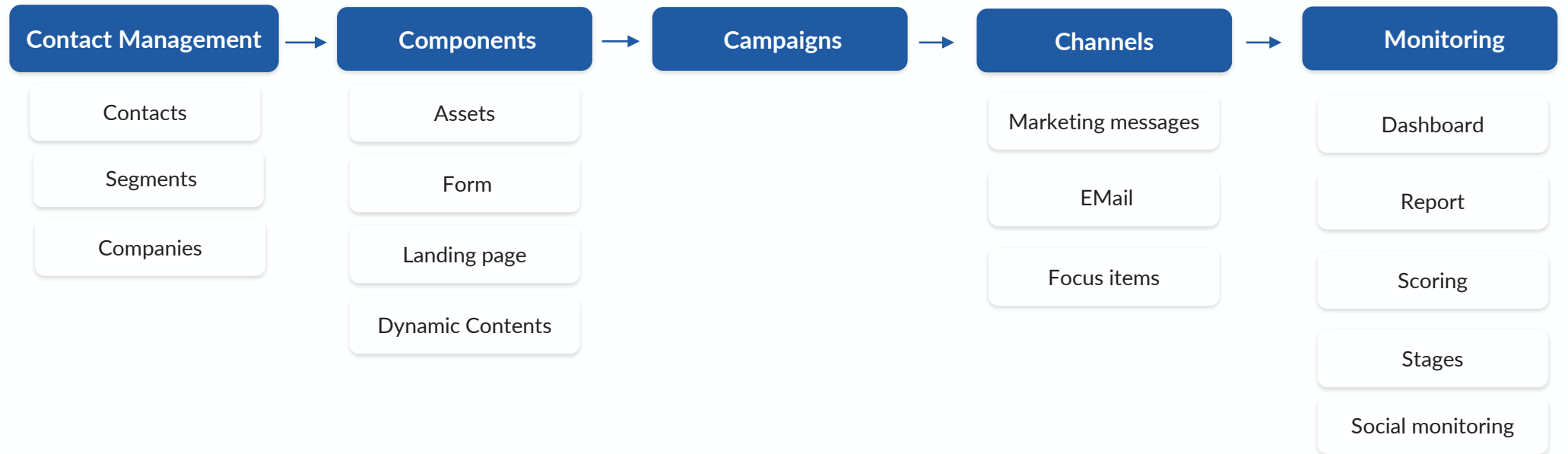
Difficult cross and
up-selling

Lack of monitoring
and optimization

Little customization
of content

The solution

Marketing Automation tools allow us to personalize communications and strengthen the relationship with our clients, partners, stakeholders



Benefits



Generate more
Leads



Convert more
leads in
customers



Qualified leads



Boost productivity



Reduce
marketing
related costs



Increase sales

Integrating Liferay & Mautic



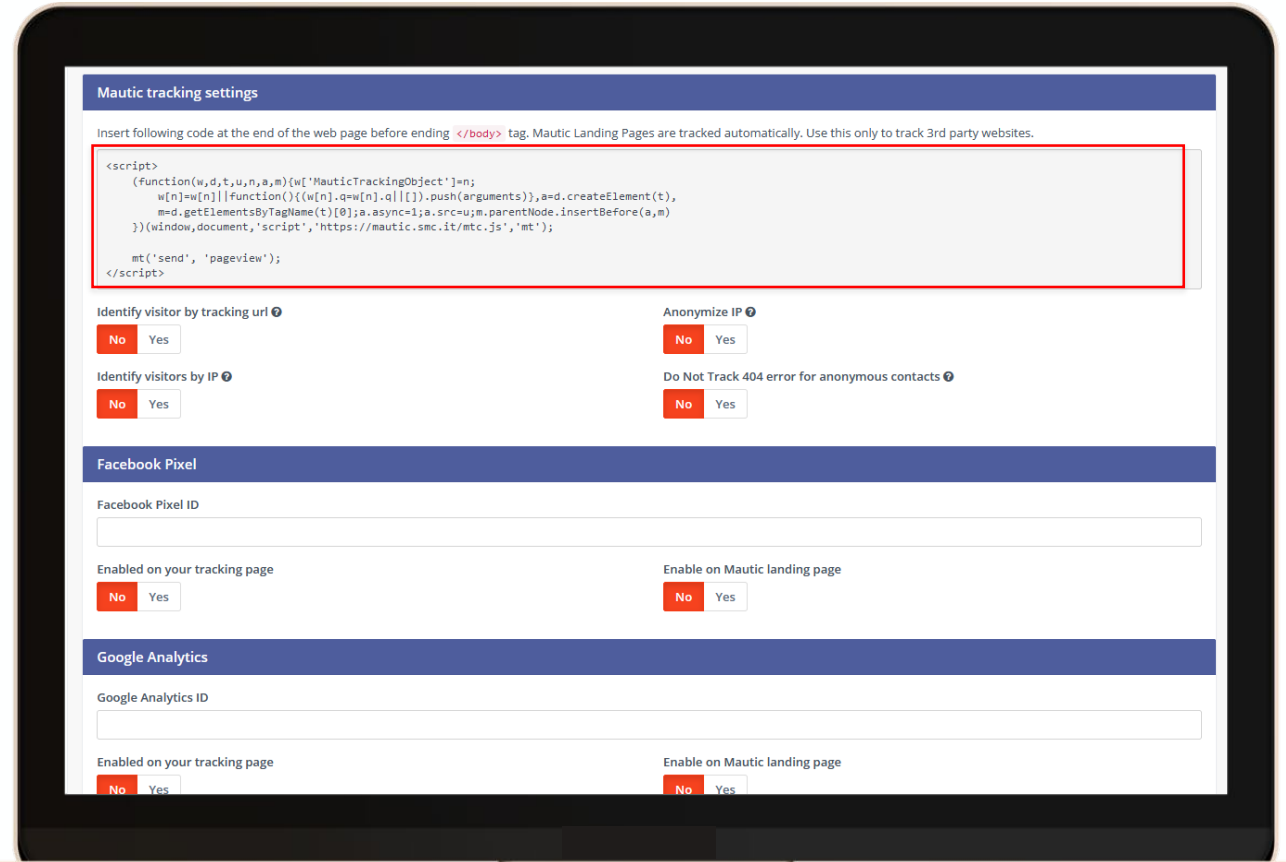
Mautic

Mautic is an **Open Source** Marketing Automation platform that provides with the greatest level of audience intelligence, thus enabling you to make more meaningful customer connections.



Set up of the tracking pixel

After installation and setup, you're ready to begin tracking contacts. Insert following code at the end of the web page before ending `</body>` tag.



The screenshot shows the 'Mautic tracking settings' page. At the top, it says 'Insert following code at the end of the web page before ending `</body>` tag. Mautic Landing Pages are tracked automatically. Use this only to track 3rd party websites.' Below this is a code block containing the following JavaScript code:

```
<script>
(function(w,d,t,u,n,a,m){w['MauticTrackingObject']=n;
w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)},a=d.createElement(t),
m=d.getElementsByTagName(t)[0];a.async=1;a.src=u;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://mautic.smc.it/mtc.js','mt');

mt('send', 'pageview');
</script>
```

Below the code block are four toggle switches:

- Identify visitor by tracking uri: ☐ No ☒ Yes
- Identify visitors by IP: ☐ No ☒ Yes
- Anonymize IP: ☐ No ☒ Yes
- Do Not Track 404 error for anonymous contacts: ☐ No ☒ Yes

Below these are two sections: 'Facebook Pixel' and 'Google Analytics'. Each section has a text input field for the ID and two toggle switches for enabling tracking on the website and on Mautic landing pages.

Facebook Pixel

Facebook Pixel ID:

Enabled on your tracking page: ☐ No ☒ Yes

Enable on Mautic landing page: ☐ No ☒ Yes

Google Analytics

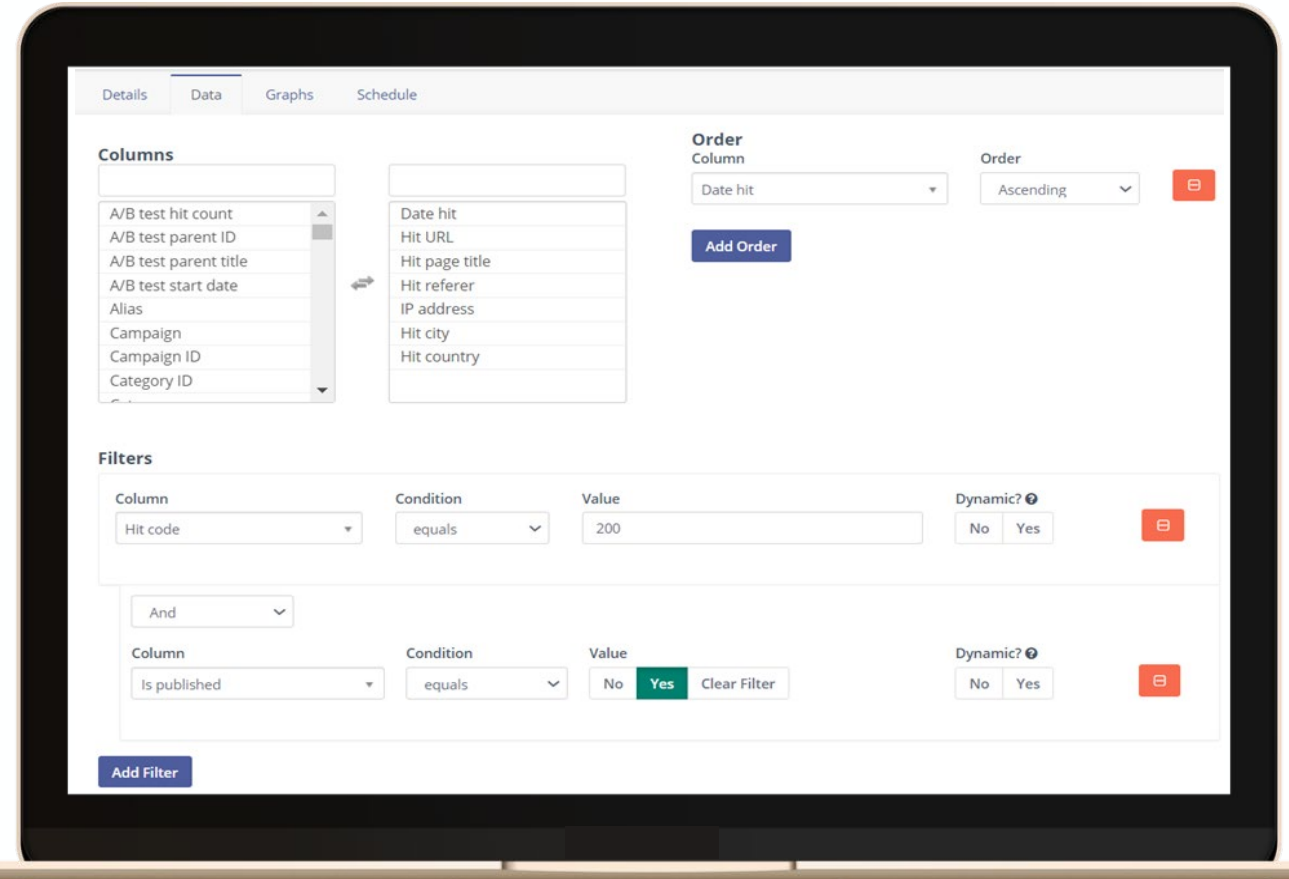
Google Analytics ID:

Enabled on your tracking page: ☐ No ☒ Yes

Enable on Mautic landing page: ☐ No ☒ Yes

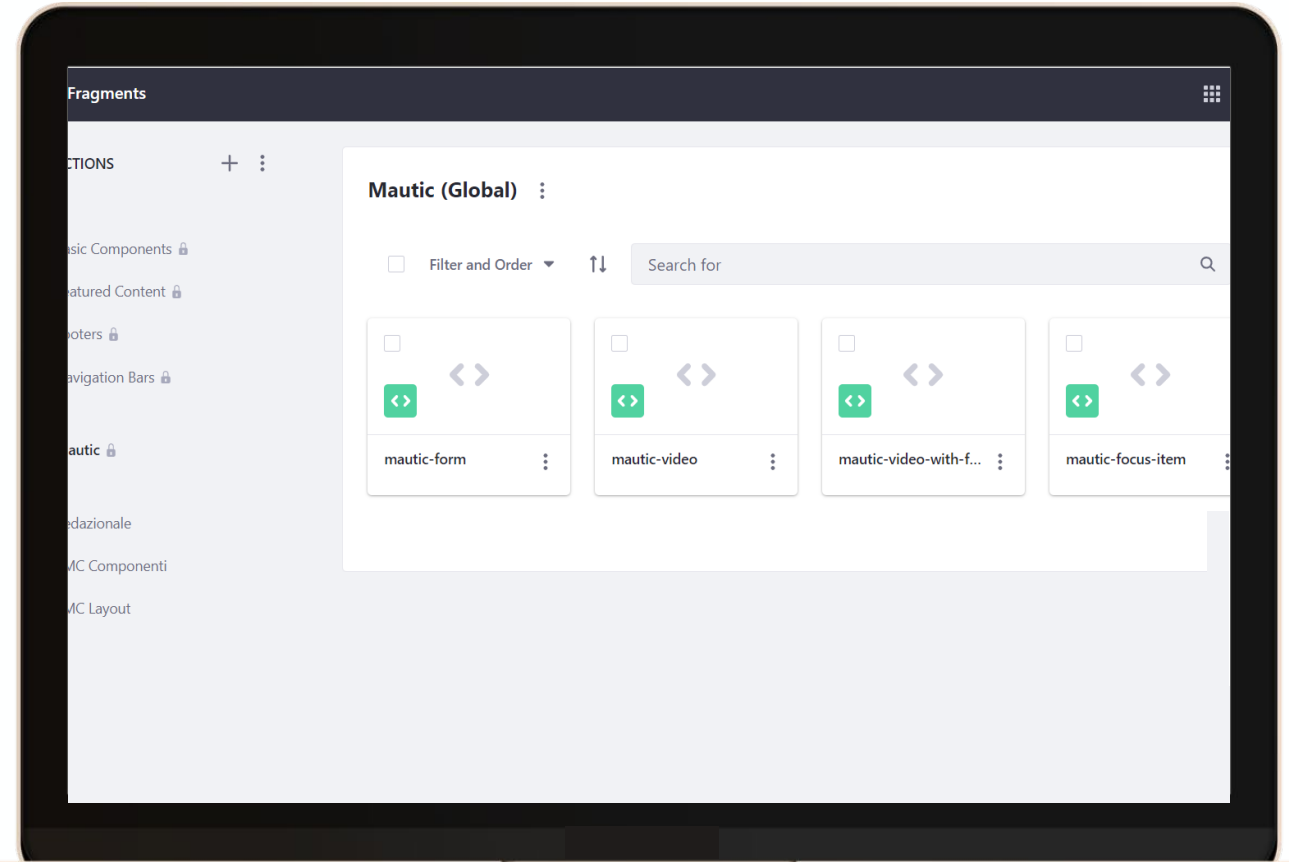
Track and Analyse

You'll be able to configure highly customizable reports to track the behavior of your contacts throughout your digital channels



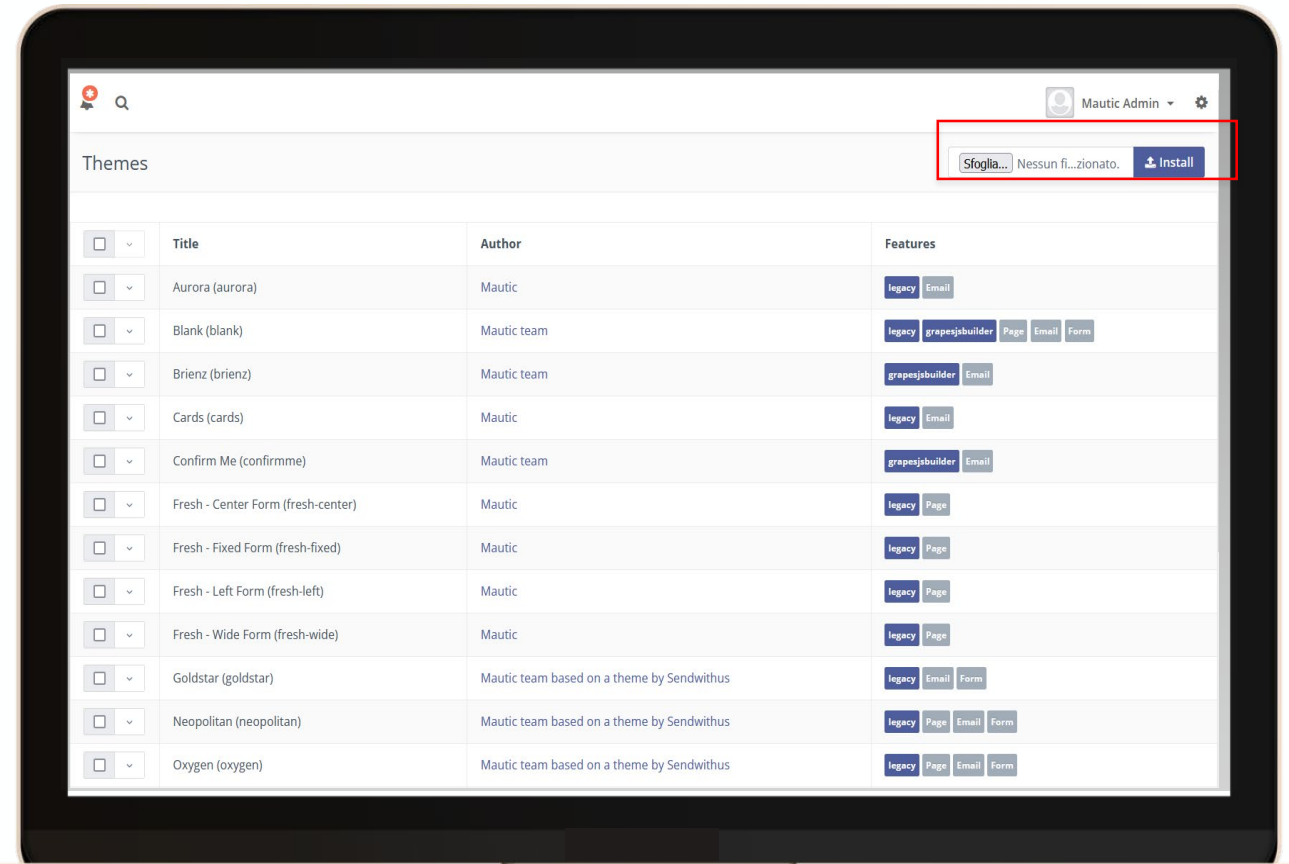
Create fragments for our forms

In order to embed forms in you Liferay website or landing page, simply **create a fragment** for each kind of contact form.



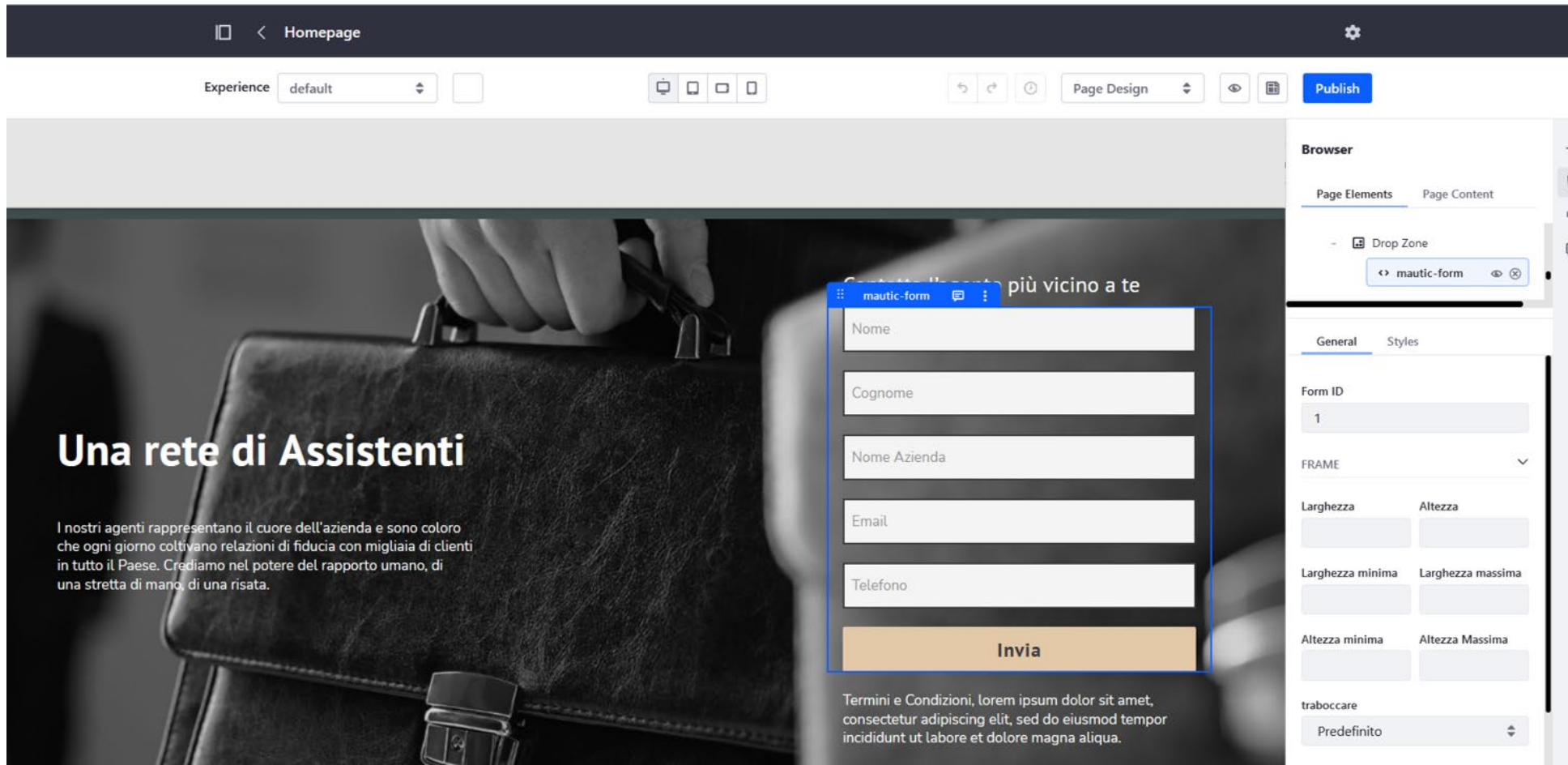
Customize your Mautic forms style

It is possible to build a customized theme and install it directly in Mautic.



Customize your Mautic forms style - CSS

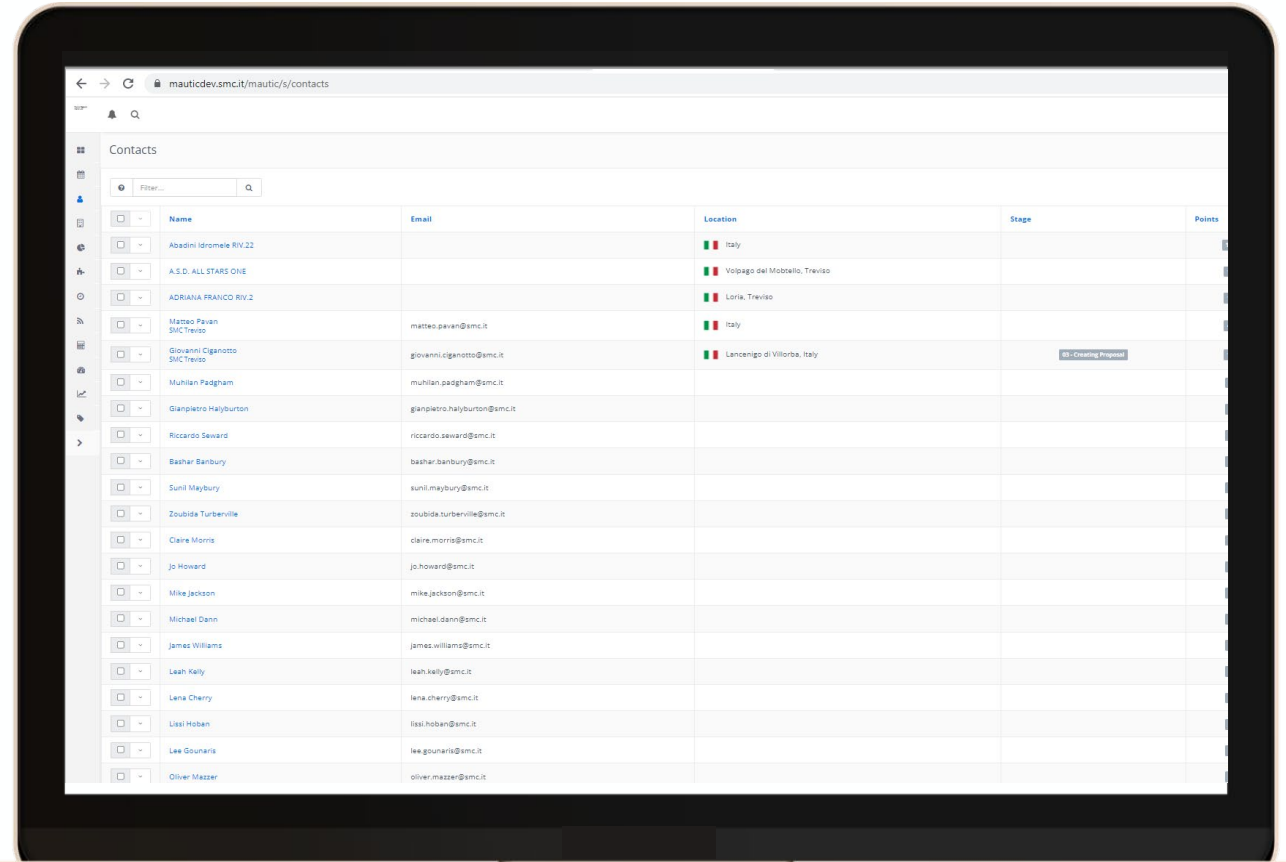
Customize your forms by adding CSS style attributes to the form's fields in Mautic



The screenshot displays the Mautic form editor interface. At the top, there's a navigation bar with a 'Homepage' link and a settings icon. Below this, a toolbar includes an 'Experience' dropdown set to 'default', device view icons, a 'Page Design' dropdown, and a 'Publish' button. The main workspace shows a form titled 'mautic-form' overlaid on a background image of a hand holding a briefcase. The form contains five input fields: 'Nome', 'Cognome', 'Nome Azienda', 'Email', and 'Telefono', followed by an 'Invia' button. To the right, a sidebar contains a 'Browser' section with 'Page Elements' and 'Page Content' tabs, and a 'Styles' tab which is currently active. The 'Styles' tab shows various configuration options for the form, including 'Form ID' (set to 1), 'FRAME' (a dropdown menu), and several size-related settings: 'Larghezza' (width), 'Altezza' (height), 'Larghezza minima' (minimum width), 'Larghezza massima' (maximum width), 'Altezza minima' (minimum height), and 'Altezza Massima' (maximum height). There's also a 'traboccare' (overflow) setting set to 'Predefinito'.

Companies and Contacts

Synchronize Liferay Account and Users as Companies and Contacts into Mautic, with no need to subscribe any form



The screenshot shows the Mautic 'Contacts' management interface. It features a table with columns for Name, Email, Location, Stage, and Points. The table lists 20 contacts, including various individuals and companies. A search bar is located at the top left of the table. A 'Filter...' button is also visible. The URL in the browser's address bar is 'mauticdev.smc.it/mautic/s/contacts'.

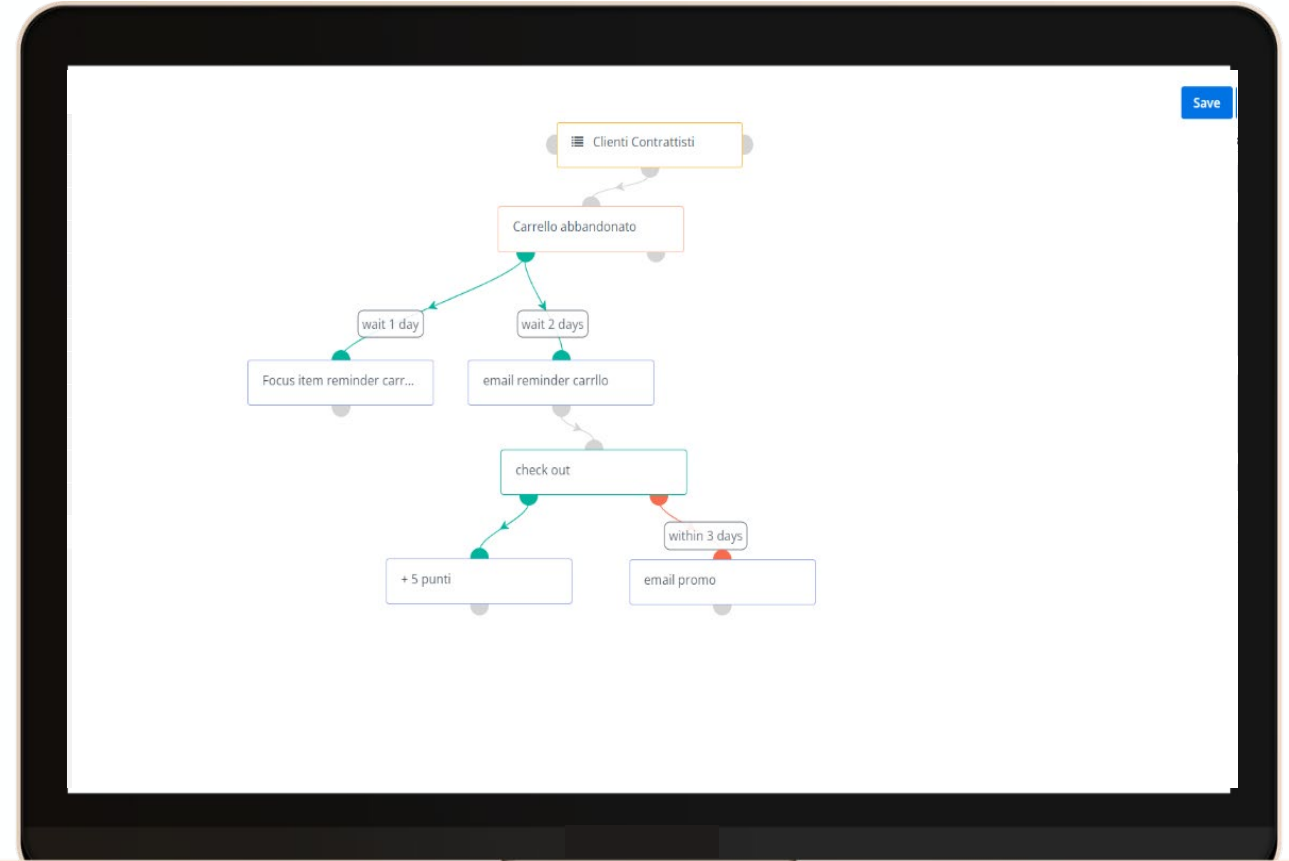
Name	Email	Location	Stage	Points
Abadini Idromele RIV.22		Italy		
A.S.D. ALL STARS ONE		Volpago del Mobello, Treviso		
ADRIANA FRANCO RIV.2		Loria, Treviso		
Matteo Paven SMC Treviso	matteo.paven@smc.it	Italy		
Giovanni Ciganotto SMC Treviso	giovanni.ciganotto@smc.it	Lancengo di Villorba, Italy	Creating Proposal	
Muhilan Padgham	muhilan.padgham@smc.it			
Gianpietro Hayburton	gianpietro.hayburton@smc.it			
Riccardo Seward	riccardo.seward@smc.it			
Bashar Banbury	bashar.banbury@smc.it			
Sunit Maybury	sunit.maybury@smc.it			
Zoubida Turberville	zoubida.turberville@smc.it			
Claire Morris	claire.morris@smc.it			
Jo Howard	jo.howard@smc.it			
Mike Jackson	mike.jackson@smc.it			
Michael Dann	michael.dann@smc.it			
James Williams	james.williams@smc.it			
Leah Kelly	leah.kelly@smc.it			
Lena Cherry	lena.cherry@smc.it			
Lissi Hoban	lissi.hoban@smc.it			
Lee Gounaris	lee.gounaris@smc.it			
Oliver Mazzer	oliver.mazzer@smc.it			

Use scenarios



Cart abandonment

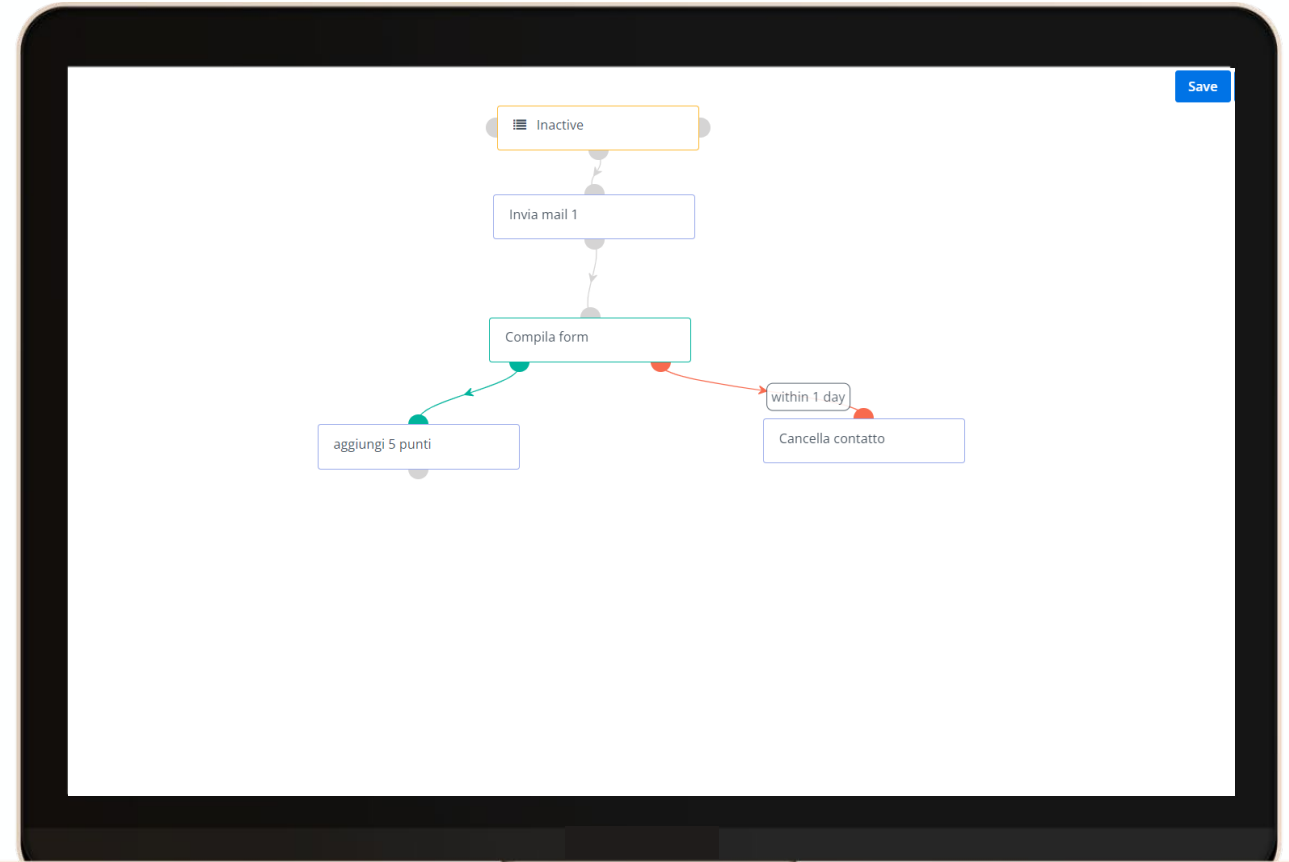
By developing a scheduler in **Liferay**, it is possible to check in real-time abandoned carts with related information. Through API, the information will be synchronized in Mautic in order to **automate communications to the user** such as reminders and dynamic suggestions, etc.



Re-engagement

Re-engage cold leads who are about to be no more under GDPR Regulations

1. Build a campaign where contacts can enter their information through a form
2. Contacts who subscribe the form will be active again and reachable for future campaign. Don't forget to keep on nurturing them!

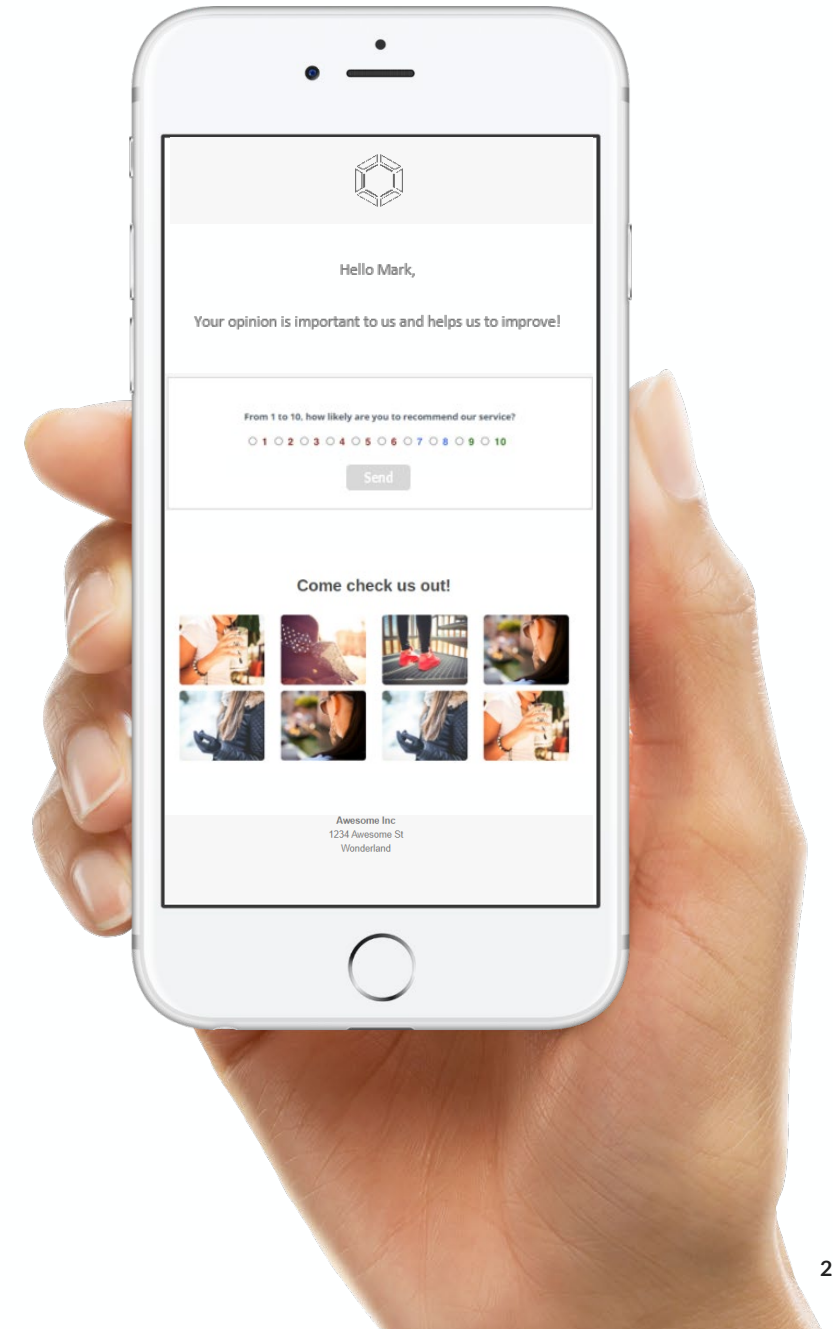


Surveys

Make a smarter use of the forms:

By creating surveys for your customers, you'll be able to track their grade of satisfaction throughout the customer journey.

Identify pains tempestively and increase their level of engagement towards your company



Lead nurturing

By tracking the activity in your digital channels, you'll be able to set automatic campaigns for your segments based on their interest and stage in the customer journey.



Liferay & Mautic: RIOS case studies



RETE ITALIANA
OPEN SOURCE



What is **RIOS**?

RIOS is a
Network of Companies
Organized as a
Single Company

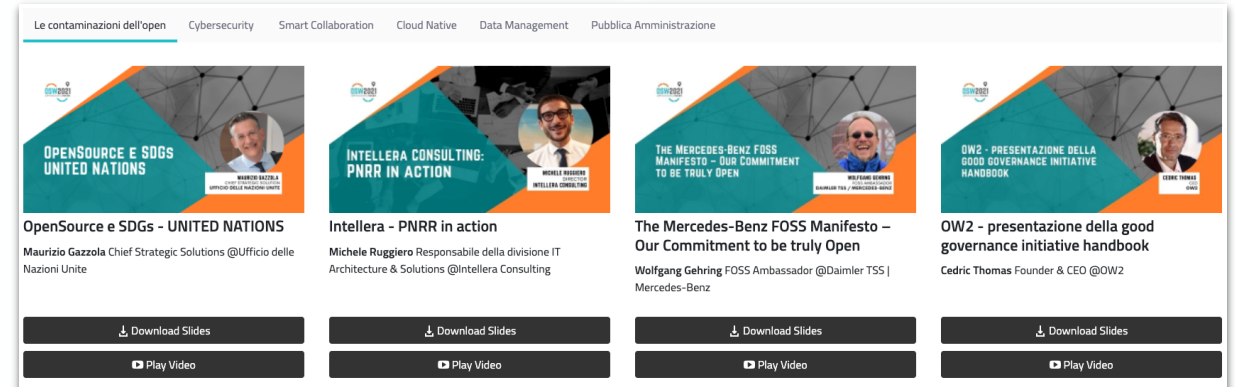


Marketing activities in **RIOS**

✓ Online events

✓ Corporate events

✓ Content creation

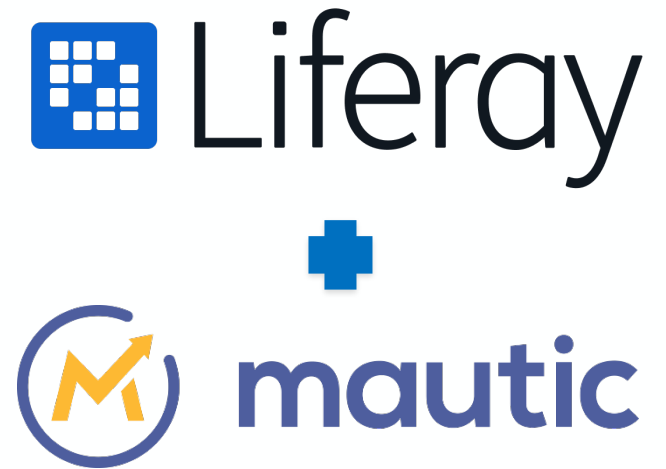


Why we use **Mautic** for this purpose?

In line with the **choices of RIOS** we have chosen an **Open Source solution** for the management of automatized marketing.

Mautic responds to important needs that go beyond the purely technical aspect, such as:

- **Data Sovereignty**
- **Active community support**
- **Flexibility and ability to integrate and customize**



RIOS website & Mautic Components

Forms

Gated videos

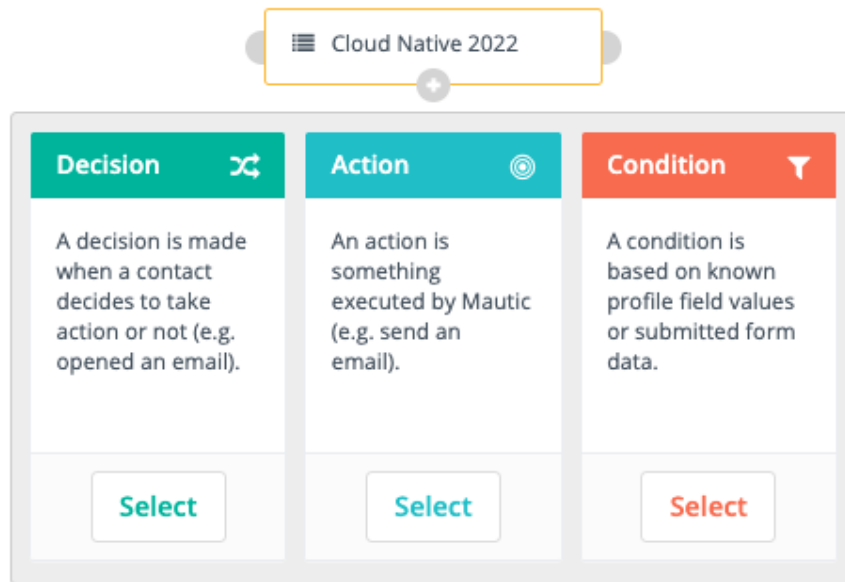
Focus Items

Email Builder

-

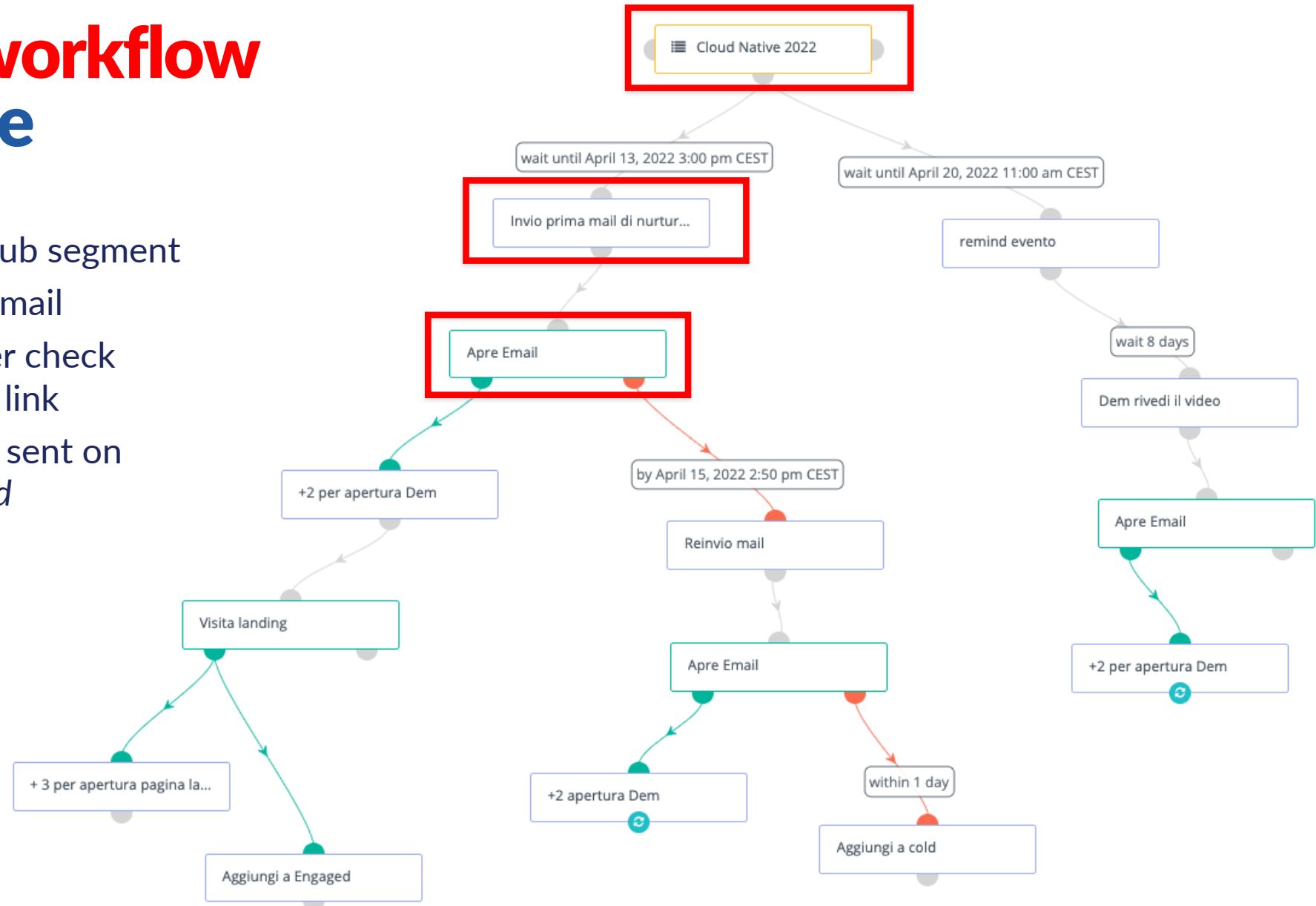


Mautic Campaign configuration



Event workflow example

- **Data source:** sub segment
- **Action:** send email
- **Condition:** user check emails & open link
- **Action:** user is sent on *engaged or cold*



Typical Automation Scenarios

- ☐ Event invitation & follow up
- ☒ Email Nurturing
- ☐ Re engagement
- ☐ NPS surveys



Email Nurturing

- **Data source:** sub segment
- **Action:** send email
- **Condition:** user check emails & open link / download asset
- **Action:** user is sent on *engaged or cold / stage change*



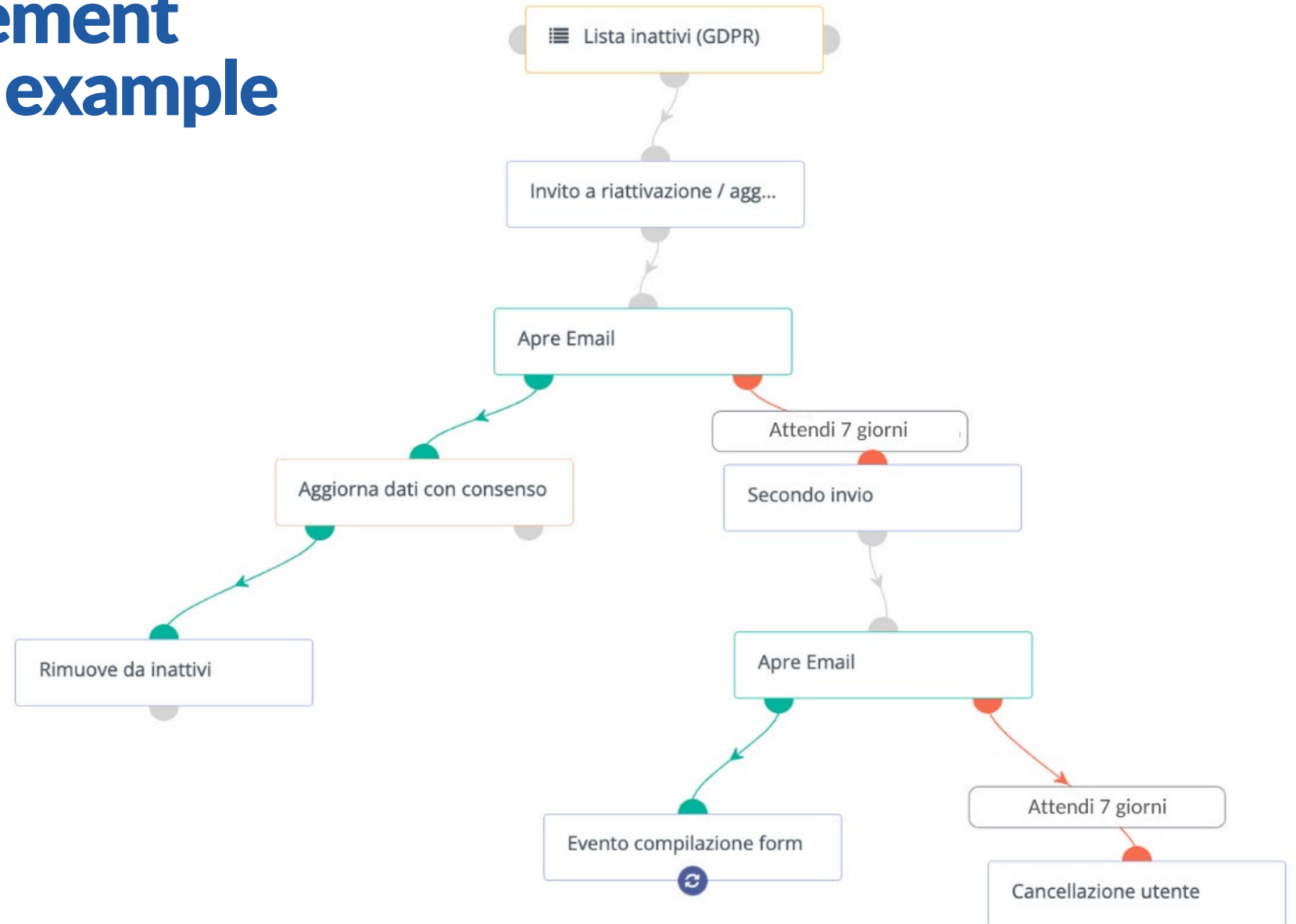
Typical Automation Scenarios

- ☐ Event invitation & follow up
- ☐ Email Nurturing
- ☒ Re engagement
- ☐ NPS surveys



Re engagement workflow example

- **Data source:** sub segment (inactive users)
- **Action:** send email
- **Condition:** user check emails & visit update page
- **Action:** user is removed from inactive segment, otherwise it will be cancelled



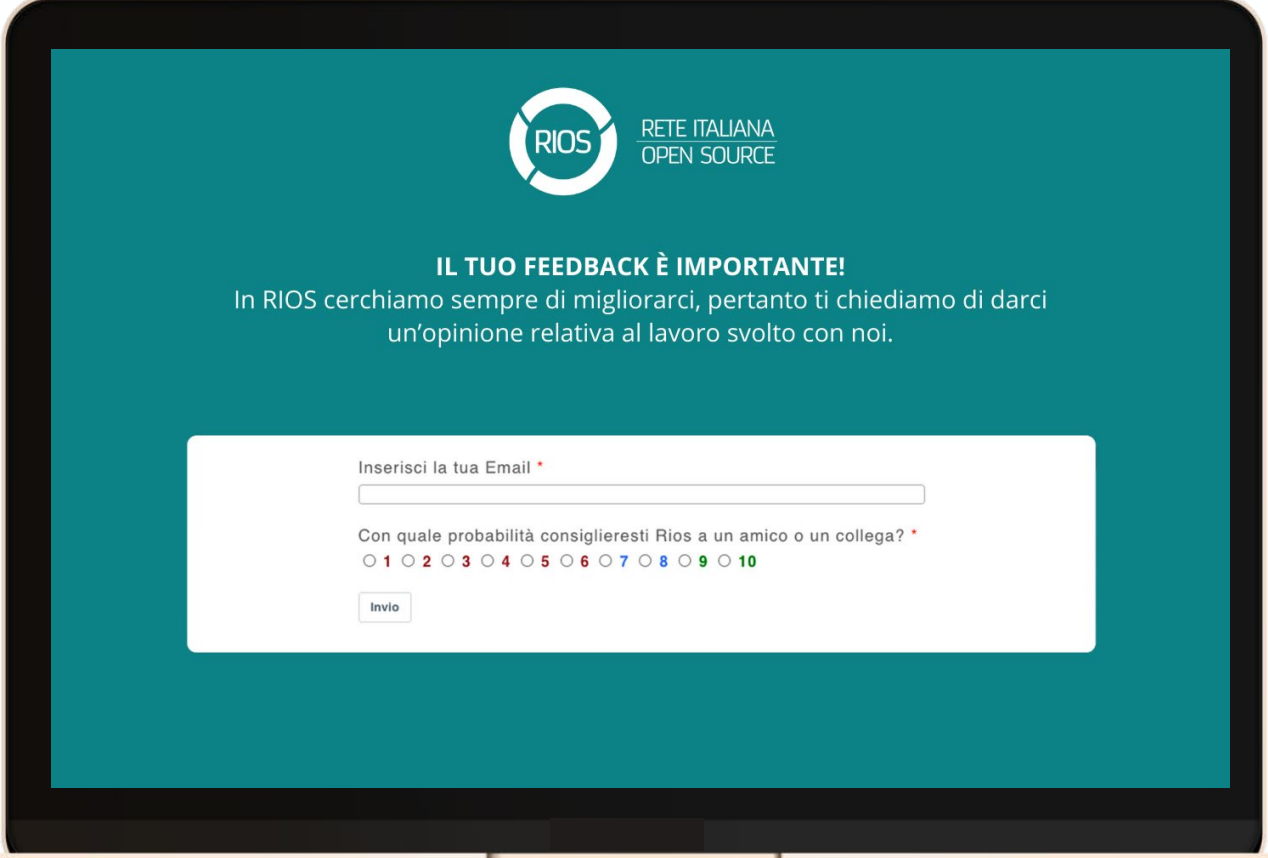
Typical Automation Scenarios

- ☐ Event invitation & follow up
- ☐ Email Nurturing
- ☐ Re engagement
- ☒ NPS surveys



Net Promoter Score: in page **campaign form**

The NPS is based on a single question to ask those who have used the service, "How likely would you be to recommend this product/service/site to a friend or colleague?"



RIOS RETE ITALIANA OPEN SOURCE

IL TUO FEEDBACK È IMPORTANTE!

In RIOS cerchiamo sempre di migliorarci, pertanto ti chiediamo di darci un'opinione relativa al lavoro svolto con noi.

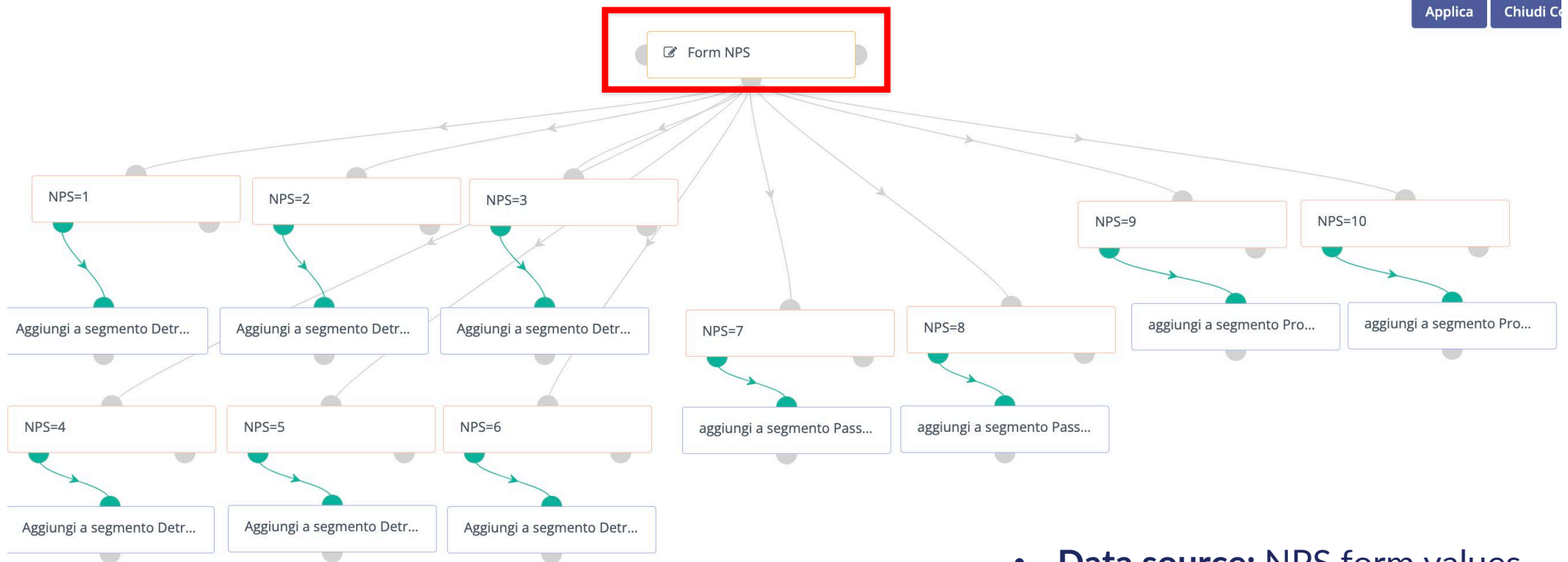
Inserisci la tua Email *

Con quale probabilità consiglieresti Rios a un amico o un collega? *

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9 ○ 10

Invio

NPS workflow example



- **Data source:** NPS form values
- **Condition:** NPS value (number)
- **Action:** user is sent on *detractor, passive or promoter segment*

Q&A

Grazie per l'attenzione!



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Thank you 😊