

Open Source Marketing Tools

Naomi Obbard

Marketing Lead

naomi.obbard@collabora.com



Collabora
Online



Technical Day
COOL
days





What we use at Collabora

Productivity

Graphics

- Collabora Online Draw
- Inkscape
- GNU Image Manipulation Program (GIMP)
- Scribus



Marketing Automation & Emails

- Mautic



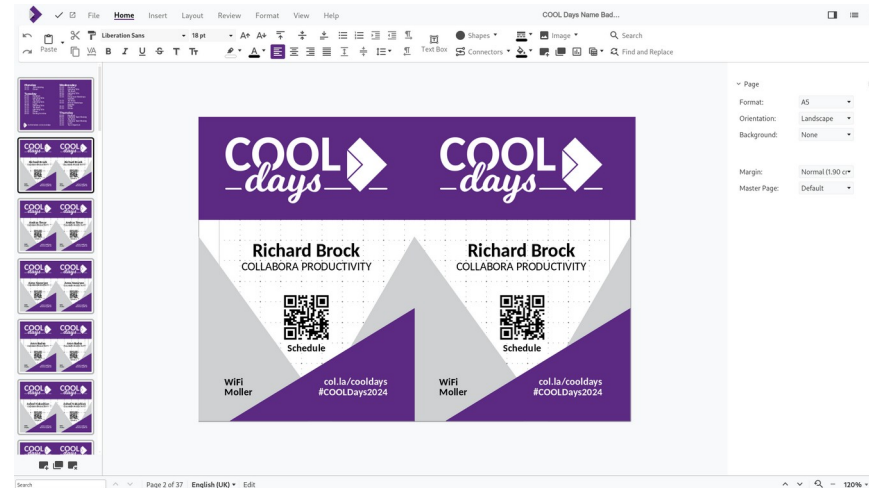
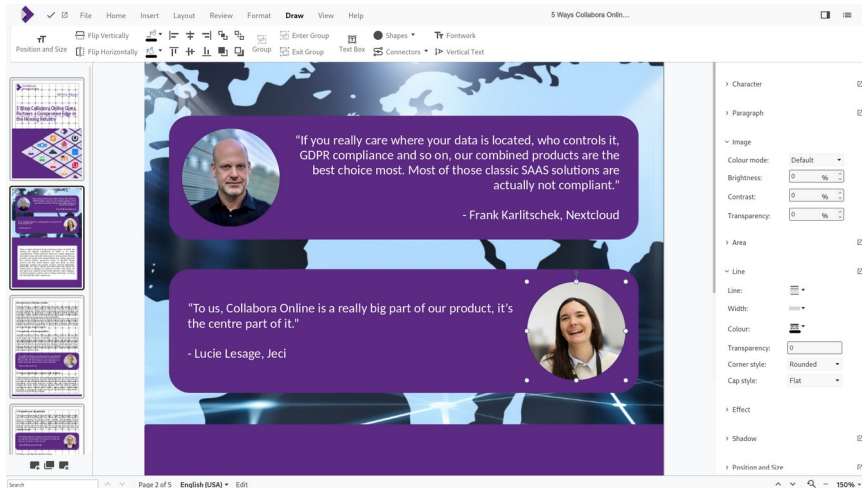


Collabora Online Draw

Desktop Publishing Tool

What do we use it for?

- Creating Case Studies and White Papers
- Drafting flyers and leaflets
- Name badges for this conference!



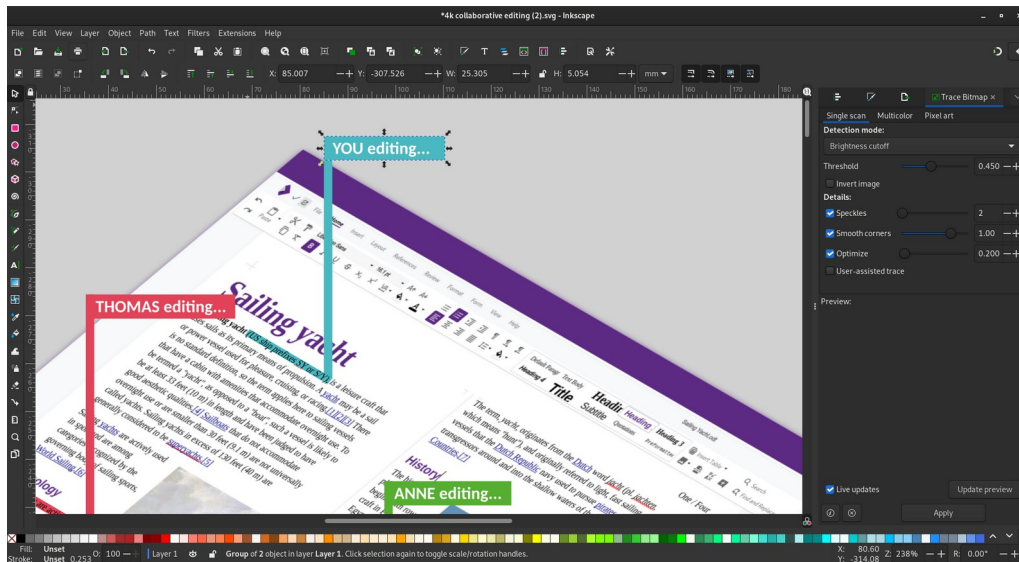
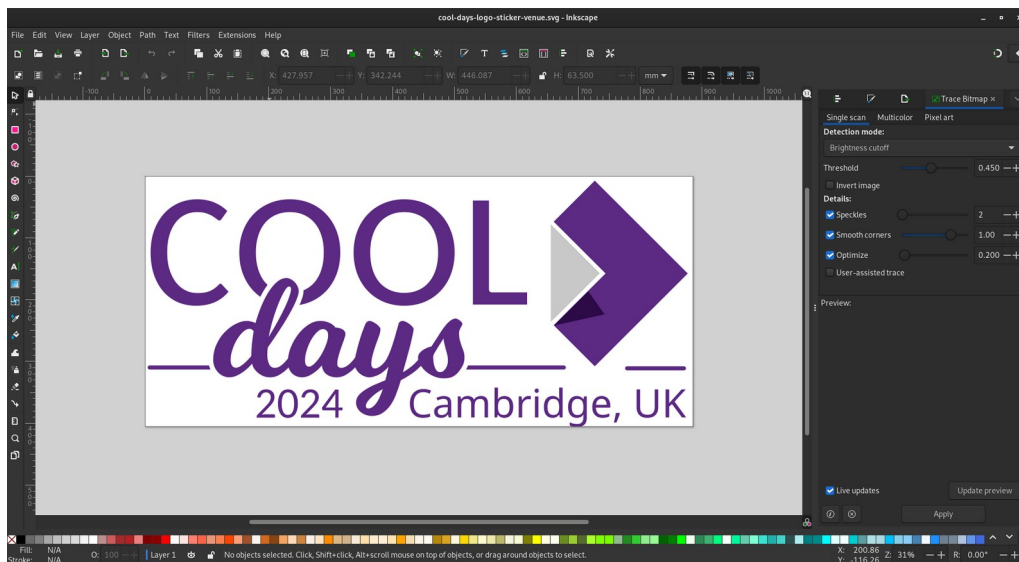


Inkscape

Vector graphics

What do we use it for?

- Creating graphics/icons
- Editing svg files



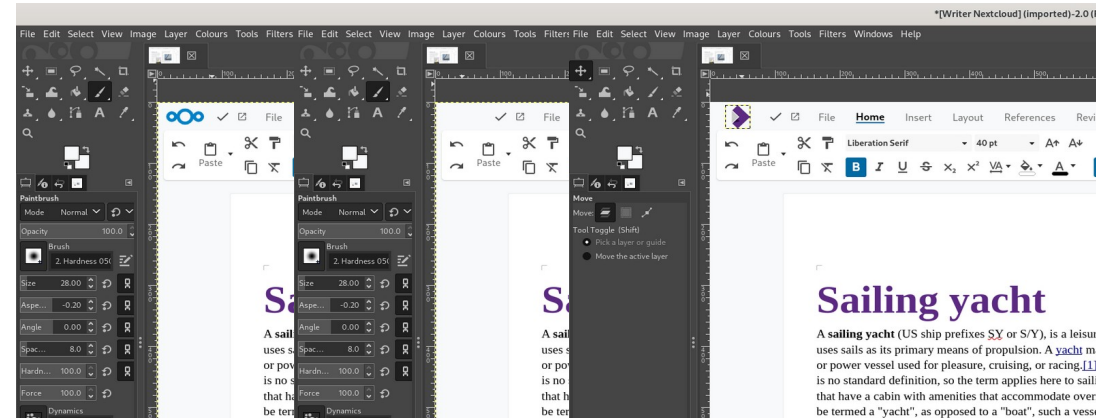
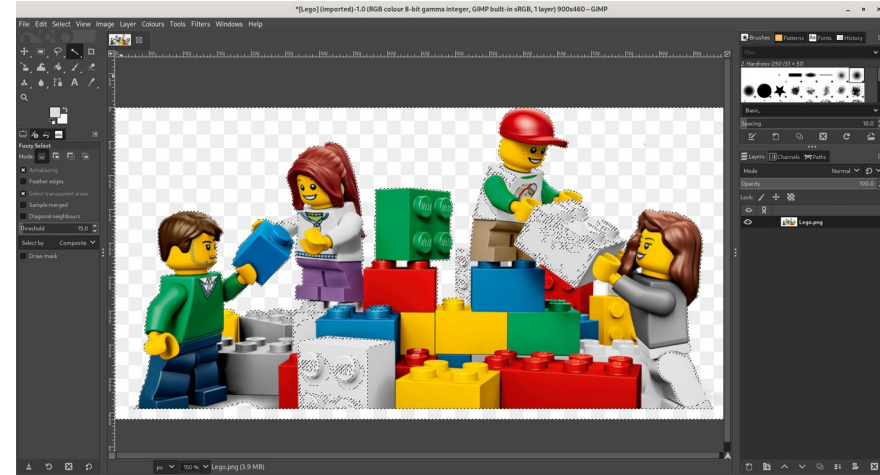


GNU Image Manipulation Program (GIMP)

Photo editing and retouching

What do we use it for?

- Editing & resizing images
- Creating png images with transparent backgrounds
- Editing screenshots



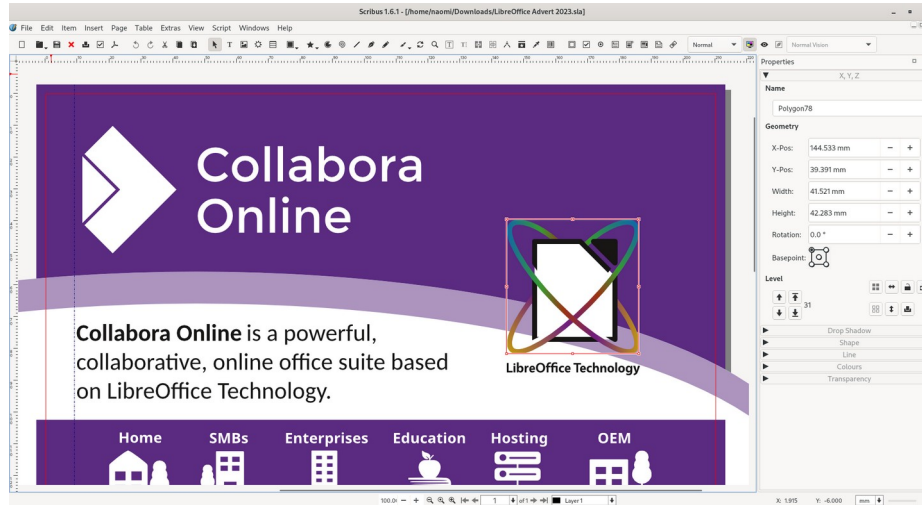


Scribus

Desktop publisher

What do we use it for?

- Creating flyers and leaflets for print
- Exporting high quality printing eg: magazine advertising, roller banners



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Collabora Online for You



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Mautic

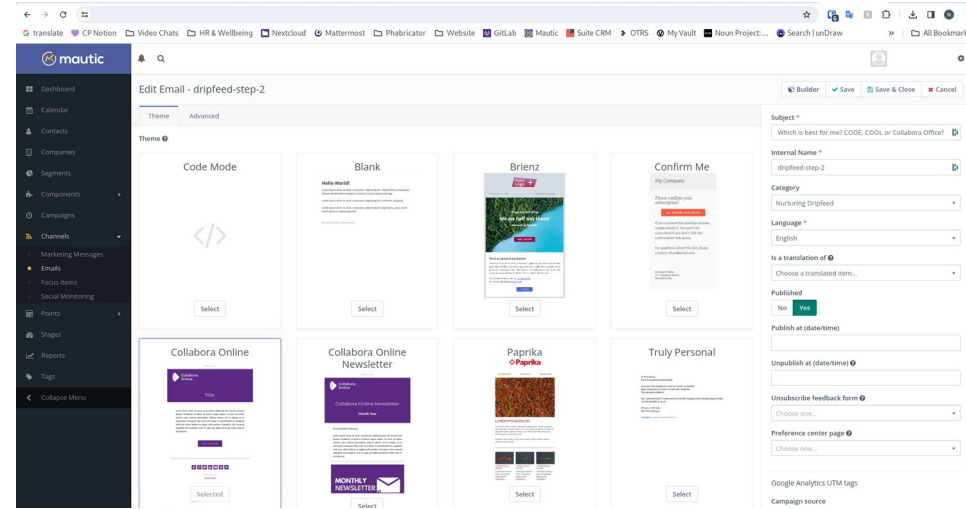
CRM & Marketing Automation

What do we use it for?

- Lead generation
- Segmentation of leads
- Point scoring for MQL's
- Email campaigns
- Landing pages



mautic




Name	Category	Points +/-	Action	ID
About LibreOffice page visit	Website pages	2	Visits specific URL	8
About us page visit	Website pages	2	Visits specific URL	10
Any blog page hit	Website pages	1	Visits specific URL	4
Came from LinkedIn Ad	Ads	10	Visits specific URL	21
Came from Twitter Ad	Ads	10	Visits specific URL	22
Case Studies page visit	Website pages	5	Visits specific URL	15
CODE page visit	Website pages	3	Visits specific URL	16
Collabora Office page visit	Website pages	5	Visits specific URL	6
Collabora Online for Android & iOS page visit	Website pages	3	Visits specific URL	17
Collabora Online page visit	Website pages	5	Visits specific URL	3
Consultancy page visit	Website pages	3	Visits specific URL	13
Contact Sales form submitted	Forms	10	Submits a form	19
Contact Sales page visit	Website pages	10	Visits specific URL	11
Download White Paper or Case Study	Forms	7	Submits a form	20
Education page visit	Website pages	5	Visits specific URL	5



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Thank you!

By Naomi Obbard



@CollaboraOffice
hello@collaboraoffice.com
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