

SALES ENABLEMENT SURVEY

By the TYP03 Marketing Team



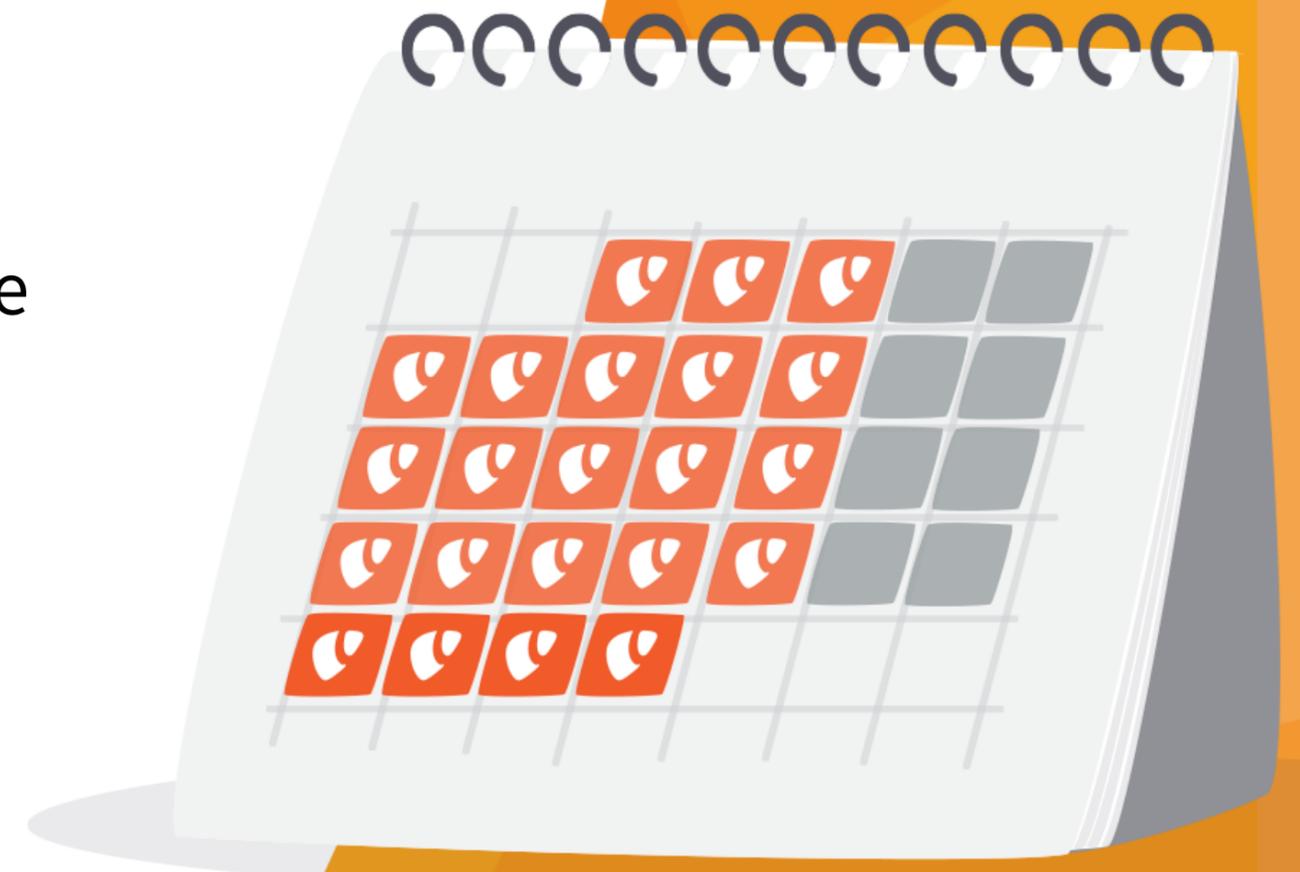
Who conducted the survey?

- The **TYPO3 Marketing Initiative** developed the questionnaire and identified key topics during their weekly meetings.
- The Marketing Team includes 15+ industry experts from various fields focused on promoting TYPO3 CMS to non-developers (e.g., decision-makers, company heads, sales representatives).
- Learn more about the team: typo3.org/community/teams/marketing



When did we conduct the survey?

- Distributed via Association Member newsletter to TYP03 CMS vendors involved in various roles in the sales process.
- Conducted from late December 2023 through January 2024.
- Closed in early February 2024.
- Presented and worked on the results in the Marketing Team Sprint on 6–7 February 2024.



Why did we conduct the survey?

- Lack of basic sales enablement materials.
- Frequent requests for these materials in recent years.
- To gain insight into what is actually needed.
- Community and ecosystem outreach.



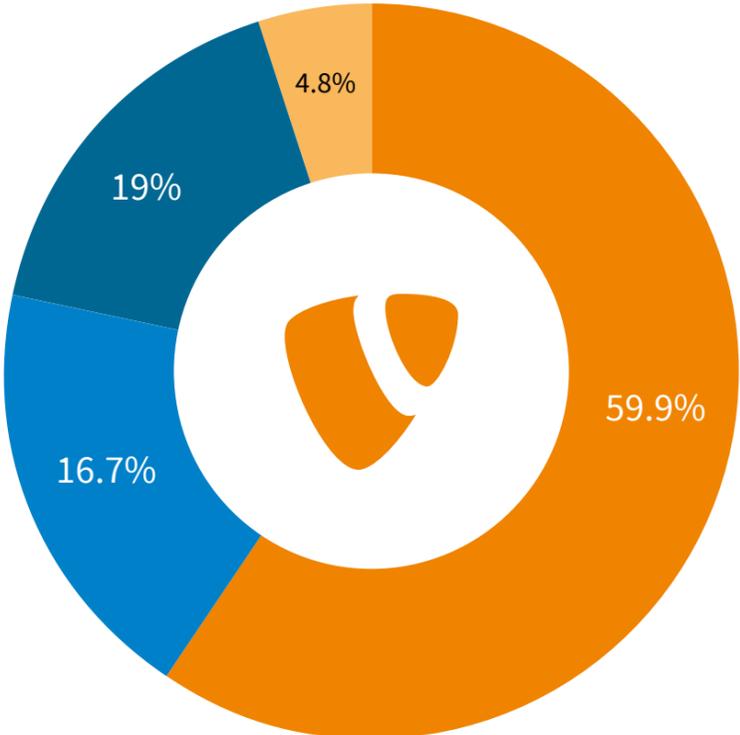
What's the goal of the survey and the sprint?

- Gather insights into key features for and against TYP03 in a sales context.
- Create the first draft of sales enablement materials.
- Provide a basic overview of all aspects related to the TYP03 CMS.



SURVEY INSIGHTS *STATISTICS*

Participant's Role



- Sales
- Founder/executive who also does sales
- Other position that also does sales
- Not involved in sales/other

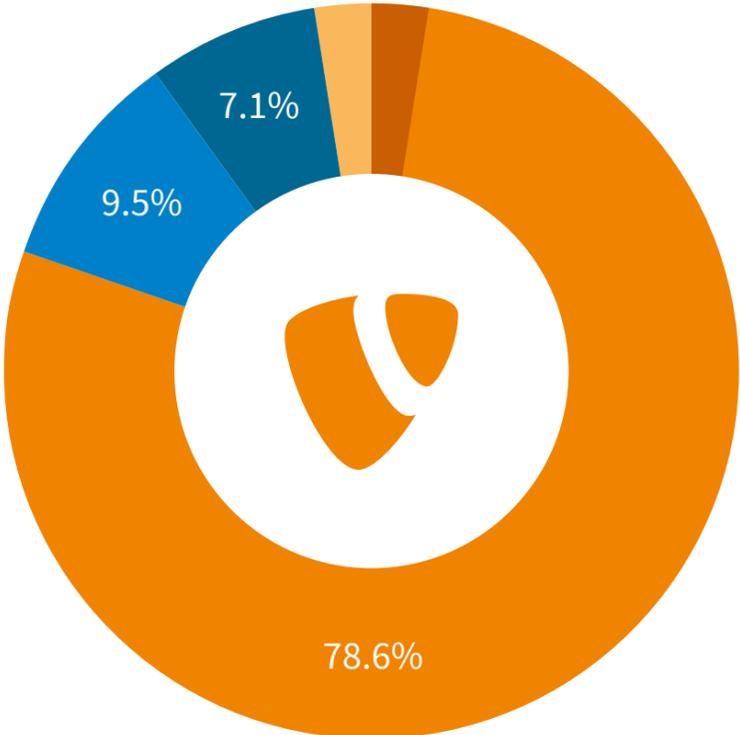
Percentage	Amount	Position
59.5	25	Founder/executive who also does sales
19	8	Other position that also does sales
16.7	7	Sales professional
4.8	2	Not involved in sales / other

Conclusion*:

- Reached the desired target group.
- Majority of respondents (59.5%) are company heads.

*Possible conclusions; not limited to these.

Participant's Organization Type



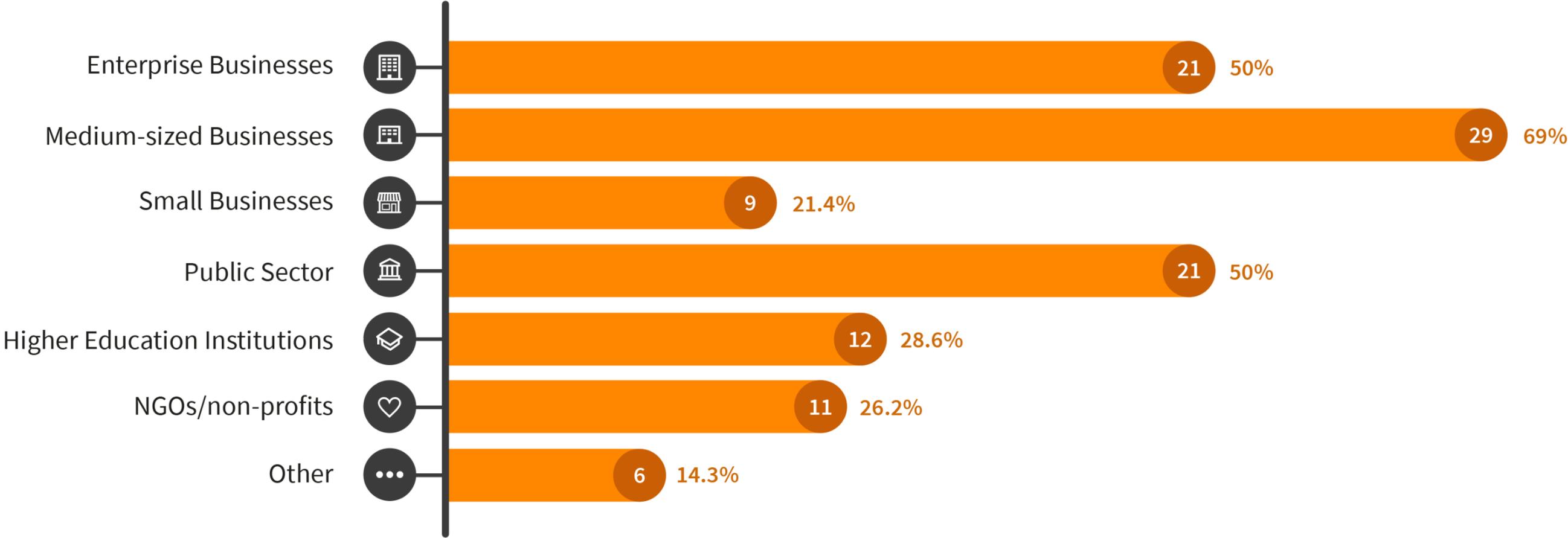
- Agency – Mainly focused on TYPO3
- Agency – TYPO3 is a small part of our services
- Freelancer – Mainly focused on TYPO3
- Freelancer – TYPO3 is a small part of my services
- Agency – Mainly focused on TYPO3
- Other

Percentage	Amount	Position
81	34	Agency – Mainly focused on TYPO3
9.5	4	Agency – Limited TYPO3 focus
7.1	3	Freelancer – Mainly focused on TYPO3
2.4	1	Freelancer – TYPO3 as a small part

Conclusion:

- The vast majority of participants (88.1%) mainly focuses on TYPO3 sales
- Agencies (>90%) were more likely to respond to our survey.

What types of clients do you serve?

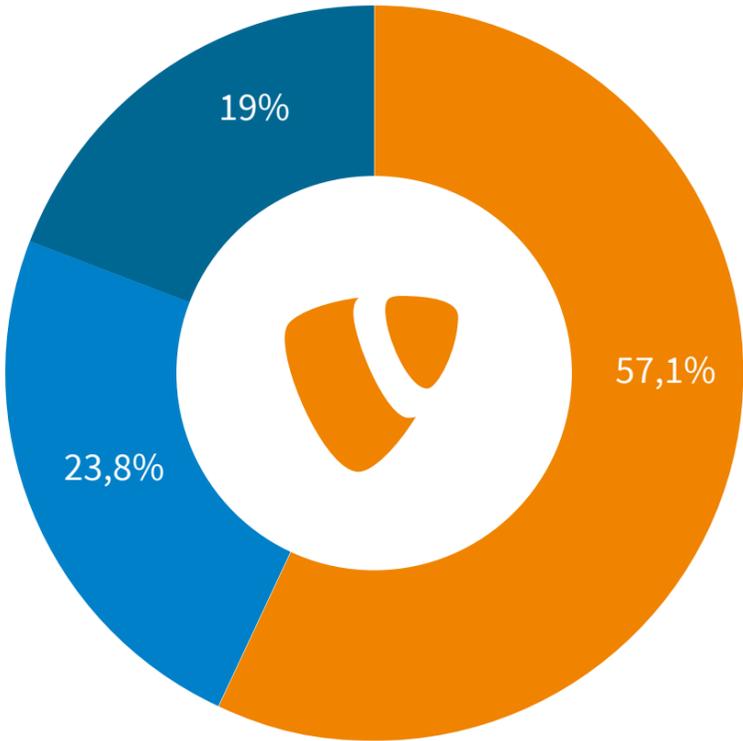


Conclusion:

→ With medium-sized businesses in the lead, the graph suggests that TYPO3 is highly popular in larger organizations and the public sector.

→ This is a non-evidence-based assumption, limited to the roster of participants.

Which departments do you typically speak to within a sales context?



■ Marketing
 ■ IT
 ■ Other

Percentage	Amount	Position
57.1	24	Marketing
23.8	10	Other
19	8	IT

Conclusion:

- Participants primarily interact with marketing executives when pitching TYPO3.
- This insight is important when considering the buzzwords clients frequently use in sales contexts (refer to Question #3 & #4).

SURVEY INSIGHTS

OPEN QUESTIONS

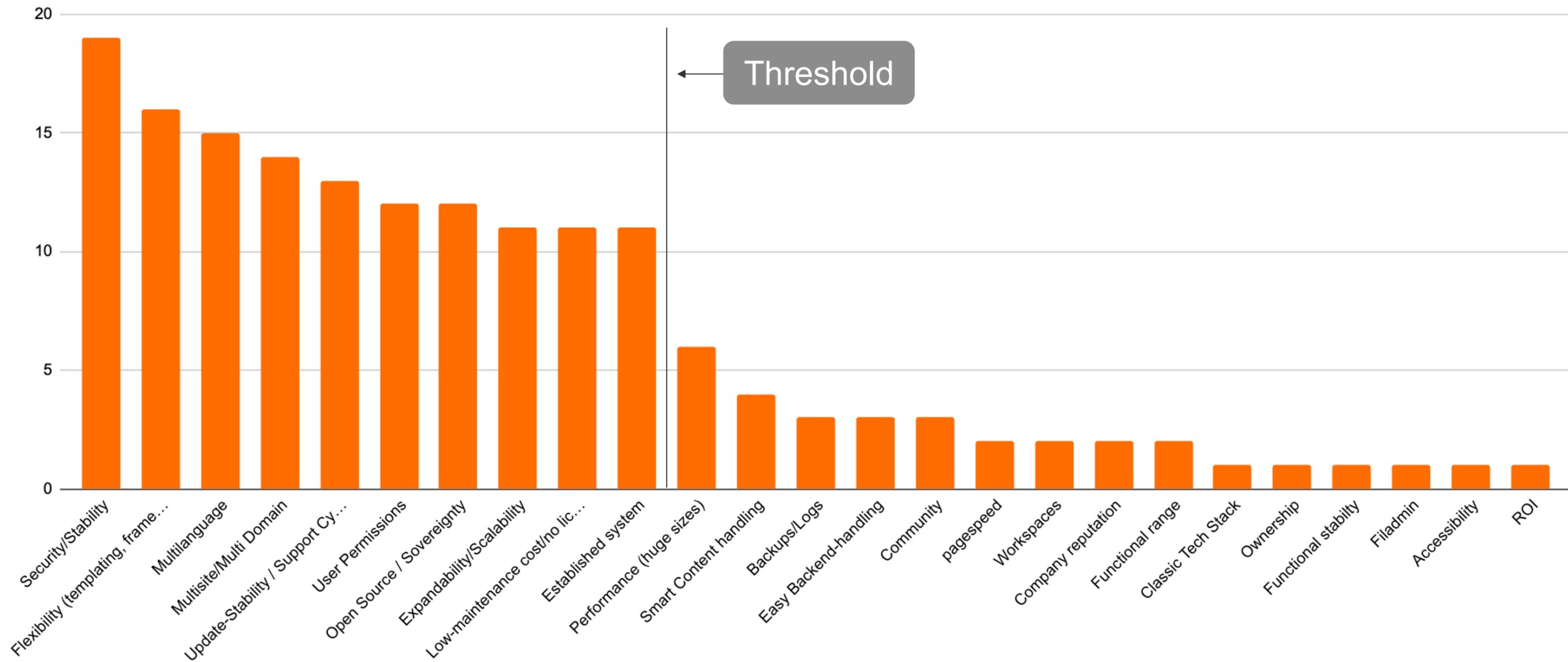
Methodology: Analyzing Open-Ended Responses

- **Participation:** Up to 42 participants answered each open-ended question, providing diverse inputs.
- **Open-Ended Nature:** Participants responded freely without a set definition of what a “feature,” “benefit,” or “attribute” means for TYPO3, resulting in varied lengths and messages.
- **Clustering of Responses:** To manage the diversity of answers, similar terms were clustered together and given a singular name. For instance, “User Permissions”, “Roles and Rights”, and “Access Rights” were grouped as one category.
- **Threshold for Significance:** For each question, we established a threshold to identify which terms or themes had enough mentions to be considered significant for further discussion during the Marketing Team sprint.
- **Outcome:** The most mentioned themes helped us focus on areas to improve TYPO3’s marketing and sales materials.

OPEN QUESTION #1

What top 3–5 features or benefits of TYPO3 play an important role in winning sales?

What top 3-5 features or benefits of TYPO3 play an important role in winning sales?



What top 3–5 features or benefits of TYPO3 play an important role in winning sales?

Top 10 Features/Benefits: Clustered Answers

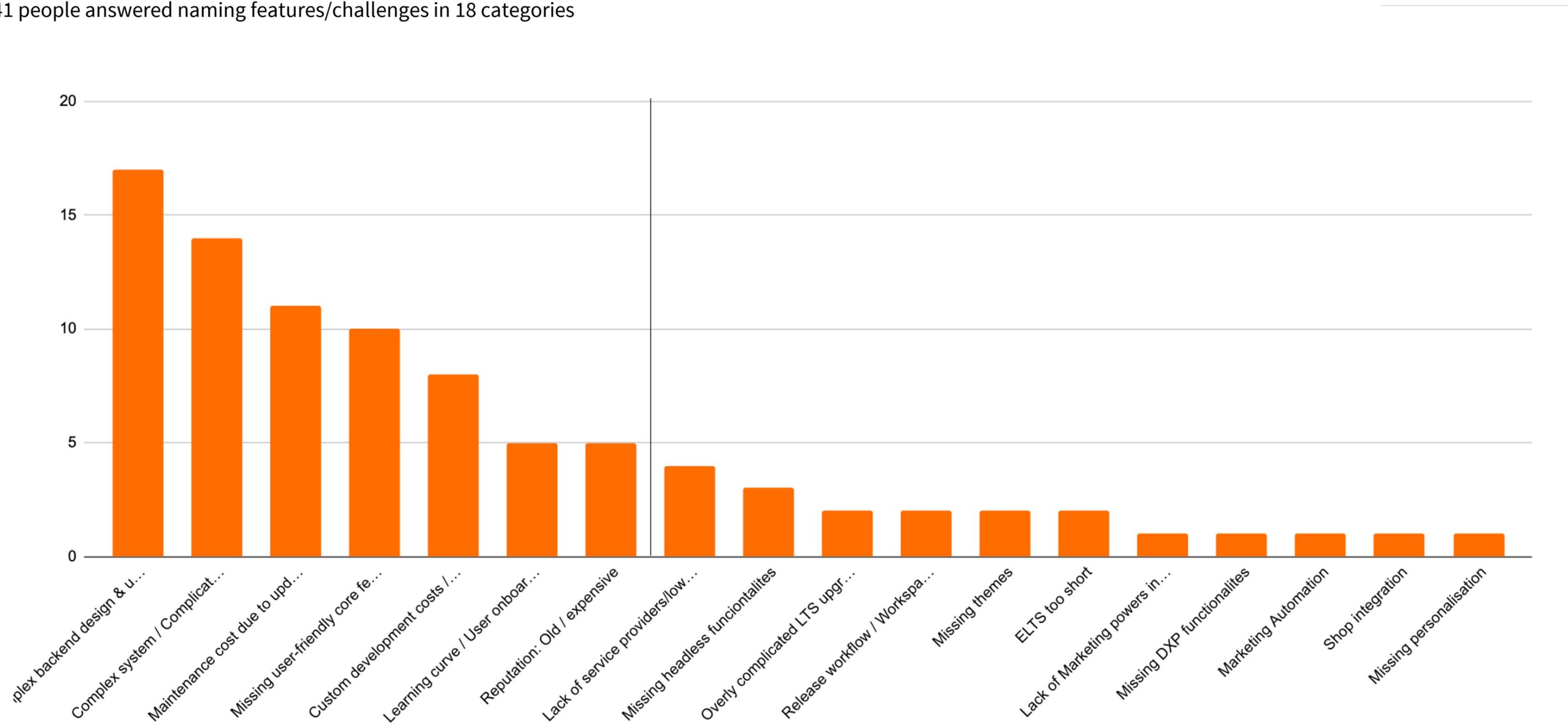
1.  **Security/Stability** (19/42)
2.  **Flexibility** (16/42)
3.  **Multilanguage** (15/42)
4.  **Multisite/Multi domain** (14/42)
5.  **Update-Stability / Predictable Support Cycle** (12/42)
6.  **User Permissions** (12/42)
7.  **Open Source/Sovereignty** (12/42)
8.  **Expandability/Scalability** (11/42)
9.  **Low-maintenance cost/no license fee** (11/42)
10.  **Established system** (11/42)

OPEN QUESTION #2

What TYPO3 features or attributes reduce your chance of winning sales?

What TYPO3 features or attributes reduce your chances of winning sales?

41 people answered naming features/challenges in 18 categories



What TYPO3 features or attributes reduce your chances of winning sales?

Top 5 Features/Challenges: Clustered Answers

1. ❌ **Complex backend design & usability** (17/41)
2. ❌ **Complex system / Complicated set-up** (14/41)
3. ❌ **Maintenance cost due to updates** (11/41)
4. ❌ **Custom development costs / Pricing** (8/41)
5. ❌ **Missing user-friendly core features (e.g. elements, APIs, integrations, frontend-editing)** (10/41)

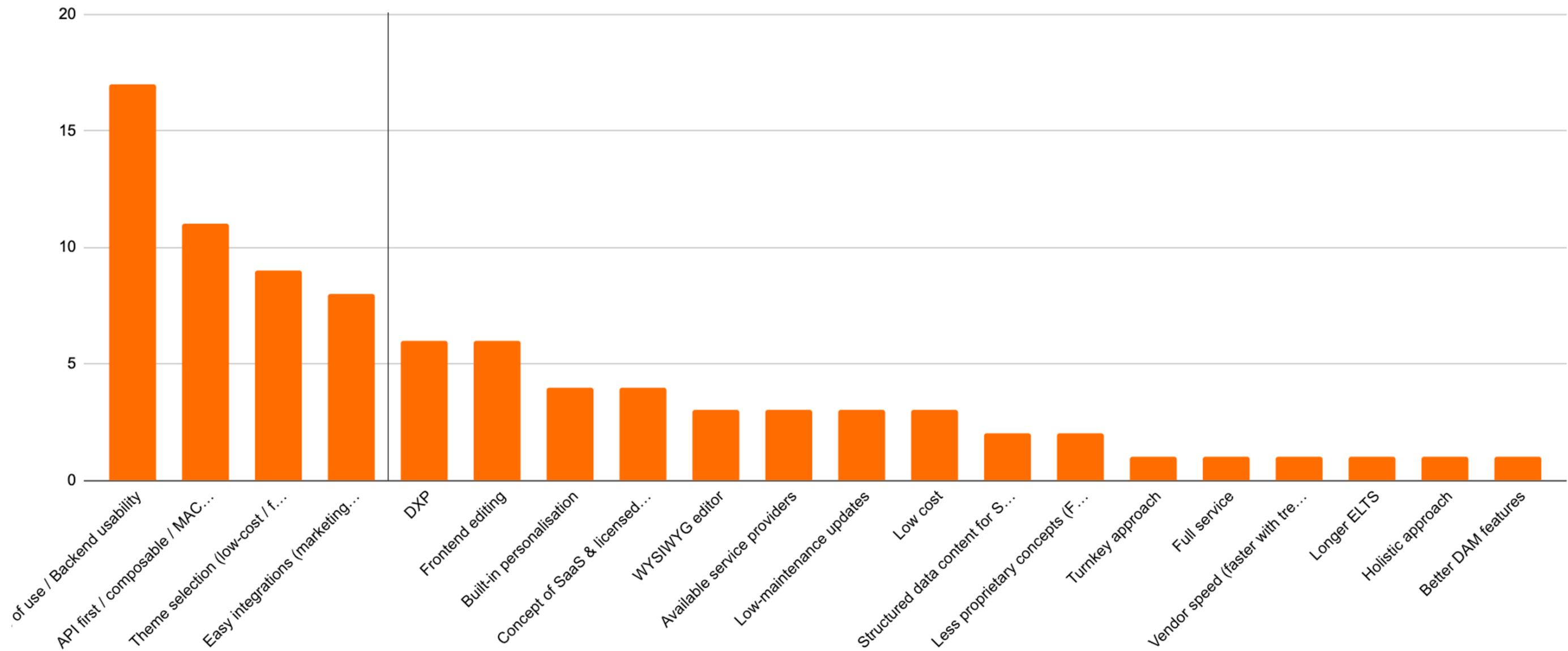


OPEN QUESTION #3

What features of other CMSs reduce your chance of winning TYPO3 sales?

What features of other CMSs reduce your chances of winning sales?

41 people answered naming competitor features in 20 categories



What features of other CMSs reduce your chance of winning TYP03 sales?

Top 4 Features: Clustered Answers

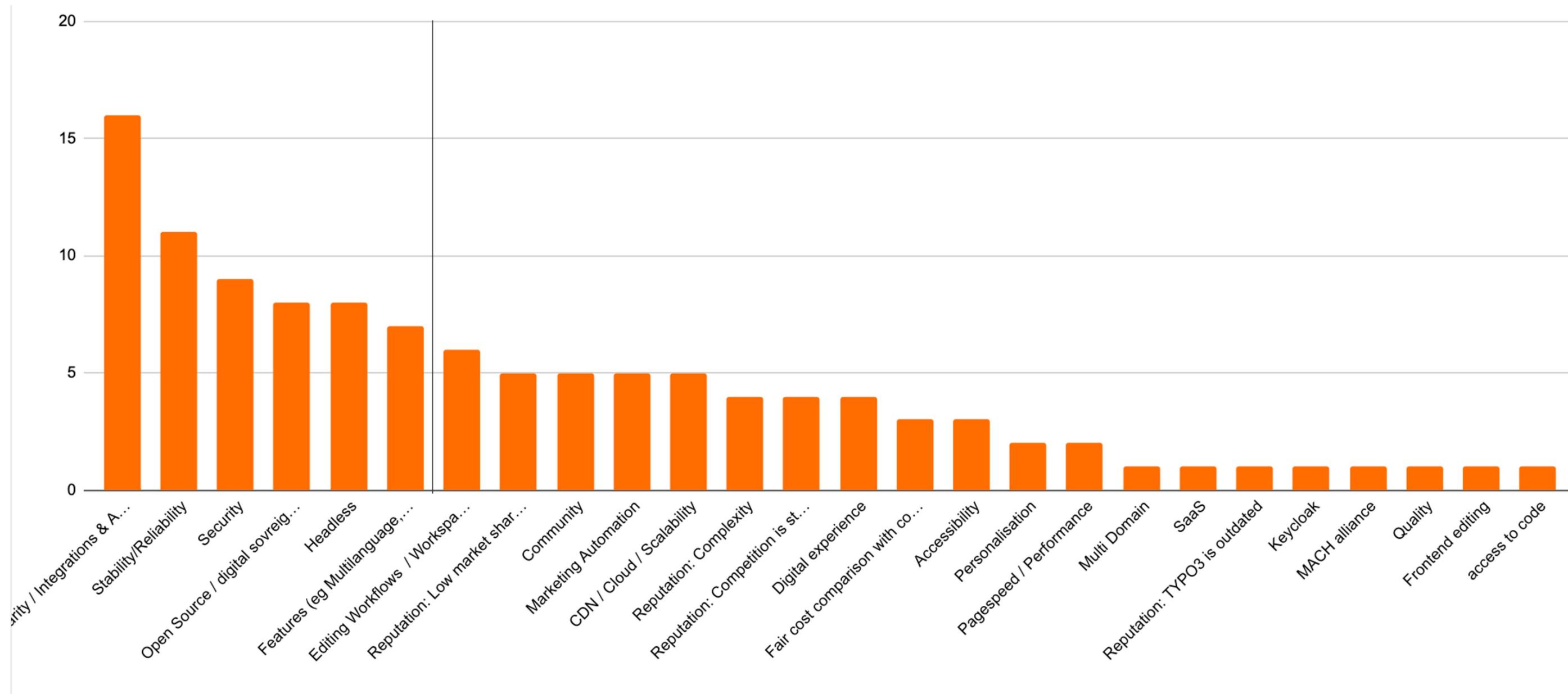
1.  **Ease of use / Backend usability** (17/41)
2.  **API-first / Composable / MACH / Headless** (11/41)
3.  **Themes** (9/41)
4.  **Easy integrations**
(marketing tools, themes, plugins) (8/41)



OPEN QUESTION #4

What are the key terms or buzzwords you regularly hear in a sales context that should be emphasized in TYPO3 sales materials?

What are the key terms or buzzwords you regularly hear in a sales context that should be emphasized in TYPO3 sales materials? 40 people answered naming buzzwords in 26 categories



What are the key terms or buzzwords you regularly hear in a sales context that should be emphasized in TYPO3 sales materials?

Top 5 Features: Clustered Answers

1. **! Modularity/Integrations & APIs (16/40)**
2. **! Stability/Reliability (11/40)**
3. **! Open Source / digital sovereignty / not agency-dependent (8/40)**
4. **! Headless (8/40)**
5. **! TYPO3 Features (e.g. Multisite, Scalability etc.) (7/40)**



SURVEY INSIGHTS

BENEFIT RATING

Methodology: Analyzing the Ratings

- **Rating:** Participants rated the importance of 18 predefined TYPO3 benefits for their sales messaging.
- **Rating Matrix:** A 5-point rating scale was used, with 1 indicating the lowest importance and 5 the highest.
- **Purpose:** The goal was to identify the top 5-10 benefits that are most impactful in sales contexts.
- **Pre-defined Benefits:** Each benefit was presented with a brief description to ensure participants understood its value.
- **Example:**
“Performance and Scalability: Websites built with TYPO3 are optimized for performance across all traffic levels, ensuring fast loading times and reliable experiences even at scale.”
- **Outcome:** The ratings helped pinpoint the benefits that should be highlighted in sales enablement materials to resonate best with target audiences.

BENEFIT RATING

How important are these TYPO3 benefits to your sales messaging?

(1 = lowest importance, 5 = highest importance. Only rate the benefits you have experience with.)

How important are these TYPO3 benefits to your sales messaging?



How important are these TYPO3 benefits to your sales messaging?

Top 9 Features (Scoring 4 or more points on average):

1.  **Multisite and Multilanguage Support:** 4.65 points
2.  **Performance and Scalability:** 4.48 points
3.  **Extensibility and Flexibility:** 4.42 points
4.  Comprehensive Content Management
5.  Professional Open Source
6.  Intuitive Authoring Experience
7.  Editorial Success Tools
8.  SEO Tools
9.  Granular Access Rights



SURVEY INSIGHTS ***BENEFIT COMPARISON***

How important are these TYPO3 benefits to your sales messaging?

What did we learn from comparing these results to the “free” answer ones?

Comparing the structured ratings to the open-ended responses, we identified some discrepancies. Participants mentioned benefits like **“Security & Stability”** coming in first and **“Long-Term Support & Upgrade Cycles”** in the 5th place in their own words, but these were missing from the pre-defined list of 18 features.

This indicates that while our existing list covers many well-established key points, we need to **emphasize these additional benefits** in our sales messaging.

Recognizing these gaps helps us **refine our sales materials** to better address the actual needs and priorities of potential TYPO3 customers.

OPEN QUESTION #5

*Has rating these benefits made you remember any more key benefits you haven't mentioned yet?
(If yes, which ones?)*

Has rating these benefits made you remember any more key benefits you haven't mentioned yet? (If yes, which ones?) — Selection of given answers

- Accessibility and performance (sustainability - low energy consumption)
- Not exactly, but good points have been mentioned such as localisation and translation and GDPR, which are usually implemented very individually and with complex processes. Perhaps these areas will experience a similar development as seo features are core modules today
- Big and living community, many solution partners
- Dedicated security team, Adherence to accessibility guidelines and the existence of a dedicated group
- Community / competition available. If you are not happy with current supplier it should be easy to switch to another one > building trust.
- Absolutely :), workflow, seo, translation review
- Yes, a lot 😊. DAM, Roles and Rights, Workflows, Multisite and Multilingual
- Seamless integration of third party tools TYPO3 has a strategic partnership with (i.e. MATOMO for Tracking, cleverreach fo Newsletter, Solr for Search, etc)
- Open APIs to create interfaces to other Systems (not only marketing driven)
- Collaboration Features on Content, Integration with Authoring Tools such as Google Docs / Spreadsheet and Integration with Slack / Teams etc

OPEN QUESTION #6

What should the TYP03 project do to help you in your sales process?

To Do List to Help in the Sales Process — Selection of given answers

Provide material

- Provide with live examples of the main benefits (**demo site, videos or brochures**)
- Some **printed flyers**, which I can “leave” behind at various occasions. Much like a business card.
- Production of some general **online/Some material** that could be **downloaded**.
- offer basic, **ready to use presentation decks**, documents etc. for the most important core features (doesn't have to be version specific)
- Providing professional Sales Material (like Pitch Deck, Promotion Video, **Battle Card**) for TYPO3

To Do List to Help in the Sales Process – Selection of given answers

Facts & Figures: Market share / Competition Comparison

- Do **regular market analysis** to streamline where the project is heading development-wise with the market and end users needs
- **Comparison to other solutions**
- Provide numbers on **TYPO3's market share** compared to other CMS **in the respective industry**; any statistics that enhance its key features

To Do List to Help in the Sales Process – Selection of given answers

Work on more positive image, PR

- Work on a **better reputation** of TYPO3 in general
- **Upgrade TYPO3's image:** “TYPO3 is a modern, state-of-the-art enterprise CMS”
- **Analyst coverage** - e.g. Gartner
- Emphasize the **quality and uniqueness** of the solution partners even more
- **Fight prejudices**
- **Keep TYPO3 well known** as a rock stable solution

To Do List to Help in the Sales Process – Selection of given answers

Content Creation around TYP03 / Case studies

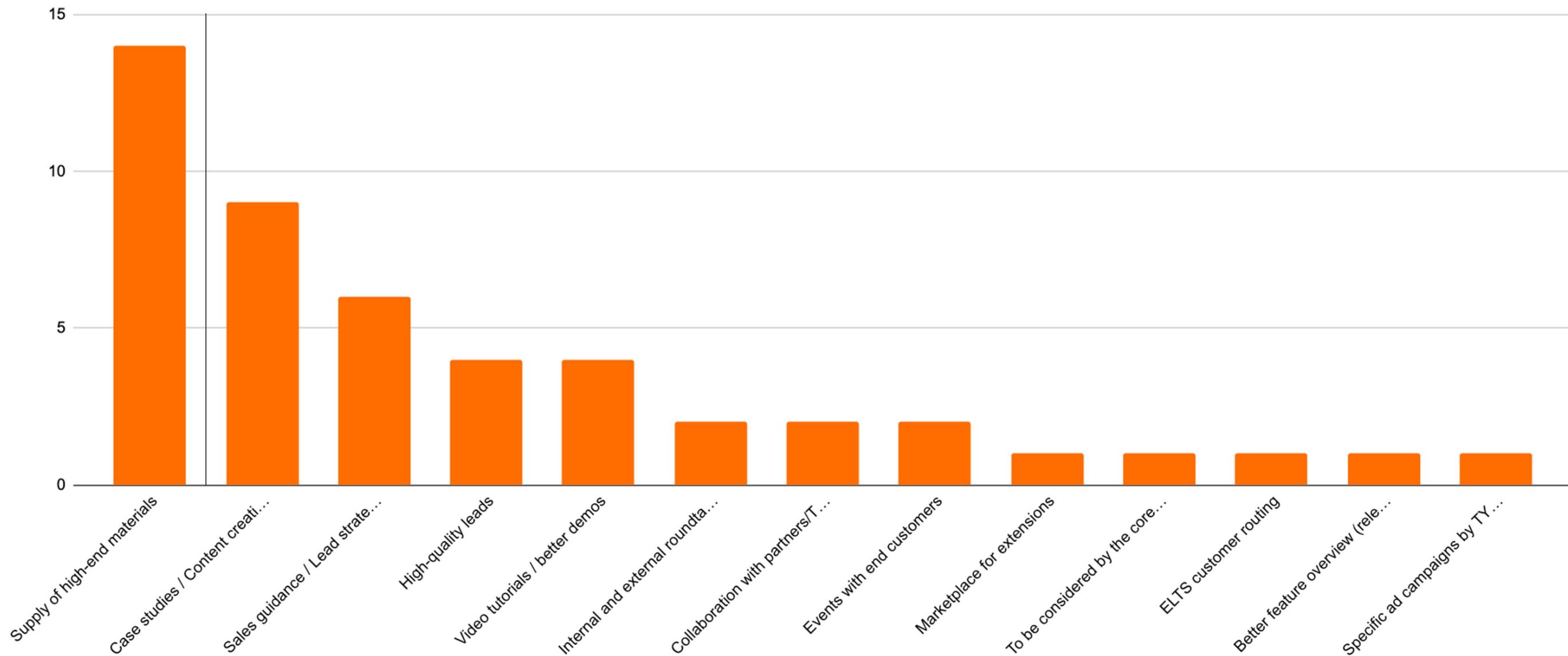
- **Best practices**
- Showcase/highlight-**projects**
- Publish **press releases**, success stories, case studies
- Offer a **best practice demo**
- **Communicate** best practice examples and **happy customers everywhere :-)**

OPEN QUESTION #7

What types of sales or marketing support would be most helpful to you?

What types of sales or marketing support would be most helpful to you?

30 people answered naming helpful asstes in 13 categories



What types of sales or marketing support would be most helpful to you?

Helpful Marketing / Sales Support

1. Supply of high-end materials (14/30)

- **Ready-to-Use Assets:** Presentations, proposal templates, PPT charts, facts and infographics ...
- **Visual and Multimedia Content:** Slides, graphics, shareable videos, icon sets
- **Specialized Marketing Materials:** Industry-specific materials and content addressing common misconceptions about TYPO3.
- **Resource Overviews:** Easy access to comprehensive information (“Where can I find more information on...”).

2. Case studies / Content creation for typo3.com (9/30)

SURVEY RESULTS

MAIN OUTCOMES

Marketing Team Sprint Overview

- The Marketing Team **combined the top answers** of the pre-established benefits (from the survey's rating section) with insights from the open-ended responses to **develop focused presentations** on TYPO3's top benefits.
- The work was divided into four groups, each covering at least two benefits with a unified presentation structure.
- The final decks were launched on the Sales Material Landing Page at TYPO3 Developer Days in August 2024.

TYPO3 Feature Presentations (in alphabetical order)

Nine feature presentations were prepared, discussed, and finalized (each with downloadable resources in PDF, PPTX, and Google Doc formats):

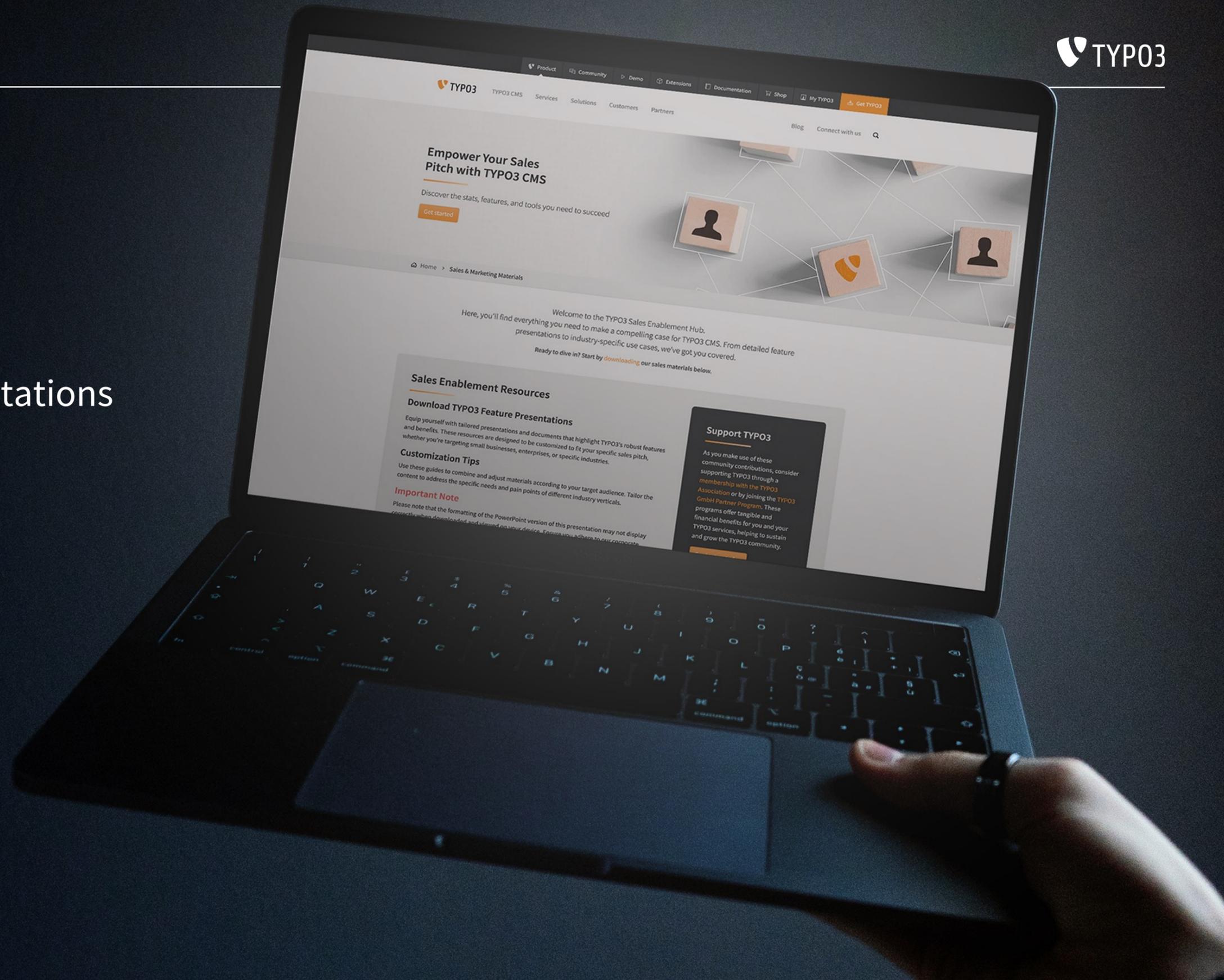
- 1. Comprehensive Content Management:** *The Headquarters of Content*
- 2. Extensibility & Flexibility:** *Enterprise. Any Size.*
- 3. Granular Access Rights:** *The Joy of Use*
- 4. Multilingual:** *Global Voices, Unified Platform*
- 5. Multisite Solutions:** *Global Outreach with Global Connections*
- 6. Professional Open Source:** *Because Open Source Ain't Enough For Me*
- 7. Security:** *Building Trust Since 1998*
- 8. Stability:** *Maintaining Sales and Page Rank*
- 9. Upgrade Cycles & Long Term Support:** *Ensuring Budget Predictability*

Sales Enablement Landing Page with:

- Downloadable Feature Presentations
- TYPO3 Version Statistics
- TYPO3 Usage Statistics
- More to come



[Visit the landing page](#)



WHAT'S NEXT?

GOALS AND VISION

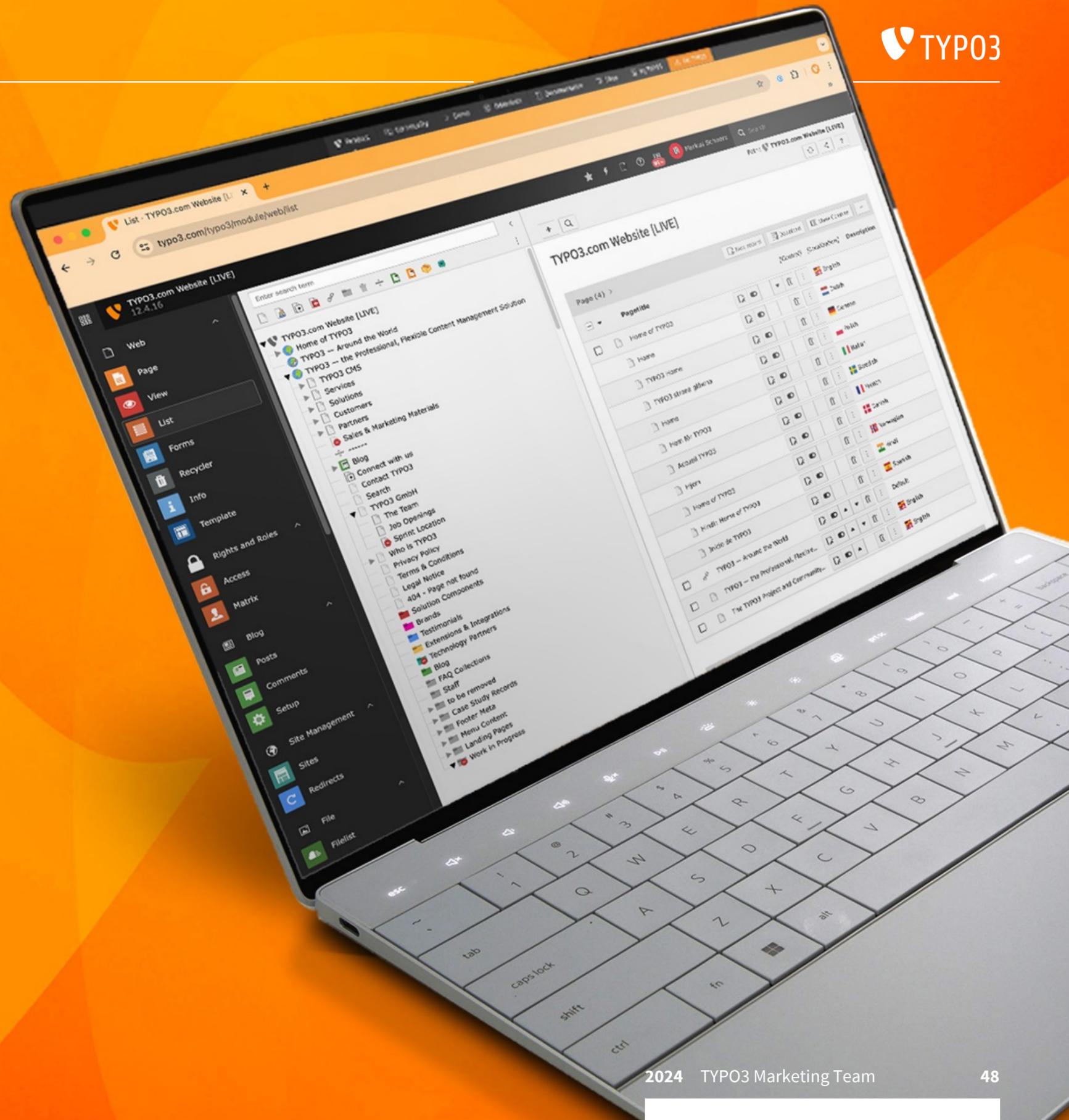
Marketing Team's Goals and Visions for the Future

The Marketing Team plans to further promote TYP03 CMS and its benefits by:

- Translating sales materials into German.
- Creating landing pages on typo3.com highlighting key features.
- Developing more case studies.
- Conducting and presenting studies to monitor TYP03's effectiveness in the market.



THANK YOU! GET IN TOUCH



 marketing@typo3.com