

# **SALES ENABLEMENT SURVEY**

By the TYP03 Marketing Team



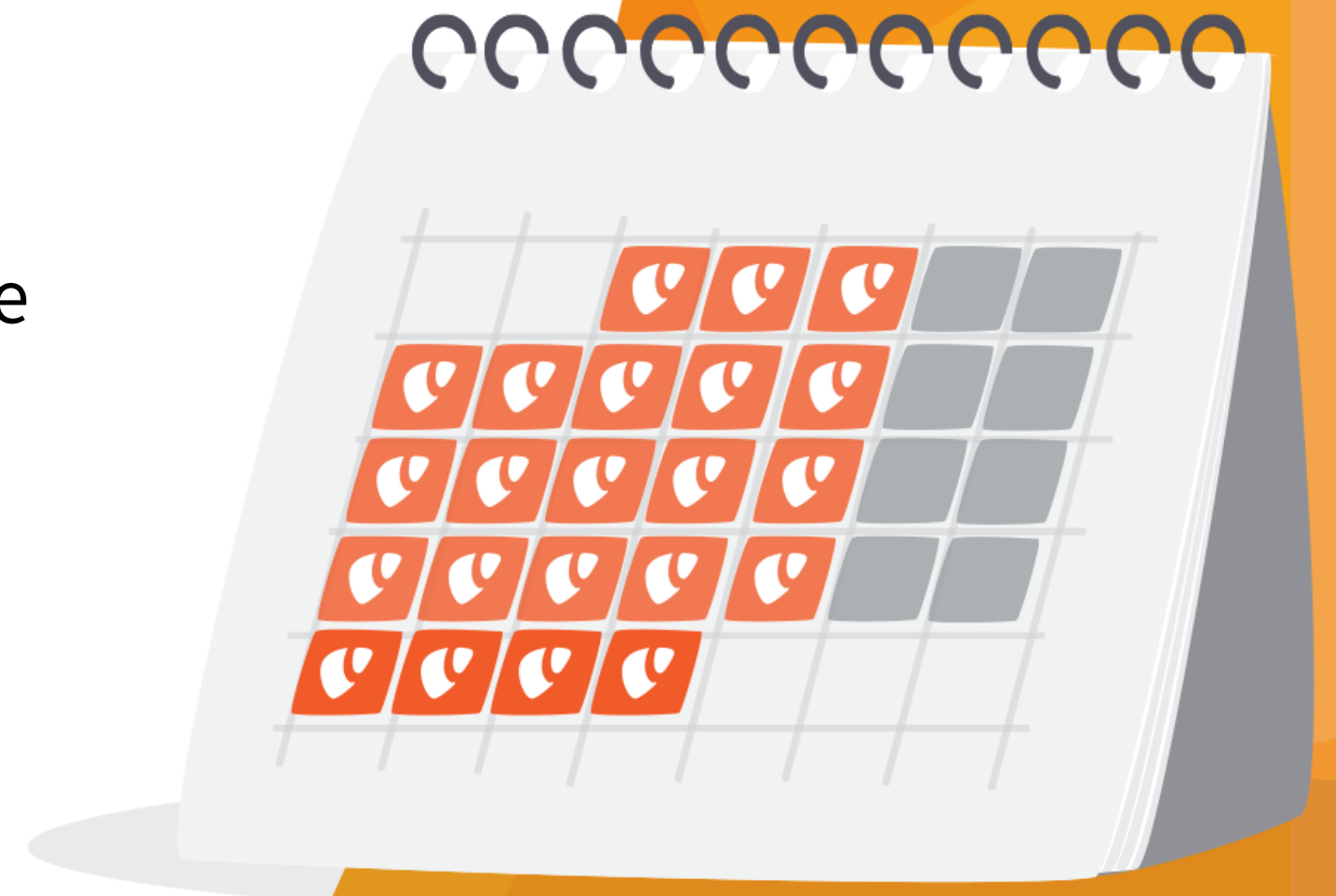
# Who conducted the survey?

- The **TYP03 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 TYP03 CMS to non-developers (e.g., decision-makers, company heads, sales representatives).
- Learn more about the team:  
[typo3.org/community/teams/marketing](https://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.





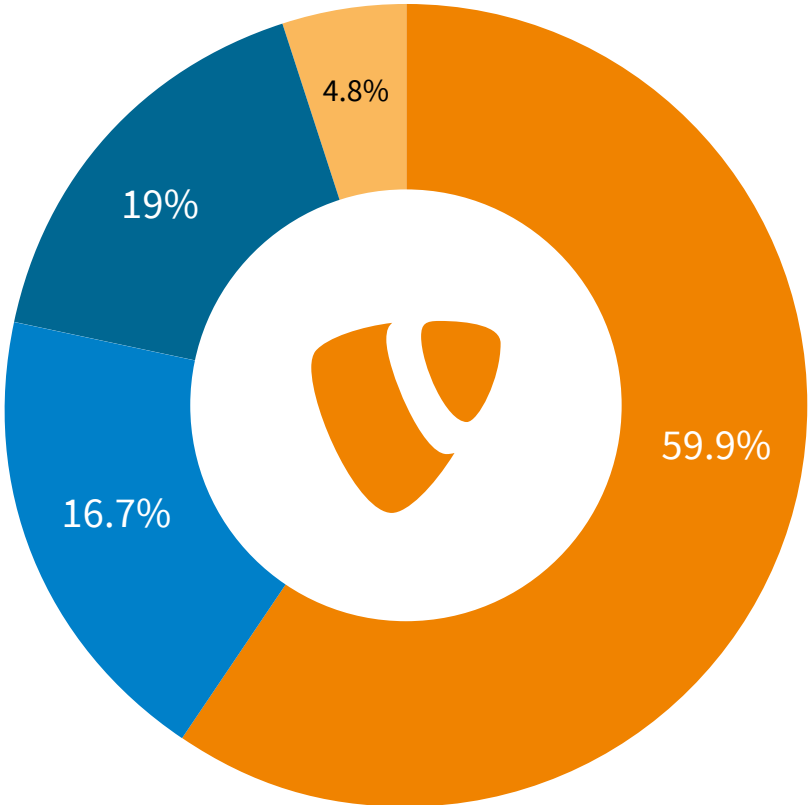
# What's the goal of the survey and the sprint?

- 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

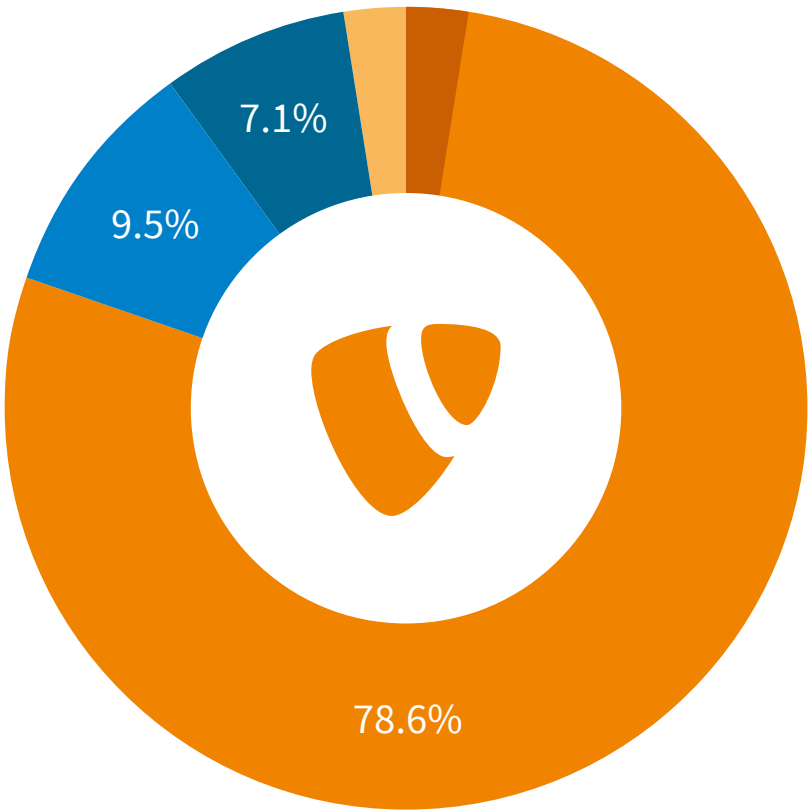
| Percentage | Amount | Position                              |
|------------|--------|---------------------------------------|
| 59.5       | 25     | Founder/executive who also does sales |
| 19         | 8      | Other position that also does sales   |
| 16.7       | 7      | Sales professional                    |
| 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



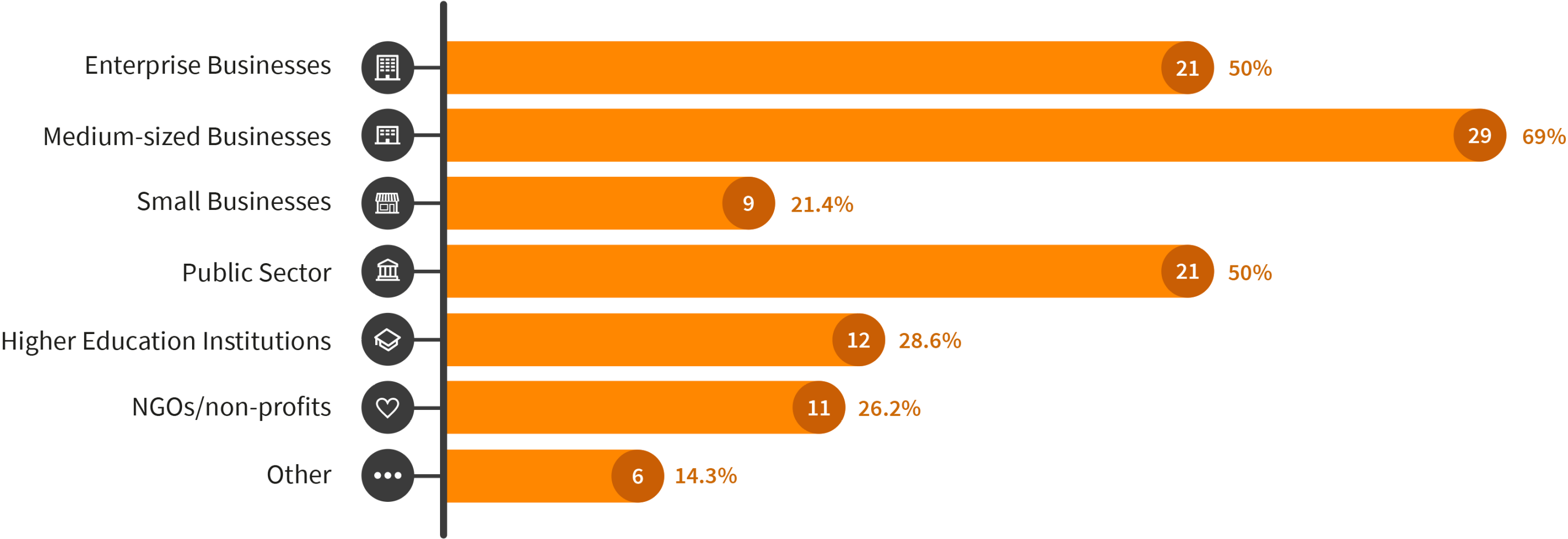
- Agency – Mainly focused on TYPO3
- Agency – TYPO3 is a small part of our services
- Freelancer – Mainly focused on TYPO3
- Freelancer – TYPO3 is a small part of my services
- Agency – Mainly focused on TYPO3
- Other

| 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.

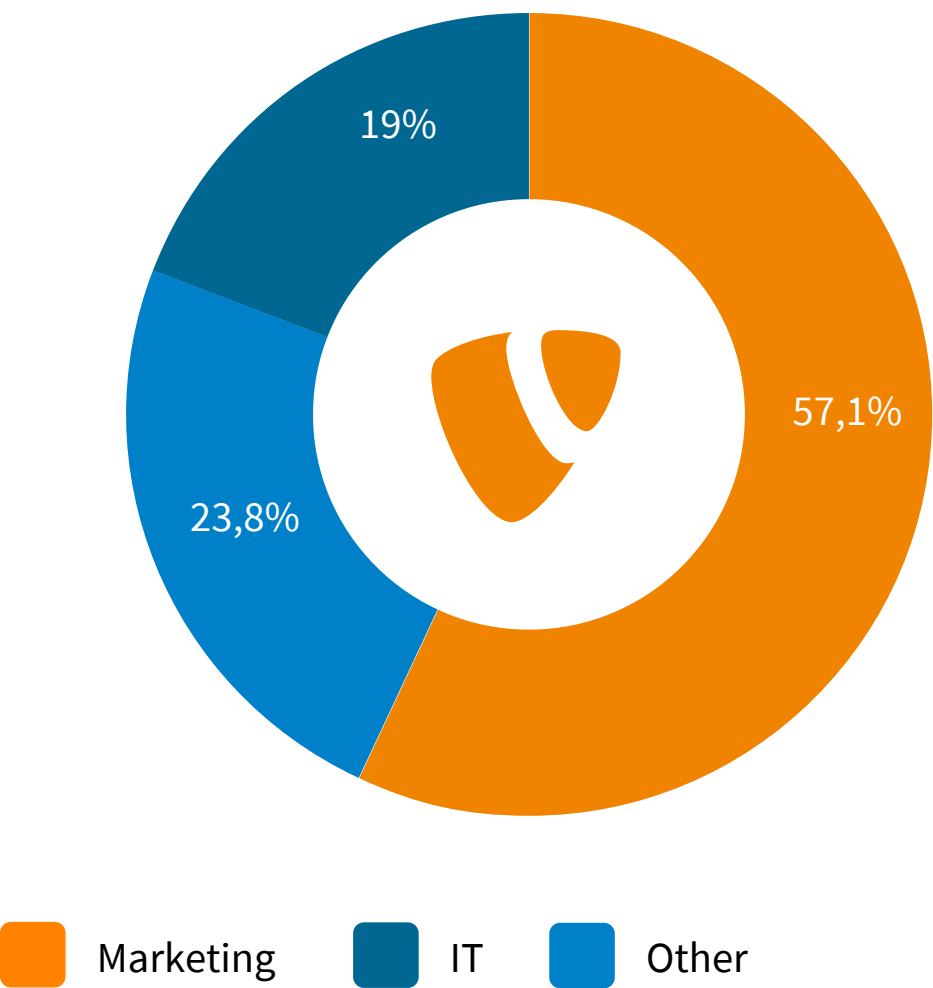
# What types of clients do you serve?



**Conclusion:**

- With medium-sized businesses in the lead, the graph suggests that TYP03 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?



| 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

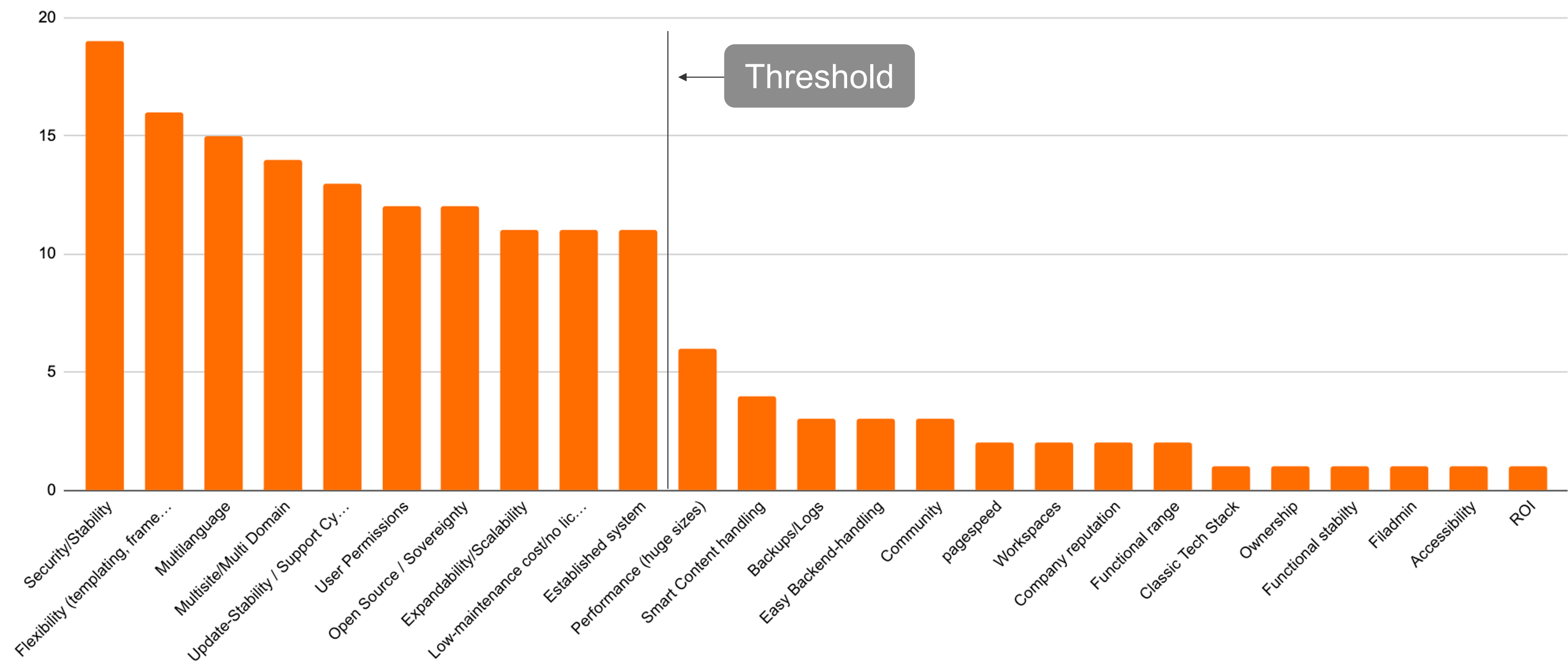
- **Participation:** Up to 42 participants answered each open-ended question, providing diverse inputs.
- **Open-Ended Nature:** Participants responded freely without a set definition of what a “feature,” “benefit,” or “attribute” means for TYP03, resulting in varied lengths and messages.
- **Clustering 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 TYP03’s marketing and sales materials.

## OPEN QUESTION #1

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***What top 3–5 features or benefits of TYP03 play an important role in winning sales?***

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**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)



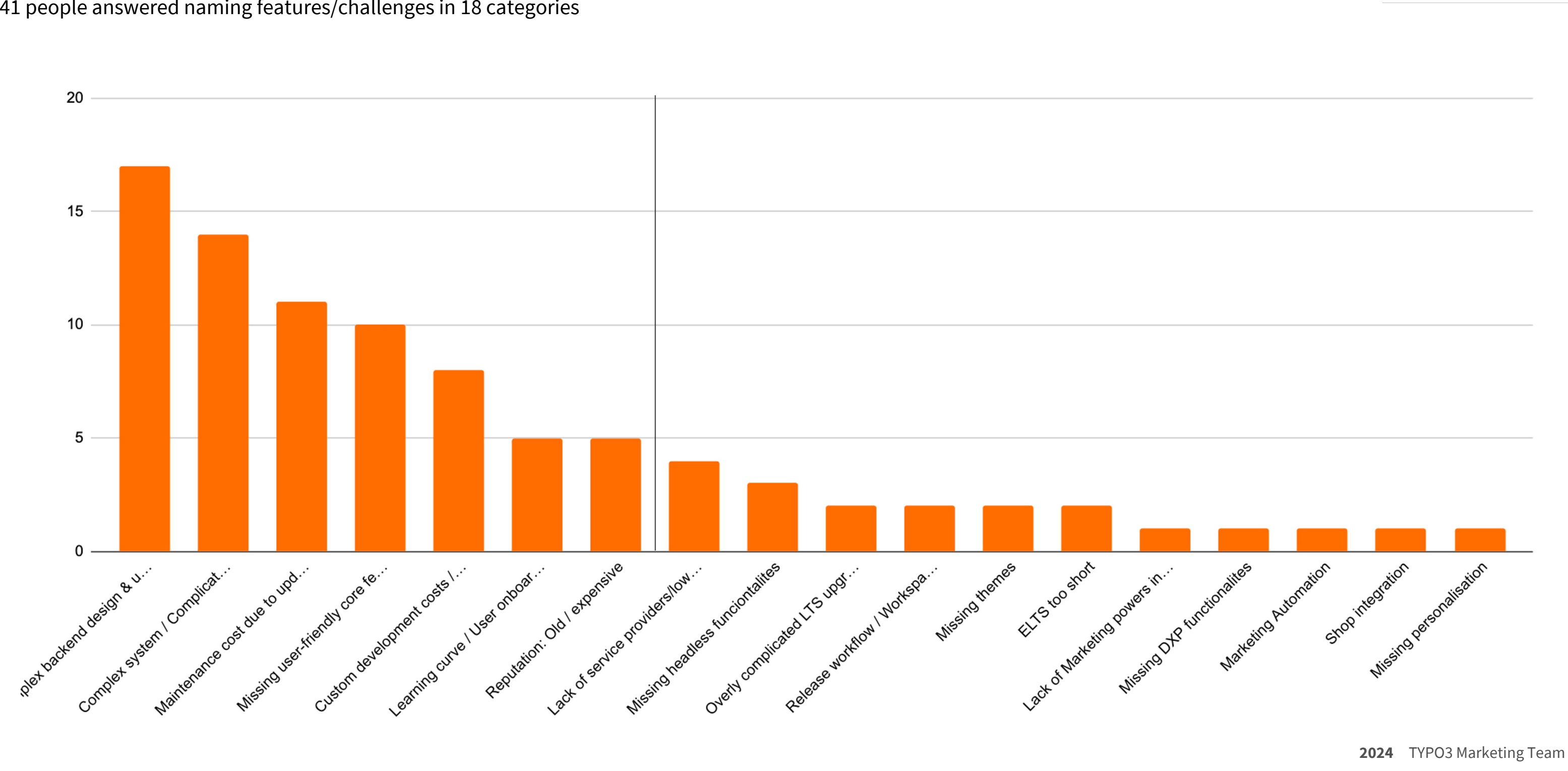
## OPEN QUESTION #2

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***What TYP03 features or attributes reduce your chance of winning sales?***






# What TYP03 features or attributes reduce your chances of winning sales?

41 people answered naming features/challenges in 18 categories



## What TYP03 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)





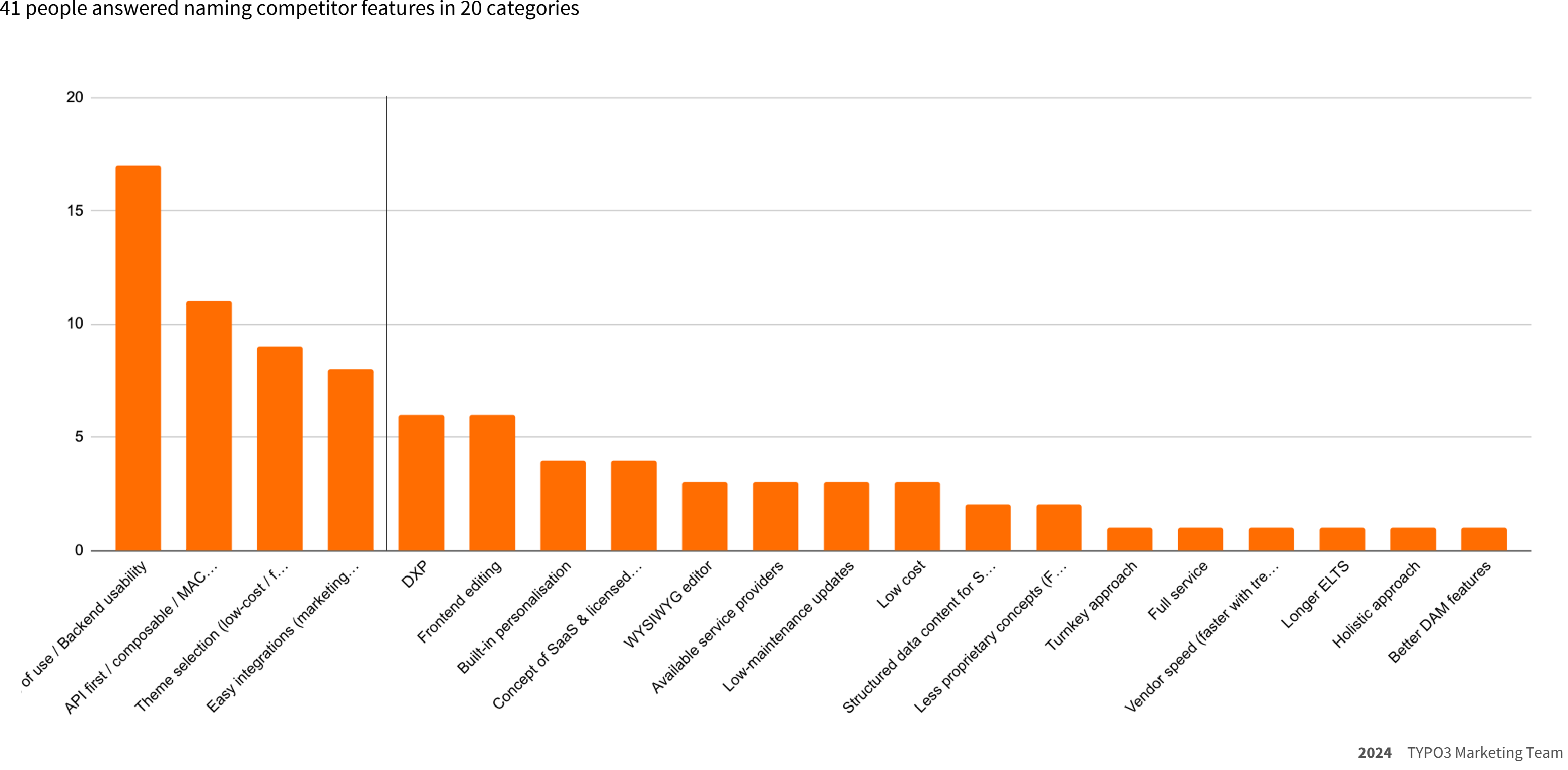
## OPEN QUESTION #3

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*What features of other CMSs reduce your chance of winning TYP03 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)



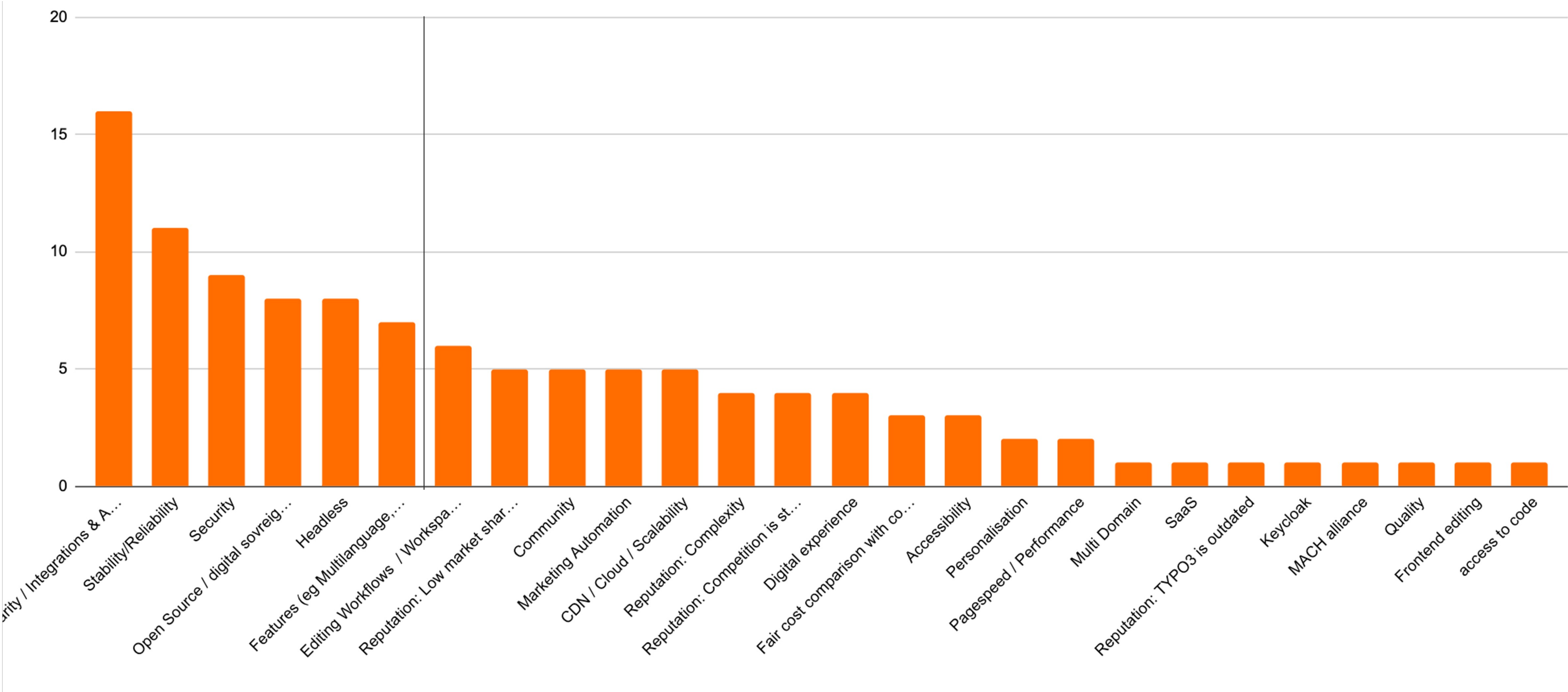


## OPEN QUESTION #4

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***What are the key terms or buzzwords you regularly hear in a sales context that should be emphasized in TYP03 sales materials?***

What are the key terms or buzzwords you regularly hear in a sales context that should be emphasized inTYP03 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 TYP03 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 TYP03 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.

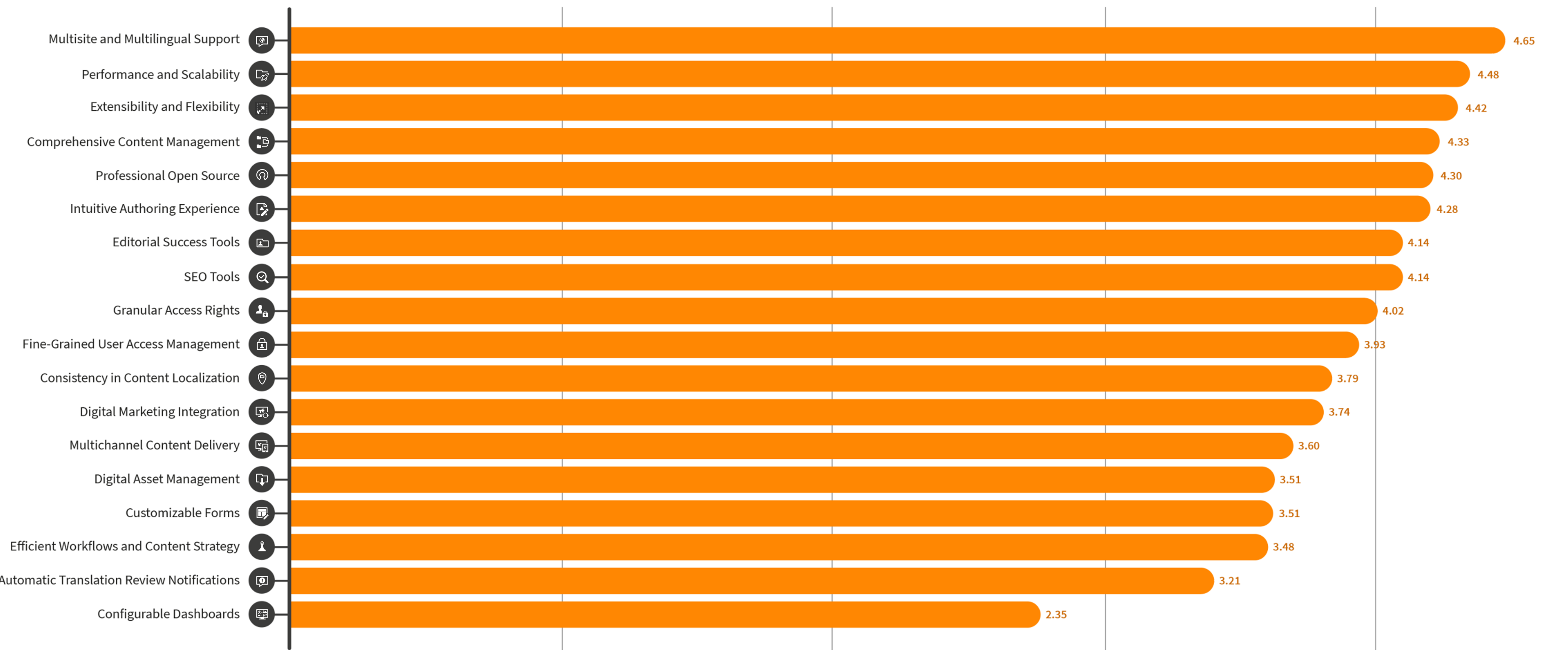
## BENEFIT RATING

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*How important are these TYP03 benefits to your sales messaging?*






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

How important are these TYP03 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

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*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

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***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 TYP03

## 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 **TYP03'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 :-)**



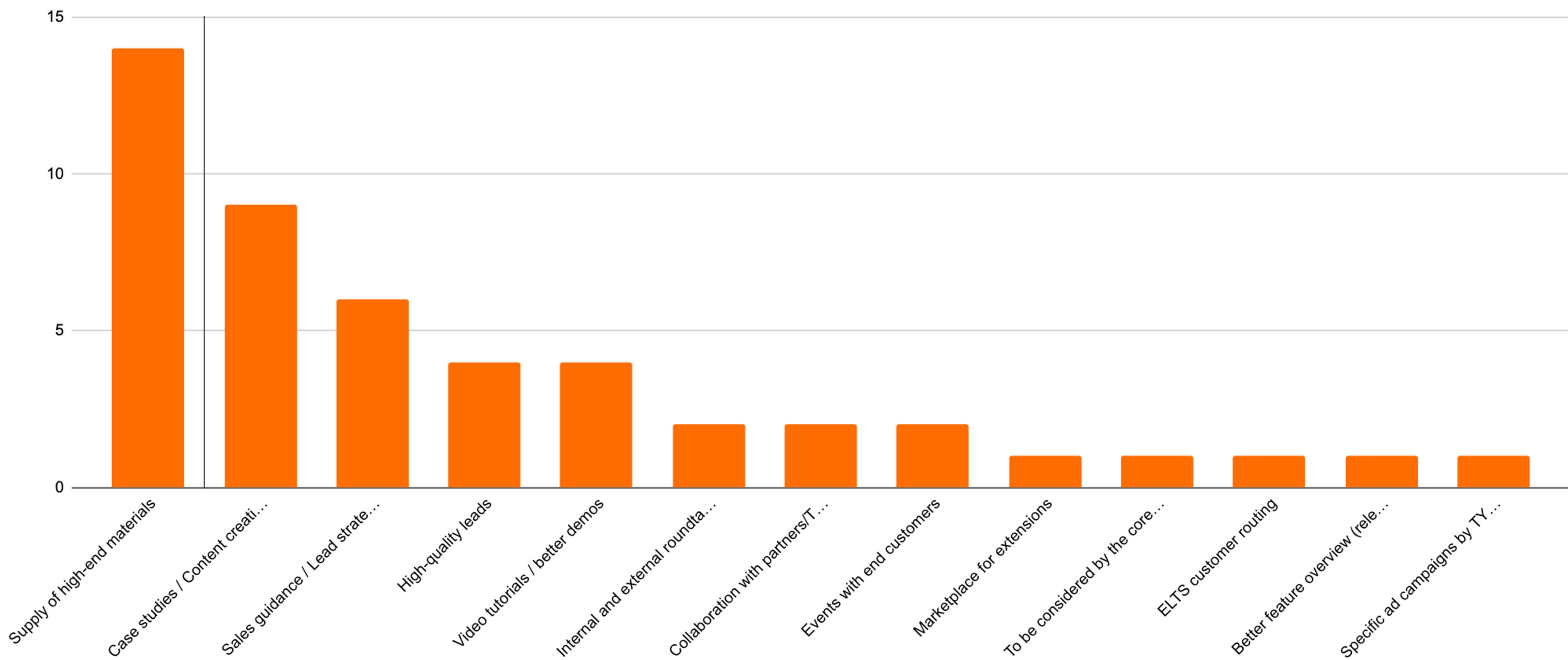
## OPEN QUESTION #7

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***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 TYP03.
- **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 TYP03'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 TYP03 Developer Days in August 2024.

# TYP03 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*

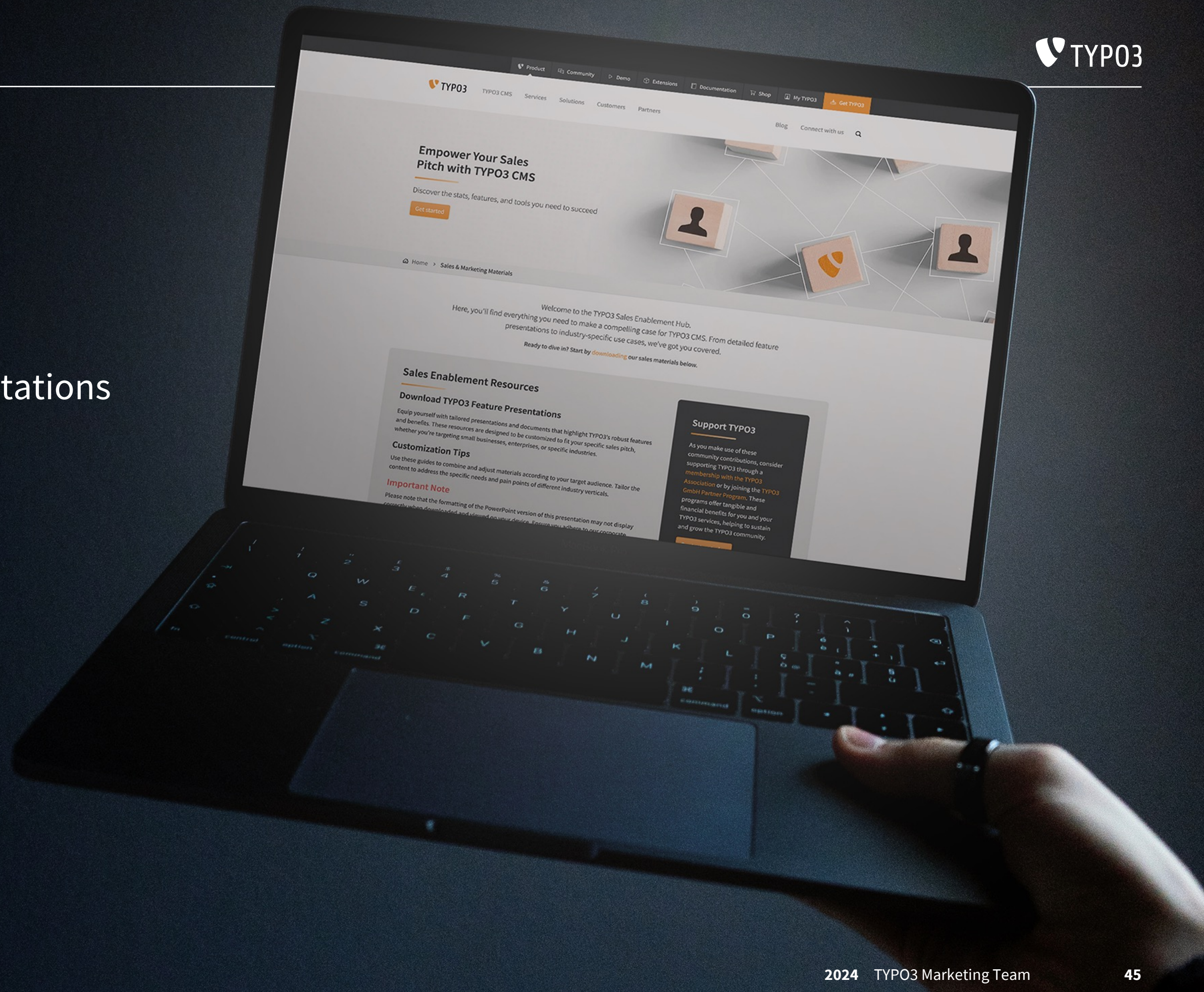


# Sales Enablement Landing Page with:

- 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

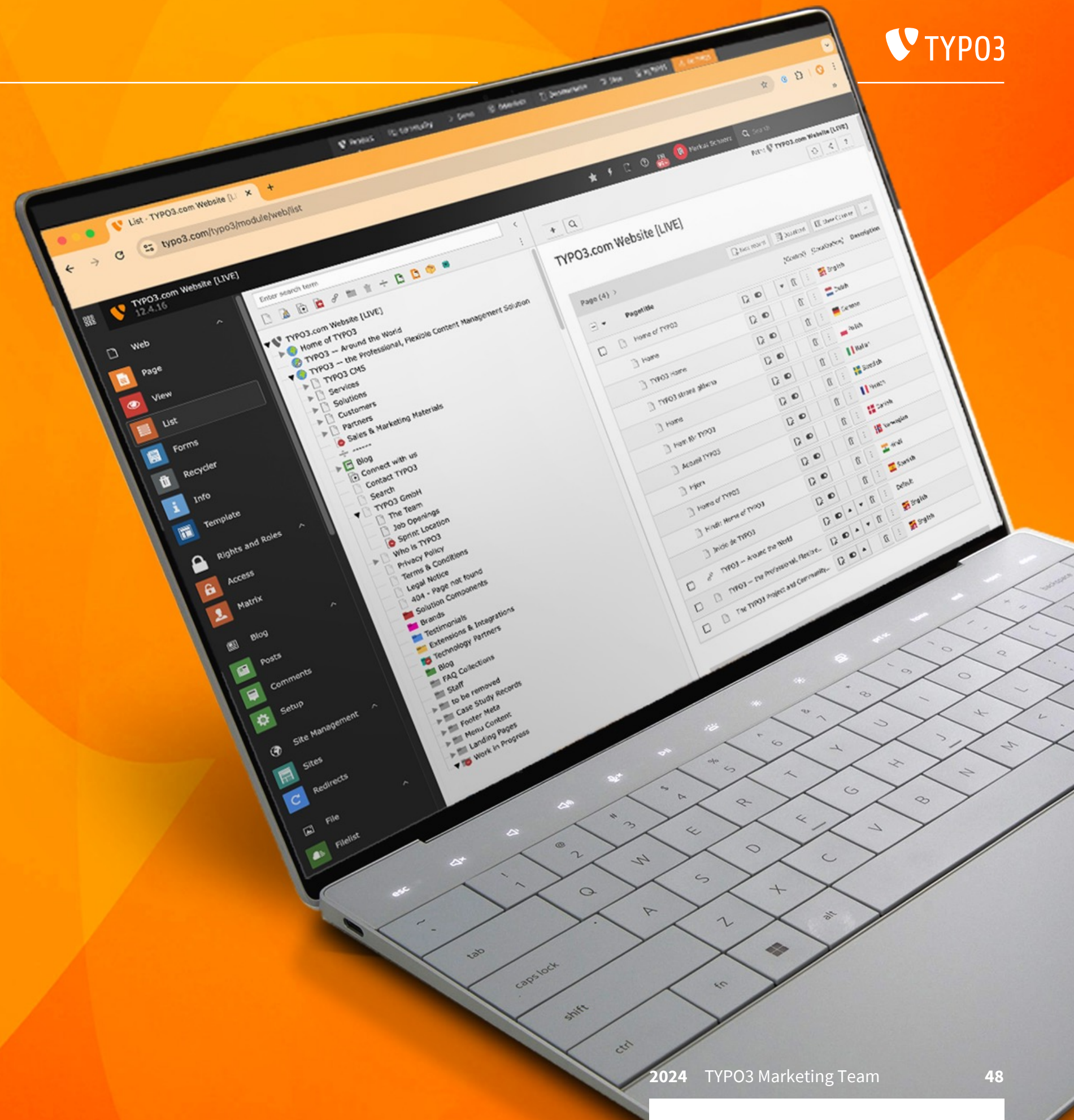
The Marketing Team plans to further promote TYP03 CMS and its benefits by:

- 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](mailto:marketing@typo3.com)