



This report corresponds to the period of september 2020 to December 2020. Working with the Marketing Department, during this time has been particularly difficult, as many volunteers have left the project or have been affected by the pandemic and their collaboration has diminished. However there are volunteers that continue to strive with their work and efforts to promote Joomla.

The social media team has changed leadership, the current leader has continued with the clear objectives of past leadership, and their work interaction continues to be active and harmonious. They are well organized and have clear objectives on how and what to post in social media. The marketing team has also teamed up with the social media team to create a campaign in Instagram for a giveaway, this was done to bring more traffic to the website as to the Joomla Shop. This first type of campaign allowed us to measure results and to conclude that the outcome is low compared to the effort required with the number of volunteers we currently have. However, with better coordination and more volunteers, campaigns like these may be considered in the future for promoting Joomla 4 as there was a high engagement of current followers.

The Joomla 4 marketing team has also been working on creating the content and adjusting existing designs for a *Landing Site* that will feature Joomla 4. This will be used together with a video and a brochure that will allow people to learn more about the features of Joomla 4 through different mediums. The technical elements of the *Landing Site* for Joomla 4, where this content will be posted and featured, has been handled by the production team where marketing has had little involvement.

Other teams within the Marketing and Communications Department have had a surge of activity such as new leadership and new volunteers. The Community translation team has seen a new team leader after years of lacking one which might encourage more volunteers to contribute to the project around the world. The SEO team has also had more involvement, and is not only seeing new volunteers but also returning ones. Both teams have been renewed with a great deal of energy to get these teams moving. It is foreseen that the SEO working group will transition from a working group to an official team. New volunteers have also come into the Marketing team with design skills and have offered their expertise to refresh the image of Joomla.

As department coordinator I am actively seeking a new leader for the Marketing team. Someone who can bring new energy and ideas to continue with the vision of promoting the project and meeting the plans of the Joomla Marketing and Communications Department. I am hopeful that this new year brings great opportunities for Joomla, new leadership and great ideas for our department.