Drupal™ 8
For Marketing Directors

> " I want my CMS to create accessible, shareable content, simply and easily "

MY NEEDS

I want to create relevant content on my company site to drive engagement, create leads and trigger conversions

I want to monitor which campaigns are trending from content, social and email efforts

I need to quickly deploy various types of digital content and campaigns that span multiple channels

I need to seamlessly integrate third party software like CRM and marketing automation with my site

Our website needs to look great and function perfectly on mobile devices

MY PAIN

It really frustrates me that the content we create isn't easily viewed on smartphones – so I really want better mobile capability

Drupal 'out of the box' requires a lot of additional work and customization. Why can't this change?

We're increasingly marketing to an international audience and want to develop territory-specific content. But I can't right now, so this is impacting our reach

HOW DRUPAL 8 WILL HELP

The built-in WYSIWYG editor will help you update content on your site, so no more need to disable rich text!

Integrate a mix of CRM, email, marketing automation and other software with Drupal as the backbone of your marketing efforts!

Go global and easily translate anything on your site with built-in user interfaces – and relax, because Drupal 8 has automatic software translation updates

Drupal 8 is mobile and fully responsive – which means your content will work on any device. You can also edit your site via a mobile. Impressive stuff!

FAST FACTS

Marketers can easily integrate CRM and marketing automation into #Drupal8

Built-in multilingual capability means marketers will no longer get lost in translation #Drupal8

Enjoy the sights with #Drupal8 Views in core

Take control of your content with #Drupal8

Seeing is believing: #Drupal8 is mobile and fully responsive out of the box

A BRIEF HISTORY OF DRUPAL

JANUARY 2001 DRIES BUYTAERT RELEASES DRUPAL	MARCH 2001 DRUPAL 2	AUGUST 2001 DRUPAL 3	JUNE 2002 DRUPAL 4	JANUARY 2007 DRUPAL 5	FEBRUARY 2008 DRUPAL 6	JANUARY 2011 DRUPAL 7

THE DRUPAL 8 TIMELINE

DEVELOPMENT OPENS March 2011

FEATURE FREEZE DEC 2012

FEATURE COMPLETE FEB 2013

FEATURE DEVELOPMENT

ALPHAS DEV SNAP SHOTS

API FREEZE JULY 2013

WE ARE HERE

BETAS MAJOR APIs LOCKED DOWN

API COMPLETION

RCs API AND FEATURE COMPLETE

DRUPAL 8.0 WHEN IT'S READY

RELEASE

Drupal 8: Something for everyone to love

Drupal™ 8

WHAT IS OPEN SOURCE?

The defining principle of open source is that you can sell the services and products created with the software, but not the software itself. So zero licensing costs!

WHAT MAKES DRUPAL GREAT?

Put simply, it's the community: hundreds of thousands of people working on developing and maintaining the Drupal platform and contributed software - every second of every day. This makes for an incredibly powerful cutting-edge content management system (CMS). But it's not just us that thinks that - there are over 1 million sites built with Drupal. And that number grows every day.

WHAT IS DRUPAL?

Drupal is open source software maintained and developed by a community of hundreds of thousands of users and developers. It is distributed under the terms of the GNU General Public License (or "GPL"), which means anyone is free to download it and share it with others.

WHAT IS DRUPAL 8?

Drupal 8 is the latest release on the Drupal journey - one that will take your site to a whole new level. It will set a new standard for ease of use, and has new ways to tailor and deploy your content - which will look great on any device. We've built it with you in mind, which is why there's something for everyone to love in Drupal 8.

Key benefits of Drupal 8 for Marketers:

MOBILE FIRST
- All built-in themes are responsive
- Simple administration pages
- Tables shrink properly
- New admin toolbar

VIEWS, OUT OF THE BOX
- Views built into the core CMS
- Create lists, posts, galleries, tables, maps, graphs, menu items, blocks, reports, forum posts...
- Easily customize front page and many administration pages

HTML 5
BETTER MARKUP WITH HTML 5
- Included in Drupal 8
- Proper native input tools on mobile for fields like date, email, and phone

EFFORTLESS AUTHORING
- New editor functionality
- Simplified content creation
- Improved CKEditor WYSIWYG editor
- New user interface features
- In-place editing
- Save drafts faster
- Deploy content the way you want it

ACCESSIBLE INTERFACES
- Simple text-to-speech messaging API
- Control element tabbing constraints API - eases keyboard navigation

HI   SALUT   CHÀO   CIAO
AHOJ   HEI   العربية
你好   HOLA

MULTILINGUAL CAPABILITIES
- Translate anything in the system
- Built-in user interfaces
- Language filtering
- Automatic software translation updates

Drupal 8: Something for everyone to love