TYPOlight marketing
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The goal of this workshop was to give an impulse to the topic "Marketing of TYPOlight". With a focus on concrete possibilities of how an agency / a service provider can convince his clients of TYPOlight rather than a general marketing of TYPOlight as a project. How and by what means this could be done was to be developed during the workshop. The initial agenda had an exchange of experiences, the elaboration of USPs (unique selling propositions), the definition of target groups and the development of adequate measures on the list. It turned out that one hour was too short for all of that, especially because the workshop was well attended and a lot of opinions and input had to be processed.

After a brief round of introductions we drew up the strengths that TYPOlight has with regards to other Open Source CMS. After that these points were weighted by the workshop participants. Everyone had three points that could be allotted to the different attributes.

The result

TYPOlight has (in the opinion of the workshop participants) the following strengths with the respective weightage:

- is good especially for small business websites (1)
- interfaces to existing systems can be build update-safe
- user administration is very good (powerful) (2)
- good expandability (2)
- backend is split from frontend
- backend can be "configured" for every user (3)
- easy handling (13)
- high flexibility in building / implementing websites (9)
- websites can be implemented quickly (4)
- steep learning curve
- scalability/expandability (4)
- security (could be even improved with certified 3rd-party-extension) (7)
- many function already "onboard" (2)
- accessibility (2)
- search engine friendliness (4)
- multilingual (1)
- good backend design

The winners and main arguments for TYPOlight (as seen by the experts) are:

1. easy handling
2. high flexibility
3. security

The initially intended further going questions (see above) could not be dealt with due to the mentioned lack of time. We will therefore address these questions (in the forums or on a separate place) separately und assemble a catalogue of questions to gain further input

from all of you. This will help, so we can all together work on the positioning of TYPOlight and to build a concept for PR and advertising efforts. These could then be used by agencies / service providers to market TYPOlight to their clients.

Forum for Agencies and Freelancers in planning

In addition, we decided to build a special forum (within the main forum) for agencies and freelancers. This should ideally become a platform where agencies and freelancers - in best open source manner - can share experiences and give or receive concrete support on special topics. The concept is being worked on and more details will follow.