

Positioning Joomla as a top content management system

Broaden interest beyond core fanatical developers



Joomla is one of the world's most popular software packages used to build, organize, manage and publish content for websites, blogs, Intranets and mobile applications. The content management system (CMS) is different from all others because it is a 100 percent community driven and funded open source software project. Other open source content management systems are either massively funded by outsiders, or have a single figurehead or CEO making product decisions.

THE METRICS

Major coverage included:

TechCrunch

Mashable

Business Insider

Network World

CIO Magazine

ReadWriteWeb

TAKING TECH MAINSTREAM

The challenge: Joomla reached out to Voxus to help extend its exposure beyond a few niche blogs and therefore increase its awareness with the broader tech community.

TELL A STORY OF STRENGTH

The idea: Voxus recommended that Joomla publicly announce metrics around its always-growing user base combined with evangelizing the uniqueness of the Joomla community.

NUMBERS ARE KING

The solution: While saying you are a "leader" or "pioneer," having actual numbers to back up the claims is essential. Fortunately with Joomla, those numbers matched up. For instance, Voxus dug into the numbers and communicated publicly with media:

- "The award-winning CMS is led by an international community of more than a half million active contributors"
- "Joomla's power and extensibility has resulted in its software being downloaded more than 50 million times"
- "With more than 3 percent of the Web running on Joomla and a CMS market share of more than 9 percent, the free open source software powers the web presence of hundreds of thousands of small businesses, governments, non-profits and large organizations worldwide like Citibank, eBay, General Electric, Harvard University, Ikea, McDonald's and Sony"

In addition to the solid metrics, Joomla has a large and experienced team of contributors. Voxus leveraged this key difference from other content management systems by consistently offering up media interviews with a changing and varied group of Joomla contributors. By doing so, Voxus subliminally sent the message that Joomla is innovative, non-hierarchical and ultimately gives users a product that is the best in breed technology, developed by a wide variety of people.

RESULTS SPEAK FOR THEMSELVES

The results: Admittedly, content management systems are not the hottest pieces of technology. But by leveraging the best stories Joomla had to tell, mainstream tech outlets leveraged much of the message Joomla wanted. For instance, TechCrunch wrote, "But unlike Matt Mullenweg of WordPress there is no 'face' of Joomla; instead, it has been collectively run by the nearly 250K developers that use Joomla.org." And Mashable wrote, "Unlike with other open source content management systems, it's hard to pin down one founder of Joomla. The CMS that now runs about 2.4% of the top 1 million websites..."

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