



# AMBASSADOR HANDBOOK

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WELCOME TO OUR COMMUNITY

2025

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We're so excited to have you joining us as a Mautic Ambassador. This handbook contains everything you need to succeed in your role!

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Need something you can't find here? Got ideas for how we can improve the ambassador program? Drop us an email at [ambassador-support@mautic.org](mailto:ambassador-support@mautic.org). We can't wait to hear from you!



# WELCOME MESSAGE

Hi there! I'm delighted to welcome you to our community-driven initiative to expand Mautic's reach. Ambassadors play a crucial role in promoting Mautic around the world.



**RUTH CHEESLEY**  
Mautic Project Lead

Your role is vital in our mission to create a vibrant, vendor-agnostic community which empowers developers, marketers and providers to collaborate and innovate. Thanks for stepping up to help Mautic grow!

This handbook provides the resources and guidance that you need to excel in your role, but don't forget that you're part of an awesome global network of ambassadors.

Be sure to share your successes, bounce ideas off other ambassadors, ask for help if you're stuck or in need of inspiration - we're all here to help you succeed!

Thank you for your dedication and leadership. Your contributions are invaluable to Mautic's growth and the empowerment of marketers worldwide. Welcome aboard!

# OUR VISION & MISSION

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## VISION



Our vision is to be the most privacy-focused, accessible and extendable marketing automation product on the market, giving everyone the power to understand, manage and grow their business or organization while respecting and safeguarding the privacy of their end users.

**In short:** Mautic is the most privacy-focused, accessible and extendable marketing automation product on the market.

## MISSION



Mautic empowers businesses and organizations to deliver fully integrated marketing campaigns by providing powerful, world-class open source marketing automation software supported by a thriving, worldwide community of passionate contributors.

**In short:** We empower people to free their marketing with Mautic.



# BEING A MAUTIC AMBASSADOR

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Congratulations on being chosen to become a Mautic Ambassador! We're delighted to welcome you to our ambassador team!

This program recognizes and supports dedicated community members like you who contribute your valuable time, enthusiasm, and expertise to strengthen the Mautic ecosystem. As an ambassador, you'll be empowered to expand the impact of the excellent work you're already doing in our community.



As an Ambassador, you'll receive access to exclusive materials, resources, and training to drive forward your activities and grow Mautic in your country, region or university. You'll develop leadership experience in our growing open source project, receive support for local and international Mautic representation, stay informed about new developments, and enjoy exclusive ambassador swag. If you need additional support, just ask - we're here to help.

We've created a private category on the Mautic forums where ambassadors can exchange ideas, discuss topics, and seek assistance. Please introduce yourself there so the ambassador community can get to know you.

# YOUR ROLE



As a Mautic Ambassador, you are expected to represent the values and ethos of the Mautic community in all your public communications and interactions.

You are Mautic's official representative in your country, region or university, inspiring others to explore marketing automation, embrace open source, and join our community.

We're confident in your abilities and committed to supporting your success in this important role.

Your role requires being a visible, positive advocate for Mautic, upholding our community principles and creating a welcoming environment for all.

When training opportunities or inquiries come in from people in your country or region for freelancers or companies offering Mautic services, we'll contact you to check your interest and availability before recommending you as a preferred trainer - this is one of the perks of being a Mautic Ambassador.

While you may charge for training services, we also host regular free community onboarding sessions and expect your occasional contribution to these initiatives, particularly if you're representing a community where English is not the first language.



# AMBASSADOR GOALS

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As a Mautic Ambassador, you are at the leading edge of the Mautic community, where you can inspire innovation and best practices among your geographic region.

Your initiatives will directly influence others, playing a vital role in expanding Mautic's adoption across academic institutions, industries, and beyond. Each person you introduce to Mautic becomes a valuable community member, creating a ripple effect of growth and innovation wherever they go!



Your primary goal as a Mautic Ambassador is to help us grow the Mautic community in your geographical area, region or university. You'll drive the adoption of Mautic and be an active part of the community, contributing to the creation and maintenance of projects. You'll also support existing Mautic users and encourage them to continue using Mautic.

As an Ambassador, you're expected to meet a threshold of contributions each quarter to remain in the program. The types and quantity of contributions will vary - we understand that other demands can fluctuate over time. In brief, we expect each Ambassador to be able to contribute at least two outreach activities, ideally spread out over the quarter. Check the *Suggested Activities* section for more information on the kind of activities you might work on which will count as part of your duties as a Mautic Ambassador.

# SUPPORTING YOU



You're already doing an awesome job excelling in the Mautic community, which is why you've been selected to represent Mautic as an Ambassador.

The Ambassador Project exists to empower you further, with additional resources, support and training.

We aim to equip you with everything that you need to extend your current reach, develop your presence as an official representative of Mautic in your country, region or university.

## IMPACT

Help to shape and grow the Mautic community and increase your social media reach! You can use your status as a Mautic Ambassador to show you're a leader in our community. You'll be able to lead by example, and we'll amplify your work through social channels, helping you to build your network. In doing so you're directly helping Mautic to grow and thrive.

## ACCESS

Get exclusive 'behind the scenes' access with insights into running an open source community. We'll have regular online ambassador calls, a quarterly catch up with Mautic's Project Lead and Product Team Leads to get the inside scoop of what's on the horizon and celebrate your achievements, and opportunities to learn about new growth and outreach strategies.



# TRAINING, RECOGNITION & SUPPORT

Whether you need support with becoming more confident speaking about Mautic or resources to prepare exciting, inspiring presentations, we're here to help you succeed.

You'll have access to all the assets you require, along with resources and tips from the team and from your fellow ambassadors. We've got lots of experience-based recommendations for organizing and running events along with guidance on how to speak publicly about Mautic.



## RECOGNITION

Mautic will promote and recognize you as an official Ambassador and you'll receive a certificate after each full year of participation, along with some super exclusive Mautic swag that's only available to Ambassadors. In the Community Forum you'll have a Mautic Ambassadors badge, and a special icon you can use beside your name in Slack, if you choose.

## SUPPORT

As an ambassador you're eligible to apply for funding to attend events *in your region* representing Mautic, for swag, stickers, and support (e.g. pizza) for any Mautic events you organize. If you meet your goals for at least two quarters running you'll also get free access to official Mautic events, and after one year, you can apply for funding to attend the in-person Mautic World Conference.

# SUGGESTED ACTIVITIES



## 01. Networking

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Engaging with others in the local, national and international Mautic community is very important. Take the time to make meaningful connections and build relationships. This can help build your network of contacts, and improve the reach of your ambassador activities even further. It doesn't have to mean meeting new people, it could involve revisiting old connections and friendships.

## 02. Content creation

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Social media channels are a powerful way of sharing information and ideas. We encourage posting on social media about Mautic. These posts should be in your own voice, and about what *you* find exciting. Technical posts are great, but just as valuable are human experience - what it's like to use Mautic, successes you've had, and your experience as an ambassador.

Blog posts can be on [mautic.org](https://mautic.org) or your own personal blog or LinkedIn, and we'll use our social media channels to amplify your post. You can create content in any format - text, video, podcasts, etc. You'll work with the team on your draft and we'll do a first review, then a final internal review. Text content should use Google Docs. Always reshare Mautic posts with your own comments about why you're excited by that information.





# SUGGESTED ACTIVITIES

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## 03. Documentation

Mautic documentation is read by thousands of people every month, and curated by our community. While it's pretty extensive, we have a lot of areas for development. Whether you organize a sprint to contribute English knowledgebase articles, translate existing articles, write or update end-user or developer documentation, it all helps our community to be more successful with Mautic.

## 04. Organizing events

Organizing and running local Mautic events such as user groups, MautiCamps, sprints and workshops is a great way to meet other Mauticians while widening your engagement and reach.

You can either organize your own standalone events or you can join in with international events - like community sprints - by running a local event in your country. It's much more fun to work on things together, and running a local sprint means you can work in your own timezone while still being connected in with the wider community. We'll even provide the pizza (or local equivalent!) and attendance certificates.

MautiCamps - annual conferences run in your country and organized by your community - are also a great way to drive awareness of Mautic in your area and you'll be responsible for running it.

# SUGGESTED ACTIVITIES



## 05. Giving talks

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There are probably conferences and events in your country where it would be appropriate to present about Mautic, whether that's through a case study or a specific talk about marketing automation or open source. We have a wealth of presentation decks and resources which you can use to support your proposals, and also share yours with other ambassadors to help them succeed, too.

## 06. Advocacy

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Becoming the local contact for Mautic in your country, region or university will enable you to interact with users who have questions, and build a thriving local community of Mauticians in your country. In this way, you'll nurture users who may not be fully aware of Mautic and all its amazing features, while creating a group of users who can then support each other. You'll also be a port of call for Mauticians who need help with something, and able to direct them appropriately.

If Mautic receives enquiries from organizations in your country or region who want to start using Mautic or to find companies who can service them, as our trusted Ambassador, you'll be the first point of call to which we direct them, so having a broad base of contacts across the industry and ecosystem means that you'll be able to make all kinds of business connections with and for people.





# SUGGESTED ACTIVITIES

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## 07. Community support

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Mautic has a thriving, vibrant online community of Mauticians from all over the world. You can establish yourself as a leader in the community by helping others with questions or challenges that they face, or sharing resources that are helpful for users of Mautic. We also have multilingual categories and sections for Mauticians in the same country to come together - these are all great places for you to build and nurture your local community.

Small and regular community support contributions are just as vital to the heartbeat of the Mautic project as running meetup groups and events - it helps people find answers, supports them in succeeding with Mautic and ensures that newcomers to our community feel welcomed, accepted and encouraged in their use of Mautic.

The Mautic Community Forums are our home online, and any questions from Mauticians should be asked there, however we know that they often happen in private spaces like Facebook groups, WhatsApp groups, Telegram, etc. You can help both by answering the questions where they arise, but also by proactively channeling such questions towards the forum so that others can find and learn from the questions and the answers.

# AMBASSADOR METRICS



The Mautic Ambassador Program is focused on driving engagement with Mautic around the world. One well-organized activity with high engagement and positive experiences for attendees may be more valuable than several activities with little to no engagement.

Similarly, one social media post or blog post that has many views and is widely shared can often be more valuable than multiple social posts or articles which go un-noticed.

## AIMING FOR ENGAGEMENT

The goal of ambassadors should not be volume, but engagement. One well-organized activity with high engagement and positive experiences for attendees may be more valuable than several activities with little to no engagement. Similarly, one carefully crafted social post or blog that has many views and is widely shared can often be more valuable than multiple.

## SHARING YOUR PLANS

We ask that Ambassadors share activity plans with the Community Team in advance whenever possible. Once a quarter you'll receive a check-in form so that you can report on the activities you've carried out that quarter, and how they went. You **must** report at least two activities organized and run with a full report per quarter in order to continue in your role as an Ambassador.



# REPORTING ON YOUR ACTIVITIES

Some of the metrics that we're interested in for activities that you organize include:

- The goal of your activities - what were you trying to achieve?
- The number of registrations and attendees - to assess reach
- How much time it took to organize and execute your activities - so we can understand the amount of effort involved



For social media posts and blogs, we're interested in:

- The target audience for your social media posts or blog post - to help us understand who you were trying to deliver your message to
- How many views, engagements and reshares your social media post or blog received - to help us assess the reach of the content

## SUPPORTING GROWTH

These reports are an important part of the Ambassador Program - it helps us evaluate growth and learn how we can best allocate resources to help you and the rest of the community going forward. They aren't intended to grade ambassadors on their effort. We're open to hearing from you what kind of information is practical to report and which metrics you feel are most relevant.



# FUNDING AND SWAG



The Mautic Ambassador Program is funded by the Mautic project using donations from our corporate sponsors and members. The budget is limited and we have to use it in the most impactful way possible. If you want to request funding to attend or run an event, or swag for yourself/events, please contact the team at [ambassador-support@mautic.org](mailto:ambassador-support@mautic.org) with the details of your request and the outcomes you're aiming for with the activity. Please reach out as soon as possible, ideally 2 months in advance.

## EXAMPLE FUNDING REQUESTS

Some examples might include (but are not limited to) attending a B2B conference in your country to represent Mautic, stickers and swag for in-person meetup groups, demo accounts on the trials infrastructure to demonstrate the hosted Mautic environment, pizza/drinks for an in-person sprint. Often it's cheaper to get stickers and posters printed locally.

## HOW TO GET REIMBURSED

Some expenses can be paid by Mautic directly if an invoice is provided or it's possible to use a credit card, but in most cases you will need to pay for the expense yourself and submit a reimbursement request after the event has happened, showing evidence of the items being used at that event. It's important to ensure you have an invoice - no invoice, no reimbursement..



# MAUTIC LOGOS

You can access all the Mautic logos and resources online at:

<http://mau.tc/mautic-logos>

You can use these logos in your advertising for your event, provided that they align with our brand guidelines and trademark policy.

Please use the Canva templates when creating social media posts, this helps to improve consistency across activities.

It's important to take a standardised approach to your imagery (for example using the same country-specific images, as this helps to build consistency across the events and activities. If you require any other assets such as different versions of the Mautic logo, guidance on using the logos or the Canva templates, or help with creating templates for different social media channels, please reach out to our design team on #design in the Slack community.



**mautic**  
Free your marketing!

## PLANNING LARGE EVENTS

If you're planning a MautiCamp event, or other similar large-scale event, please make sure to let the Ambassador Support team know as early as possible - ideally in the planning phases - to ensure that we can fully support you with design, marketing and operational assistance. We'll also ensure that we promote your event widely across the community to drive attendance.