



# デジタルマーケティング&CRMをやさしく学ぶ勉強会

Drupal でデジタルマーケティング&CRM システムを作ってみよう

開催日 2017 年 12 月 25 日(月) 19:00-21:30

# 目次

I.	はじめに .....	2
	Drupal 7 & 8 のコア	
	Drupal 8 のステータス	
	トピックス	
	便利なツールやシステム	
	デジタルマーケティング資料	
	次回の勉強会	
	なんでも質問コーナー	
II.	Dries さんのブログより .....	6
III.	今月のモジュール .....	7
IV.	デジタルマーケティング関連モジュール .....	8
	・ MailChimp モジュール	
	・ HubSpot モジュール	
	・ Hubspot forms モジュール	
	・ CiViCRM 市民活動向けディストリビューション	
V.	ディスカッション .....	14
VI.	クレジット、謝辞、ライセンス.....	14
	クレジット	
	謝辞	
	ライセンス	

# はじめに

---

## Drupal 7 & 8のコア

12月25日(月) <https://www.drupal.org/project/drupal>

### Recommended releases

These are stable, well-tested versions that are actively supported.

#### Drupal core 8.4.3

Released Dec 07 2017

The next patch release of Drupal 8 is ready for new development and use on production sites.

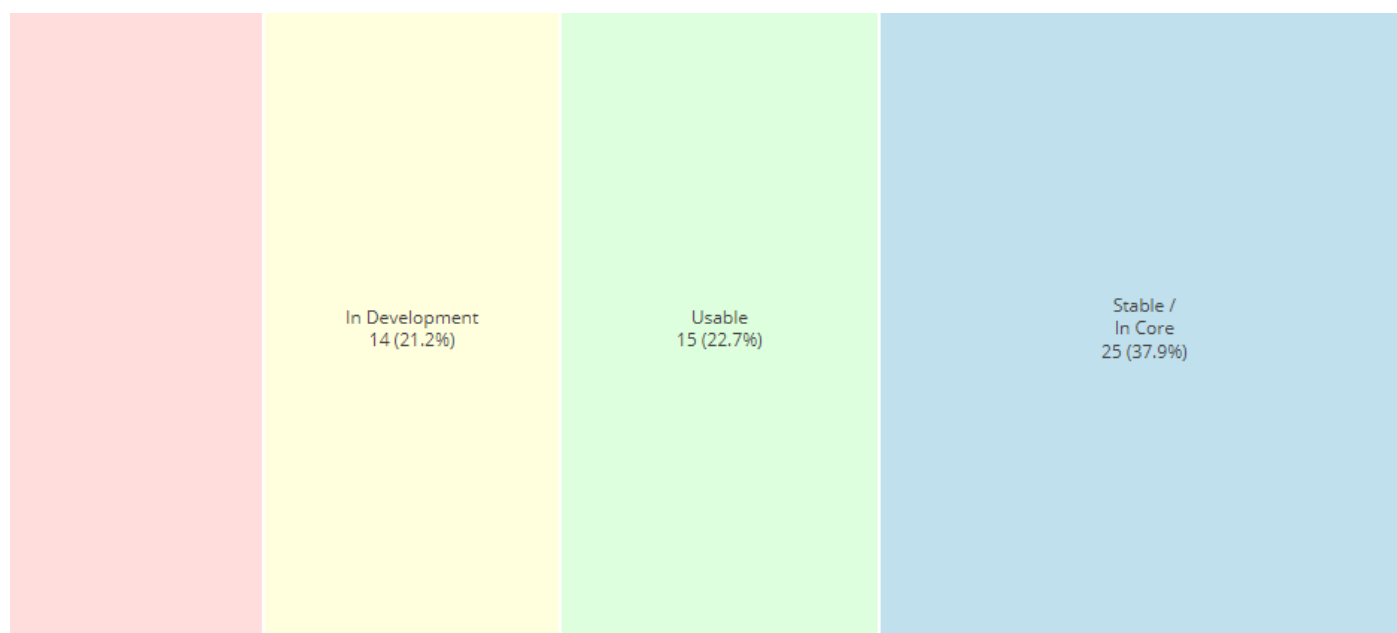
#### Drupal core 7.56

Released Jun 22 2017

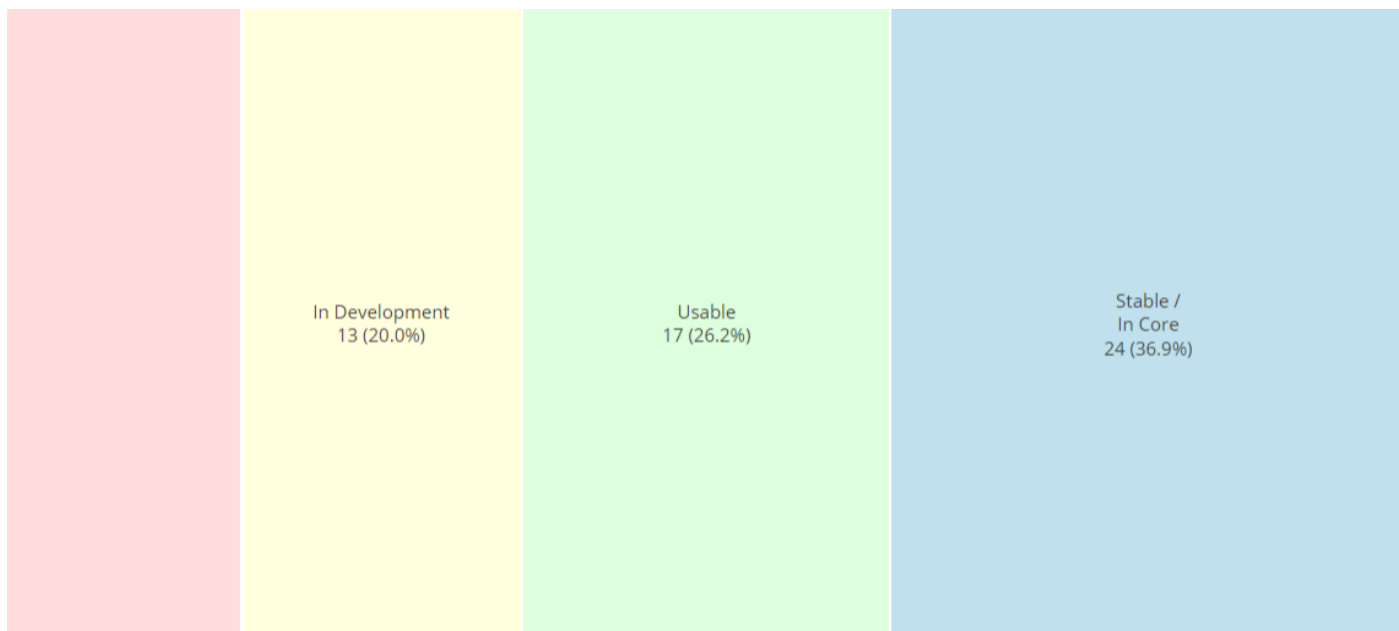
If you need stability and features from the widest variety of contributed modules and themes, this is the version for you.

## Drupal 8のステータス

12月25日(月) Drupal 8について、 <https://www.drupal.org/drupal-8.0/get-involved>



8月29日(火)



## トピックス

### ***Drupal Global Training Day + Global Sprint***

Drupal Global Training Day + Global Sprint January 27, 2018

Drupal Association さんからの誘いで、Global Sprint と Training を一緒に開催したらどうかとの連絡があり、開催することになりました。今年のイベントは

<https://groups.drupal.org/node/515662>

Sprint では、Decoupled の勉強で、Ruby や JavaScript をフロントエンドにして皆さんとサンプルを作ってみよう、という企画になる予定です。

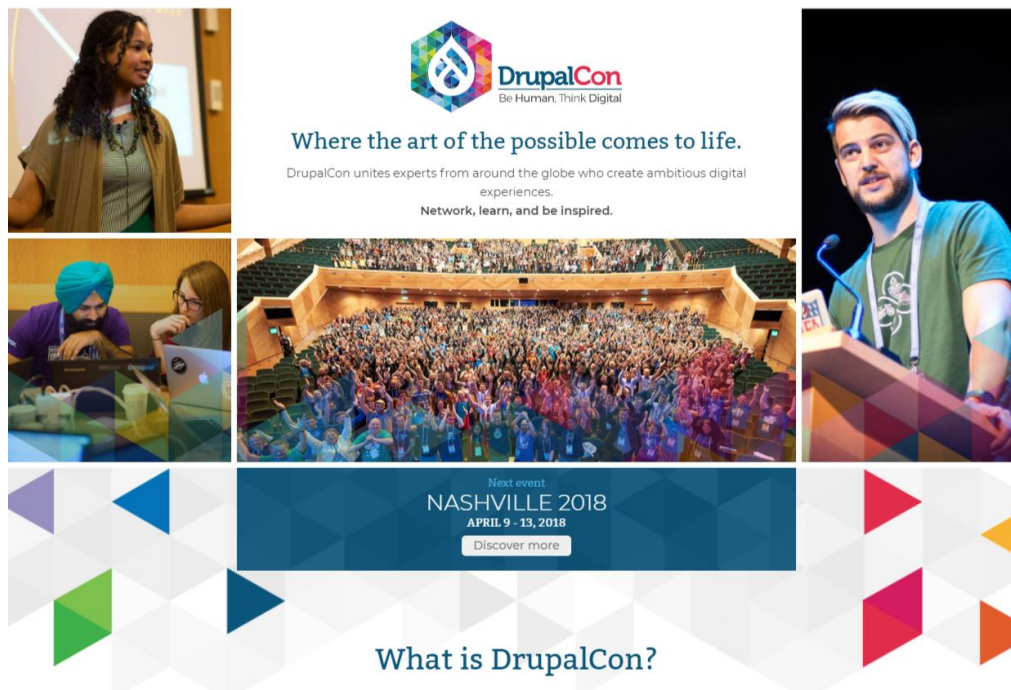
### ***CiViCRM ワークショップ***

3 月 10 日（土）に横浜駅前のかながわ県民センターにて、無料ワークショップ開催、詳細は後日

### ***DrupalCon Nashville 2018***

<https://events.drupal.org/>

CMSLABO LLP でブロンズスポンサー展示出展検討中です。一緒に参加希望される方は、スポンサー特典で無料参加チケットを差し上げます。詳細は、ほどたまで、お問合せください。

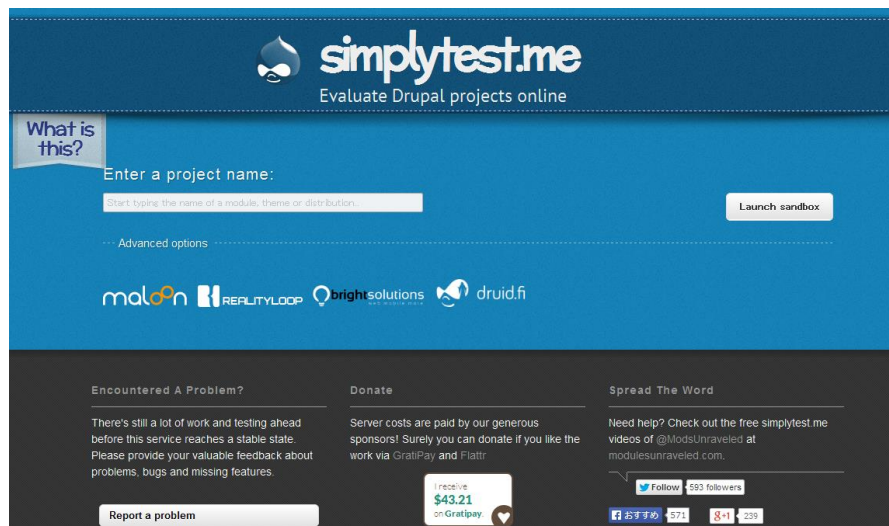


## Drupal の本と動画の紹介（Packdpub 社から出版している）

サイト内でキーワード **Drupal 8** で検索すると

## 便利なツールやシステム

さまざま Drupal のコアや拡張モジュール、テーマ、ディストリビューションなどを無料で 24 時間、AWS クラウドで体験できます。 <http://simplytest.me/>



## デジタルマーケティング資料

ビッグイシュー買う人 7 割が女性

チケキャン、1 次流通伸ばす

顧客専用サイトで契約 2 倍

## 次回の勉強会

1 月 17 日(水)、かながわ県民センター 7 階 705 号室です。内容は未定です。

12 月 25 日(月) 久松町区民館で、MailChimp, HubSpot, CiViCRM などの CRM 分野です。記事「Using lots of different tools? Do it all in Drupal instead!」を参考に

<https://www.mydropwizard.com/blog/using-lots-different-tools-do-it-all-drupal-instead>

1 月 29 日(月) 久松町区民館ですが、1 月 27 日に Global Sprint があるので 2 月(2 月下旬)になる予定。

## なんでも質問コーナー

Drupal や CMS、クラウドなど、ご質問をお受けいたします。

## Dries さんのブログより

---

- Massachusetts launches Mass.gov on Drupal  
<https://dri.es/massachusetts-launches-mass.gov-on-drupal>

### Massachusetts launches Mass.gov on Drupal

December 01, 2017

Add new comment

Drupal

Acquia

Drupal sites

Acquia Cloud

Government



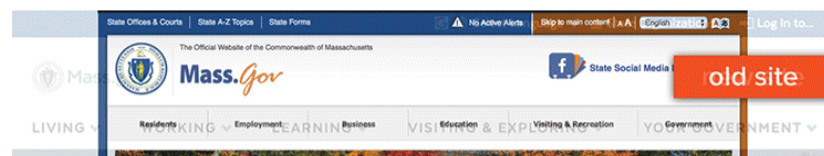
This year at Acquia Engage, the Commonwealth of Massachusetts launched Mass.gov on Drupal 8. Holly St. Clair, the Chief Digital Officer of the Commonwealth of Massachusetts, joined me during my keynote to share how Mass.gov is making constituents' interactions with the state fast, easy, meaningful, and "wicked awesome".



Since its founding, Acquia has been headquartered in Massachusetts, so it was very exciting to celebrate this milestone with the Mass.gov team.

#### Constituents at the center

Today, 76% of constituents prefer to interact with their government online. Before Mass.gov switched to Drupal it struggled to provide a constituent-centric experience. For example, a student looking for information on tuition assistance on Mass.gov would have to sort through 7 different government websites before finding relevant information.





## 今月のモジュール

---

ディストリビューション DrupalCamp Organizing Distribution (イベント、セミナー)

<https://www.drupal.org/project/drupalcamp>

ディストリビューション ELMS learning network E ラーニング

<https://github.com/btopro/elmsln>

ELMS: Course Information System E ラーニング コース情報

<https://www.drupal.org/project/cis>

ディストリビューション Open Academy 教育機関向け

<https://www.drupal.org/project/openacademy>

ディストリビューション CiViCRM Starter Kit 会員管理および市民活動向でも

<https://www.civicrmstarterkit.org/>

## CiviCRM demo for non-profits

Explore the front-end abilities of this all-in-one web application.



Demo form



Demo volunteer



Demo petition



Demo event



Demo signup



Demo directory



Demo personal fundraising



Demo membership



Demo donation

Simplytest.me でテストしましょう



# デジタルマーケティング関連モジュール

---

## • MailChimp モジュール

Email 配信システム [MailChimp](#) と連携するモジュール

### MailChimp

[View](#) [Version control](#) [View history](#) [Automated testing](#)

Posted by [levelos](#) on 29 January 2008, updated 22 November 2017

This module provides integration with [MailChimp](#), a popular email delivery service. The module makes it easy for website users or visitors to control which of your email lists they want to be on (or off), lets you generate and send MailChimp email campaigns from your site, and lets you and your users view a history of emails they have been sent from MailChimp. More generally, it aspires to make your email delivery world efficient and to make your user's email receipt and control simple and precise. Thanks to [MailChimp's](#) ongoing sponsorship, this module is actively maintained and regularly adding features.



#### Features & Modules

The MailChimp core module provides all of the API integration functionality, and the ability to add your MailChimp API key and configure a few options. Unless you are writing your own functionality with MailChimp, it doesn't do much alone. The other features are broken out into the following sub-modules:

ダウンロード: <https://www.drupal.org/project/mailchimp>

モジュールインストール画面

## ▼ MAILCHIMP




### MailChimp

▼ MailChimp email service integration.

マシン名: mailchimp

バージョン: 8.x-1.4

MailChimp Lists, MailChimp Campaign, MailChimp Signup が必要

 権限  を構成



### MailChimp Campaign

▼ Create, send and import MailChimp campaigns.

マシン名: mailchimp\_campaign

バージョン: 8.x-1.4

Filter, User, System, MailChimp Lists, Field, MailChimp, Options, Text が必要

 権限



### MailChimp Lists

▼ Manage and integrate MailChimp lists.

マシン名: mailchimp\_lists

バージョン: 8.x-1.4

Field, MailChimp, Options, Text, Filter, User, System が必要

MailChimp Campaign が必要



### MailChimp Signup

▼ MailChimp signup blocks and pages

マシン名: mailchimp\_signup

バージョン: 8.x-1.4

MailChimp が必要

 権限

## Drupal 8 管理画面で MailChimp モジュール設定

### Mailchimp ☆

[ホーム](#) » [管理](#) » [環境設定](#) » [ウェブサービス](#)

#### Mailchimp API Key \*

1fe42def6e26cd177466a9xxxxxxxx

The API key for your MailChimp account. Get or generate a valid API key at your [MailChimp API Dashboard](#).

#### CONNECTED SITES

☒ Enable connected site

Connects this website to MailChimp by automatically embedding MailChimp's [Connected Sites](#) JavaScript code.

You will need to connect this site to MailChimp first! [Check out the documentation here](#).

#### BATCH PROCESSING

☐ Use batch processing.

Puts all Mailchimp subscription operations into the cron queue. (Includes subscribe, update, and unsubscribe operations.) *Note: May cause confusion if caches are cleared, as requested changes will appear to have failed until cron is run.*

#### Batch limit

100 ▼

Maximum number of entities to process in a single cron run. Mailchimp suggest keeping this at 5000 or below. *This value is also used for batch Merge Variable updates on the Fields tab (part of mailchimp\_lists).*

設定を保存

## • [HubSpot](#) モジュール

Webform と HubSpot API を連携して HubSpot のリード管理へ連携するモジュール

### HubSpot

[View](#) [Version control](#) [View history](#) [Automated testing](#)

Posted by [drupalninja99](#) on 1 July 2011, updated 7 April 2016

This module integrates with Webform and the [HubSpot API](#) to submit [Webforms](#) directly to HubSpot's lead management system.

For example, a Webform-based contact form on your site can send its data to HubSpot, where you may already track potential clients and contacts; or a Webform-based e-newsletter signup could send the lead to HubSpot's targeted marketing system, letting you use your pre-existing email campaigns.

### What is HubSpot?

[HubSpot](#) is an inbound marketing software platform that helps companies attract visitors, convert leads, and close customers.

### 7.x-2.0-rc2+

See upgrade instructions/notes here:  
<https://drupal.org/node/2191339>.

### Features

- Submit any Webform to the HubSpot Leads API, as a lead to be tracked by HubSpot.
- Easily embed the HubSpot JavaScript tracking code in your Drupal site.
- See your latest leads in the Drupal admin dashboard (for Drupal 7) or in any Drupal block (in 6 and 7).
- [Extensive documentation](#) is available.



#### HubSpot integration settings

Connectivity

[Debugging](#)

[Webform](#)

Hubspot Portal ID \*

Enter the Hubspot Portal ID for this site. It can be found by logging into Hubspot, going to the Dashboard and scrolling to the left. Example: "https://app.hubspot.com/dashboard/gloss/contacts/leads". The number after "https://app.hubspot.com/dashboard/gloss/contacts/leads/" is your Portal ID.

[Disconnect Hubspot Account](#) Your Hubspot account is connected.

Hubspot Traffic Logging Code

To enable Hubspot traffic logging on your site, paste the External Site Traffic Logging code here.

[Save Configuration](#)

[View](#) [Edit](#) [Webform](#) [Results](#) [Track](#)

[Form components](#) [E-mails](#) [Form settings](#) [Hubspot](#)

To post this form's results to Hubspot you will need to select the Hubspot form and map the webform fields to the available Hubspot fields.

Hubspot Form

Basic Form [x](#)

Field mappings for Basic Form

Field

last Name [x](#)

[Save Configuration](#)

ダウンロード: <https://www.drupal.org/project/hubspot>

Webform モジュールが必要です。モジュールのインストール。

▼ その他

<input checked="" type="checkbox"/> <b>HubSpot Drupal integration</b>	▼ Provides HubSpot leads API integration with Drupal. Works with Hubspots OAuth implementation マシン名: hubspot バージョン: 8.x-1.0-alpha1 Webform (無効), Field, System, User が必要
---	---

## Hubspot モジュールの概要

### HubSpot integration settings ☆

ホーム » 管理 » 環境設定 » ウェブサービス

<b>Connectivity</b>	<b>HubSpot Portal ID *</b>
デバッグ処理	<input type="text" value="0e691298-b1d7-48XXXXXXXXXXXX"/>
Webforms	Enter the Hubspot Portal ID for this site. It can be found by <a href="#">logging into HubSpot</a> going to the Dashboard and examining the url. Example: "https://app.hubspot.com/dashboard-plus/12345/dash/". The number after "dashboard-plus" is your Portal ID.
Webform Nodes	<input type="button" value="Connect Hubspot Account"/>
Tracking Code	<b>HubSpot Traffic Logging Code</b>
	<input type="text"/>
	To enable HubSpot traffic logging on your site, paste the External Site Traffic Logging code here.

## • Hubspot forms モジュール

HubSpot のフォームをブロックで作成するモジュール

ダウンロード: [https://www.drupal.org/project/hubspot\\_forms](https://www.drupal.org/project/hubspot_forms)

## • CiViCRM 市民活動向けディストリビューション

### CiViCRM の概念

# CiviCRM demo for non-profits

Explore the front-end abilities of this all-in-one web application.



Demo form



Demo volunteer



Demo petition



Demo event



Demo signup



Demo directory



Demo personal fundraising



Demo membership



Demo donation

demo <https://www.civicrm.org/>

CiviCRM ログイン後のダッシュボード

Home » CiviCRM

CiviHosting

Any questions? Just contact us at [CiviHosting](#).

Create New

Recent Items

demo@demo.com

My Contact Dashboard

New Individual

First Name:

Last Name:

Email:

Save

Navigation

- CiviCRM

## CiviCRM Home

Configure Your Dashboard

Refresh Dashboard Data

**CiviCRM Resources**

Used by over **10,746** organizations, CiviCRM is developed and maintained by a growing community of contributors. We welcome your support and encourage you to get involved!

**Configure and extend**

- Configuration checklist
- Enhance CiviCRM with extensions
- Review CiviCRM documentation

**Get support**

- Jump in and chat with the community
- Ask a question on Stack Exchange
- Find upcoming trainings
- Get support from the CiviCRM experts

**Get involved**

- Register with or log into CiviCRM.org
- Manage your preferences with CiviCRM
- Register your site with CiviCRM
- Find a meetup in your area
- Become a member (review member benefits)
- View all CiviCRM events

**CiviCRM News**

Blog 9 Make-It-Happen 2 Member Benefits 14

Events 3 Webinars 11

**Custom Fields and Profiles: On-line Training**  
November 29th, 9 am PT / 10 am MT / 12 pm ET

Learn best practices for creating and adding custom fields to CiviCRM to store information unique to your organization in a systemized and functional way. We will then cover the steps to gather this information directly from your constituents on-line through your website by adding a custom field to a profile and including the profile in an on-line page. We'll also explore other uses for profiles in CiviCRM in this 2-hour training session.

[read more...](#)

- ▶ CiviCon Canberra success and sessions ar...
- ▶ System Administrator Guide completed - ...
- ▶ New Graphical CiviCalendar Released! - W...
- ▶ CiviCRM Entity 2.0-beta-11 Released - New...
- ▶ Announcing CiviCRM conference in Bruss...
- ▶ WordPress: A 5-Yearish Retrospective - Th...
- ▶ Security release: CiviCRM 4.7.26 and 4.6.3...
- ▶ Fundamentals of Membership Manageme...
- ▶ Tiny extension to prevent REST API reque...

<https://civicrm.demo.civihosting.com/node/1>

## Drupal 8 版のインストール情報

[How to install CiviCRM on Drupal 8 \(and WHY choose it over pure Drupal CRM\)](#)

CiviCRM 対 他の CRM モジュール (MailChimp, HubSpot) との比較

[Using lots of different tools? Do it all in Drupal instead!](#)

# ディスカッション

---

Drupal、WordPress、オープンソースコミュニティ、CMS などの質疑応答

# クレジット、謝辞、ライセンス

---

## クレジット

このマニュアル作者は、Gennai3 株式会社の程田和義です。

お問合せ 電子メール [hodota@gennai3.co.jp](mailto:hodota@gennai3.co.jp) 電話 044-220-1588

## 謝辞

本マニュアル作成は、主に以下のサイトを参考にしました。心より感謝いたします。

出典：        Drupal.org    simplytest.me

## ライセンス

Drupal は Dries Buytaert による登録商標です。その他本マニュアルで使われている製品および名称については、それぞれの所有者の商標または登録商標です。