Is Marketing In Open Source a 4 letter word

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Something About Me

open @
SanDisk

Open Source and Marketing
SGI, Tripwire, Avaya, Intel

COMPUTER SCIENCE

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WOMEN’S INNOVATION NETWORK
SanDisk, Is Now a Western Digital Brand

Enterprise and Hyperscale Data Centers

Client Computing

Mobile and Connected Devices

Consumer
Why do we fight things that seem to be commercial?
Truth of the matter is...

We are just starting when the code is done.

- We need to grow users
- We need to attract contributors and grow community
- We need to raise money for our project
- We need to get a job or that next job
- We need to sell open source based products
- We need to engage with community
Don’t get hung-up on the technical definition

The **management process** through which **goods and services** move from **concept** to the customer. It includes the **coordination** of four **elements called** the **4 Ps** of marketing:

1. Identification, **selection** and **development** of a **product**
2. Determination of its **price**
3. Selection of a **distribution channel** to **reach** the **customer's place**
4. Development and implementation of a **promotional strategy**.
So what the heck are some things I need to know?

1. What is the problem that we are solving?
2. How do I or my project or product uniquely do it?
3. Who is my target audience for my product?
4. Methods or tactics to reach audience
Problem and Solution
Unique Solution or Value Proposition

- As there are generally many solutions to a problem
- Having a unique value or solution is important
- Ask yourself...
  - What do I do that no one else does?
  - Does my project solve problems that no one else does?
  - Do we make it easier to install or is it adopted by more people or there is more HW support for it?
  - And what are the benefits from my solution for customers?
Who is the Customer or Audience for Our Solution?
Tactics to Reach Your Audience

Key Message & Positioning

- Content
- Online
- Brand, GitHub, Website, Blogs
- Social Media: Twitter, LinkedIn, Facebook
- Events: Talks, meetups, booth
- Community Development
- Metrics
- Finding Target Audience
- Documentation, Videos, FAQs

Measure and Monitor
“people cannot use your software if they don’t understand it.”

– Nathan Marz, Apache Storm Founder, 2011
The Importance of Telling the Story
A Good Starter Kit
Example of Marketing in Open Source

- **Project**
  - Developers
  - Users
  - Funders

- **Product/Company**
  - Customers
  - Community
  - Ecosystem

- **Foundation**
  - Community
  - Industry
  - Companies

- **Self**
  - Companies
  - Projects
  - Foundations

Fact - We All Need to Market To Create Awareness And Demand.
Yocto Project

An embedded distribution builder project

Customer: Users ▪ Developers ▪ Funders

Tactics: Advocacy ▪ Events ▪ Website ▪ DevDays ▪ Branding
SanDisk Story

Flash Company with desire to engage and be part of open source community

**Customer:** Community • Ecosystem • Users

**Tactics:** Open Source Message • Events • Contributions
Foundations

Foundations serve as a neutral industry body that facilitates companies and community working together

**Customer:** Community ▪ Companies ▪ Industry

**Tactics:** Advocacy ▪ Events ▪ Governance
OpenHub.net
In a Nutshell, Yocto Project...
• ... has had 73,636 commits made by 738 contributors representing 265,980 lines of code
• ... is mostly written in Python with an average number of source code comments
• ... has a well established, mature codebase maintained by a very large development team with increasing Y-O-Y commits
• ... took an estimated 68 years of effort (COCOMO model) starting with its first commit in August, 2005 ending with its most recent commit 25 days ago
The Essence of Your Marketing Plan

**KNOW**
- Your Product or Project
- Unique Value Proposition

**TELL**
- Your Story
- The Right Audience

**AMPLIFY**
- Social Media
- Events And Talks

**ACHIEVE**
- Goals
- Contributors, Users, $$$
Is Marketing a Four Letter Word?

GOOD!
Go create your own great story and tell it to your audience.

@nithyaruff
Additional Resources

- https://opensource.com/business/12/9/a-complete-guide-marketing-project-business
- https://zachholman.com/posts/open-source-marketing/
- https://github.com/rdp/open-source-how-to-popularize-your-project
- http://radek.io/2015/09/14/marketing-for-open-source-projects-1/
- http://opensourcemarketingproject.org/