

Marketing Open Source - It's all about perceptions!

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Ran(after) web-agency 1994-2000 3M, PwC, Motorola, GE Capital
Books Cybermarketing and Cyberstraergy
Philanthropists

Soozy Gilbert soozy@intracommunicate.co.uk

Director of consultancy - “connecting people through technology”
Microsoft, Motorola, NHS, Unisys, various large UK banks ...



Marketing Open Source - It's all about perceptions!

Introduction - can we market a community effort?

- A summary of this presentation
- Marketing and Promotion - they are not the same!
Research and Profiling
- Our markets – let's meet the people.
- What do they think now? Results of e-mail survey.
Brand Management
- What do they see now? tw.o - the web site :(
- It's all down to perceptions – what is brand?
- Brand Management & the Brand Identity Guide
Plan for the TikiFest, let's do it and document it!



How can we market a community effort?

Customer

- Some of the customers are developing the product; others are paying for the development and some don't even know they are using it

Profit

- No one directly pays for it

Product

- It means different things to each person

Organisation

- There is no “Boss”
- Quite informal and fluid
- How “it works” need explaining very carefully



Does the community want a direction?

- It's a very interesting question
- It's quite valid to define Tiki as a collaboration that is unique because it has no explicit direction.
- But does lack of direction result in a lack of respect and credibility?
- Do we want/need credibility
- To attract new volunteers/developers?
- To convince organisations to adopt Tiki



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A quick summary

"Would you tell me, please, which way I ought to go from here?" asks Alice, "That depends a good deal on where you want to get to," said the Cheshire Cat. "I don't much care where –" said Alice. "Then it doesn't matter which way you go," said the Cat. "– so long as I get *so me w h e r e*," Alice added as an explanation. "Oh, you're sure to do that," said the Cat, "if you only walk long enough."



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Marketing Mix and Promotion

- Marketing is “satisfying the *customer profitably*” CIM definition
- To do this the organisation needs to have the right **P**roduct at the right **P**rice in the right **P**lace.
- At this point **P**romotion is used to attract the customer
- The core of marketing is the **4Ps** called the Marketing Mix.
- But in reality it is so much more!!! Market research, competitor monitoring, loyalty programmes, R&D, complaint handling, internal communication ...



Sales-orientated organisations

Do no marketing

- They produce a product
- Then go and sell it

They think marketing is T-shirts and brochures

But have they got:

- The right product?
- At the right price?
- In the right place?

It's down to luck this way!



Promotion is a machine gun!

- Without customer profiling:
- Promotion cannot be targeted
- At best it's a machine gun pointing into the sky
- Promotion is expensive - you can waste a lot of time and effort
- A sales-oriented organisation often has a large “marketing” budget, spent on ineffective promotion.



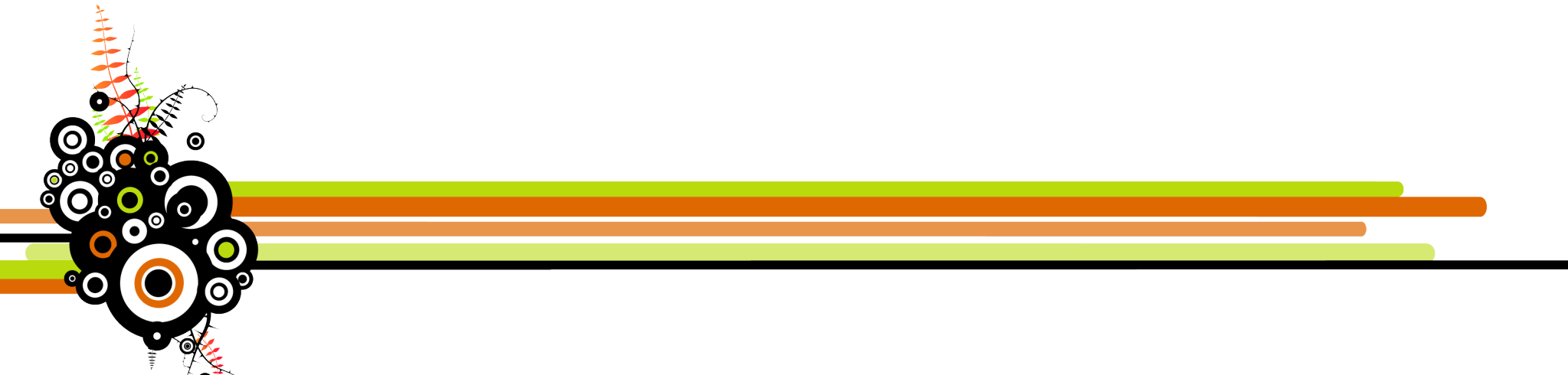
Market-oriented organisations

- Know what defines their existing and potential customers.
- Therefore they produce:
- The right product
- At the right price
- Positioned in the right places
- Promotion is therefore minimised, effective and easy

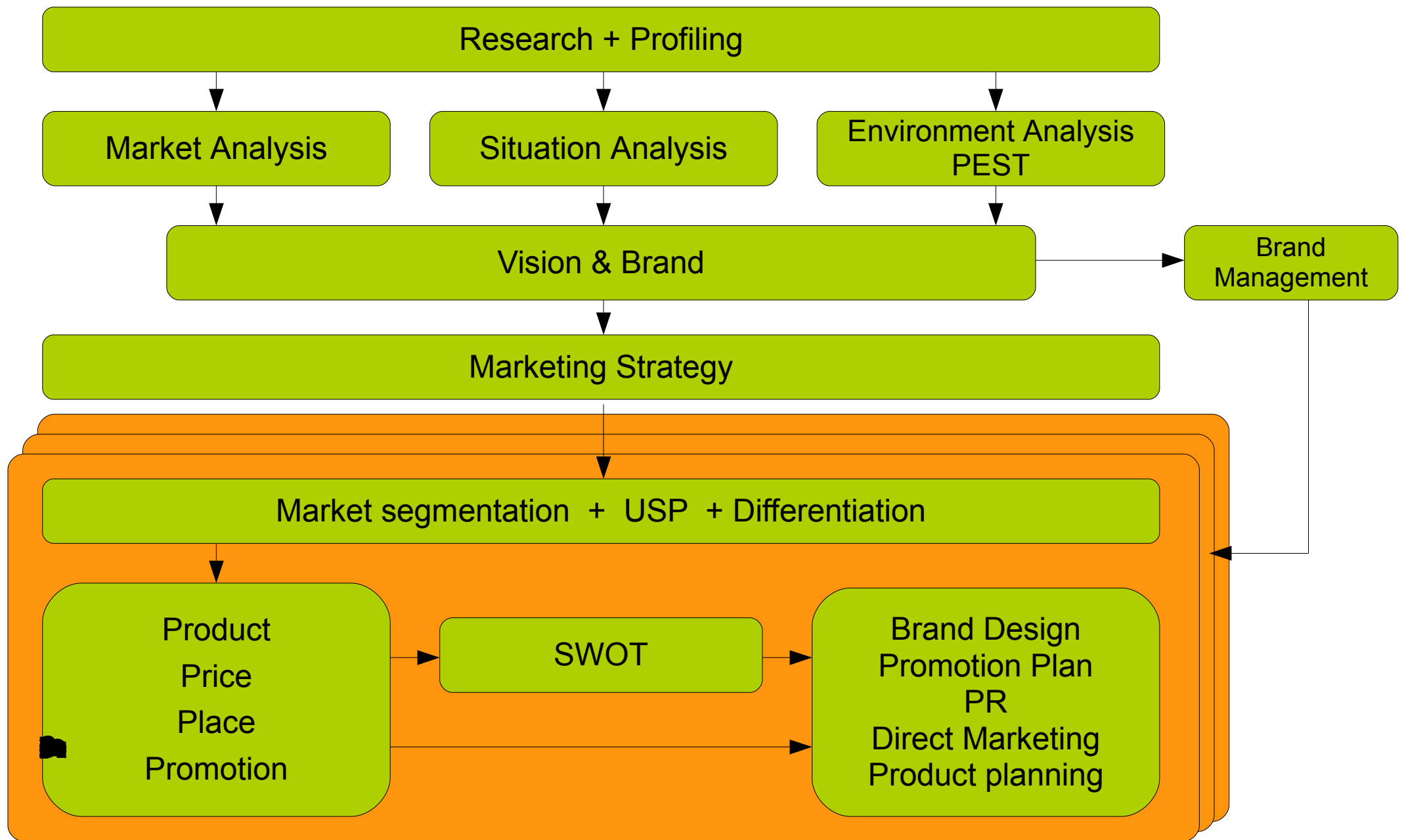


Promotion

- If you have a market-orientated organisation, promotion is simply the mechanism by which you inform your specific profile of customer that you have their preferred product at the right price and where they can go to acquire it.
- But how does all this apply to Tikiwiki?



Marketing



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Perceptions

- How is Tiki perceived and by whom?
- Who are our customers?



The Developer

- Danny wants it to be part of a community
- Dan wants to have a say in the development
- A “fun weekend” results in 10,000 lines of code



The Developer



Search

Entire Site

All Content My Favorites

[Start a New Search] GO

Advanced Search

Browse by Category

Quick Links...

- Business
- Certification
- Computer Science
- Databases
- Desktop Publishing
- Desktop Applications
- E-Business
- E-Commerce
- Enterprise Computing
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Welcome Matthew Bickerton
(If you're not Matthew Bickerton, click here).

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RSS

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RSS

Publishers on Safari

- O'Reilly
- Prentice Hall
- Addison-Wesley
- Microsoft Press
- John Wiley & Sons
- Peachpit Press
- New Riders
- Sams
- Que
- Adobe Press
- Manning
- lynda.com
- Cisco Press
- FT Press
-

The Guerilla Developer

- Loves to impress others with a quick solution to a problem
- Spends a lot of time reading through code, learning all the time
- Writes about 100 lines of code a week



The Guerilla Developer

phpscripts.com



veterans day!

PHP Scripts

Home > PHP Scripts

Search Scripts Site GO!

ASP NET Scripts

ASP Scripts

C and C++ Scripts

Coldfusion Scripts

Java Scripts

JavaScript Scripts

Perl Scripts

PHP Scripts

Python Scripts

Remotely Hosted Scripts

Tools and Utilities Scripts

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PHP SCRIPTS [RSS](#)

Formerly referred to as "Personal Home Page Tools," PHP Hypertext Preprocessor is an [open source](#) server side scripting language. It is very popular for developing web based software applications because programmers can use it easily to create web pages with dynamic content that interact with databases. If you'd like to put this capability to use on your website we have the PHP scripts here to suit your needs.

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No Catch.

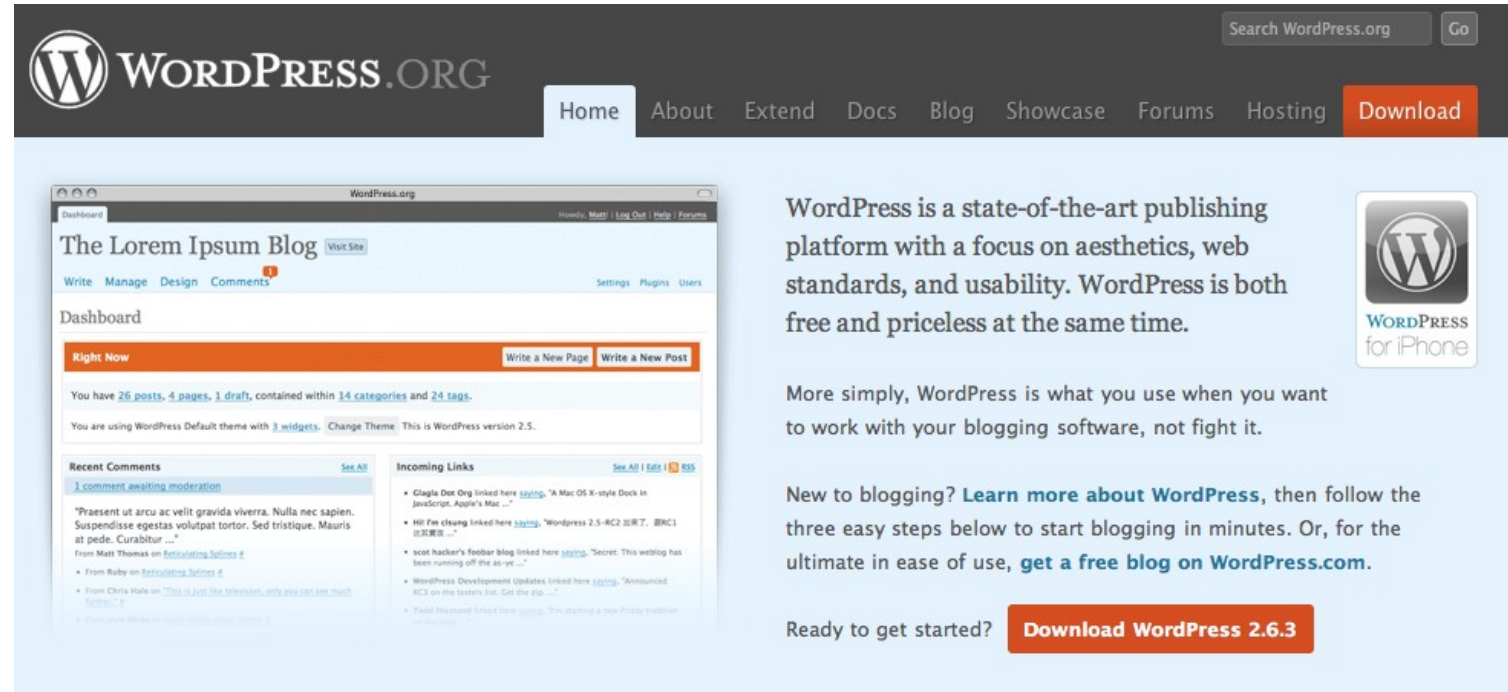
The Hobbyist

- Harry is using Tiki to create a community
- Harriet is interested more in the hobby than the software
- Interested in easy to implement design and functionality



The Hobbyist

•WordPress



The screenshot shows the WordPress.org homepage. At the top is a dark navigation bar with the WordPress logo and 'WORDPRESS.ORG'. Below this is a light blue section with a search bar and navigation links: Home, About, Extend, Docs, Blog, Showcase, Forums, Hosting, and a red 'Download' button. The main content area features a large image of a WordPress dashboard for 'The Lorem Ipsum Blog'. To the right of the dashboard image, there is text describing WordPress as a state-of-the-art publishing platform, followed by a 'Download WordPress 2.6.3' button. Below this, a yellow banner states 'WordPress is also available in Français.'

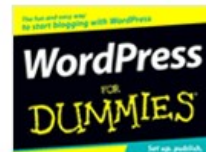
WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.

More simply, WordPress is what you use when you want to work with your blogging software, not fight it.

New to blogging? [Learn more about WordPress](#), then follow the three easy steps below to start blogging in minutes. Or, for the ultimate in ease of use, [get a free blog on WordPress.com](#).

Ready to get started? [Download WordPress 2.6.3](#)

WordPress Books



From the Blog

What's your favorite thing about the 2.7 Beta?

There have been a lot of posts and twitter announcements by people checking out the

It's Easy As...

- 1 **Find a Web Host** and get great hosting while supporting WordPress at the same time.

WordPress Users

WIRED



The Consultant

- Interested in how it can be used to attract or satisfy his/her clients
- Charlie needs the product to have credibility



The Consultant

- Gartner

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Current Users [Sign In](#) New Users [Register](#)

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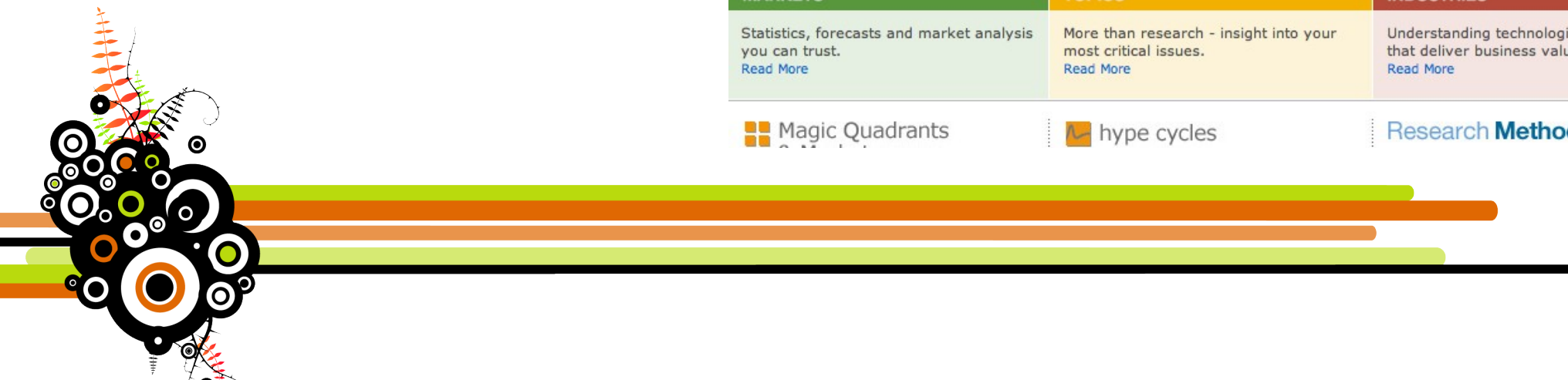
Events ▶
[Identity & Access Management Summit](#)
10-12 November 2008
Orlando
[Security & Risk Management Strategies Seminar](#)
13-14 November 2008
Orlando
[Strategie & Technologie Konferenz](#)
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Research Fast Finder		
MARKETS	TOPICS	INDUSTRIES
Statistics, forecasts and market analysis you can trust. Read More	More than research - insight into your most critical issues. Read More	Understanding technologies and services that deliver business value. Read More

Magic Quadrants hype cycles [Research Methodologies](#)



The agency selector

- Chris wants to use a technology as core to their business offerings
- Must have confidence that the product will be around in 5 years time!!



The corporate client

- ZDnet



The applicator

- Andy is a corporate IT implementer wanting to solve a particular business problem
- Wants software to work “off the shelf”
- Likes setting it up but not programming code



The applicator

- Sourceforge

SOURCEFORGE.NET

Log in Create account Community Jobs Help

Search

Browsing Networking software

Browse Help

Most Popular (overall) Past 7 days All time

Most Active (overall) Past 7 days All time

1. [Azureus](#)

2. [eMule](#)

3. [Ares Galaxy](#)

4. [PortableApps.com: Portable Software/USB](#)

5. [7-Zip](#)

6. [math-linux](#) up 91 ↑

7. [Audacity](#) down 1 ↓

8. [Simple Directory Listing](#) up 1 ↑

9. [AutoAP](#) up 1 ↑

10. [FileZilla](#) down 3 ↓

1. [Openbravo ERP](#) up 2 ↑

2. [Notepad++](#) down 1 ↓

3. [Azureus](#) down 1 ↓

4. [ADempiere ERP Business Suite](#) up 3 ↑

5. [FreeMind](#) up 78 ↑

6. [phpMyAdmin](#) down 1 ↓

7. [Zenoss Core - Enterprise IT Monitoring](#) down 3 ↓

8. [PhpGedView](#) up 76 ↑

9. [OrangeHRM - Human Resource Management](#) down 1 ↓

10. [PostBooks ERP, accounting, CRM by xTuple](#) down 1 ↓

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Topics

Topic (313482)

Communications (27812)

Database (11299)

Desktop Environment (5826)

Education (9616)

Formats and Protocols (7077)

Games/Entertainment (30557)

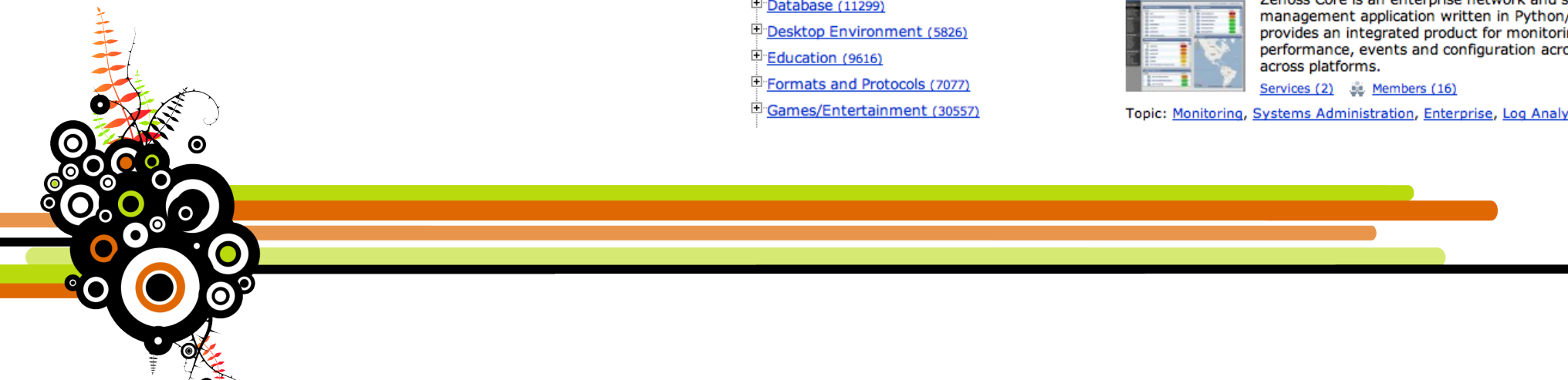
Project Name	Rank	Activity	Registered	Latest File	Downloads
Zenoss Core - Enterprise IT Monitoring	7	100.00%	2006-03-20	2008-10-27	746,565

Zenoss Core is an enterprise network and systems management application written in Python/Zope. Zenoss provides an integrated product for monitoring availability, performance, events and configuration across layers and across platforms.

[Services \(2\)](#) [Members \(16\)](#)

Topic: [Monitoring](#), [Systems Administration](#), [Enterprise](#), [Log Analysis](#)

[Download](#)



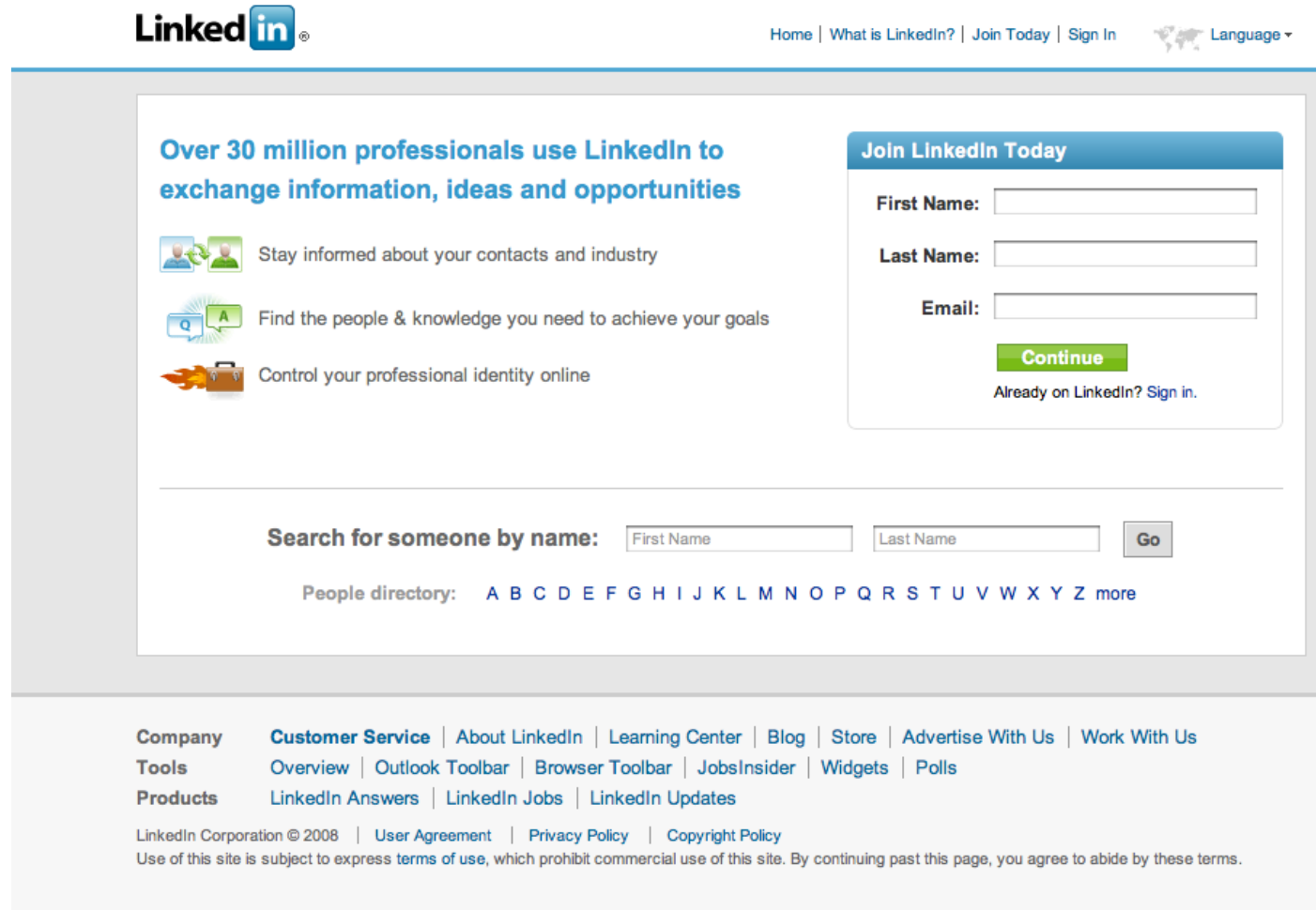
The Entrepreneur

- Erin the entrepreneur wants to make a fortune with it
- Wants to know how to sell it



The Entrepreneur

- Linkedin

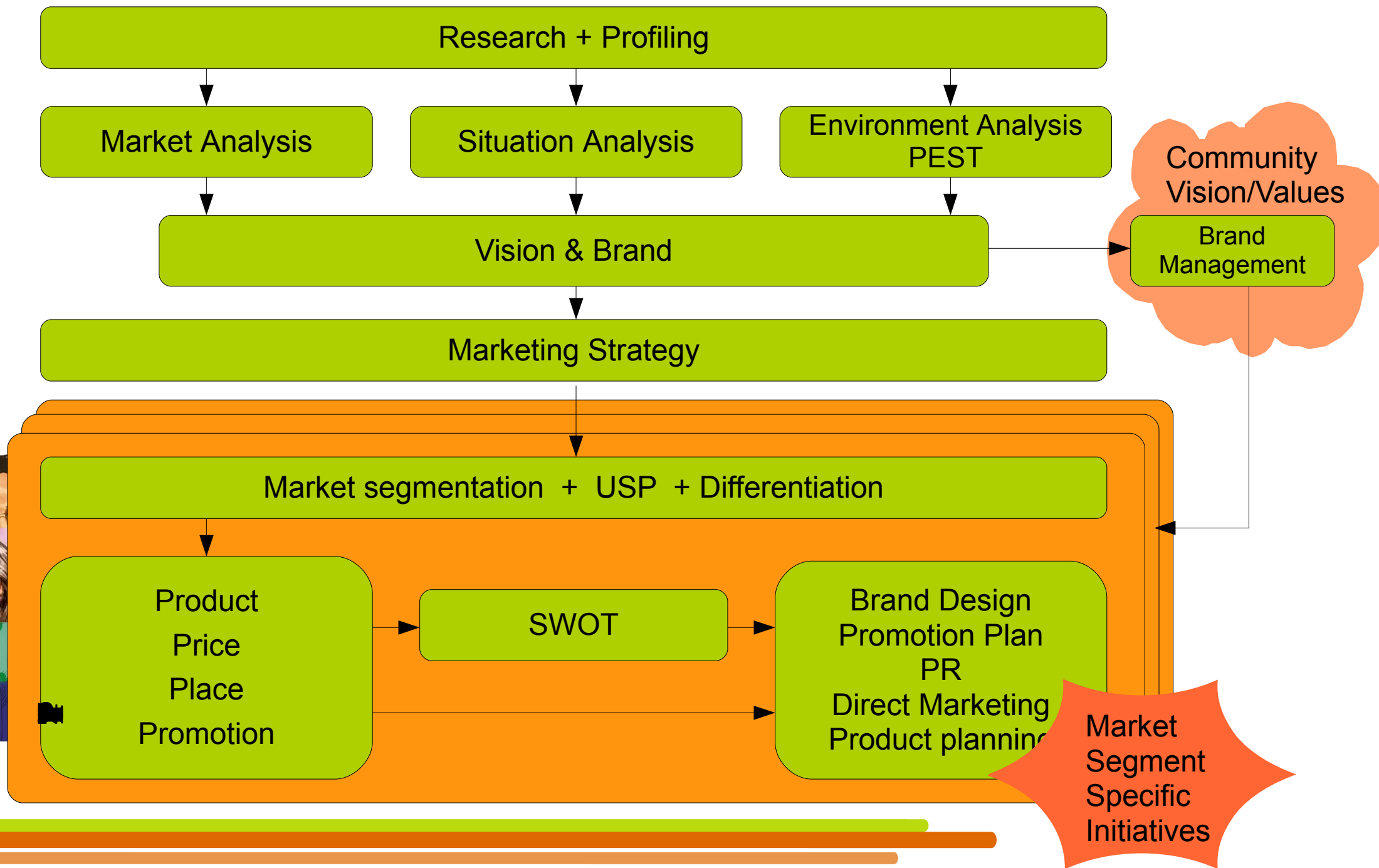


The screenshot shows the LinkedIn homepage with the following elements:

- Header:** LinkedIn logo, navigation links (Home, What is LinkedIn?, Join Today, Sign In), and a Language dropdown menu.
- Main Content Area:**
 - Left Column:** A headline "Over 30 million professionals use LinkedIn to exchange information, ideas and opportunities" followed by three bullet points with icons: "Stay informed about your contacts and industry", "Find the people & knowledge you need to achieve your goals", and "Control your professional identity online".
 - Right Column:** A "Join LinkedIn Today" box containing input fields for "First Name", "Last Name", and "Email", a green "Continue" button, and a link "Already on LinkedIn? Sign in."
- Search Section:** A "Search for someone by name:" section with input fields for "First Name" and "Last Name", a "Go" button, and a "People directory:" link followed by an alphabetical index (A-Z) and a "more" link.
- Footer:** A list of links categorized under "Company", "Customer Service", "Tools", and "Products", followed by copyright information and a disclaimer.



Marketing



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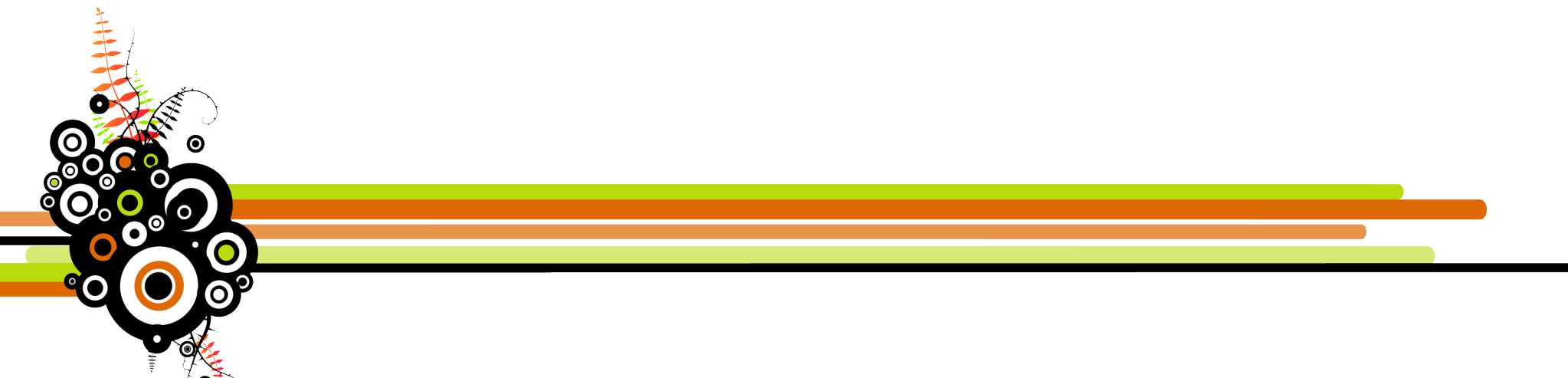
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Research Response

- 1076 people emailed who had added a page to tikiwiki.org
- 269 emails undelivered, 807 not undelivered
- 20 unsubscribed (2.5%)
- 32 (4%) responded
- 16 new volunteers (50%), 5 existing
- 18 were applicators, 7 developers, 5 hobbyists, 1 entrepreneur and 1 agency



Type of organisation/ applications

Commercial 16

Academic 8

Private/Personal 9 (5 used only personally)

Non-profit 3

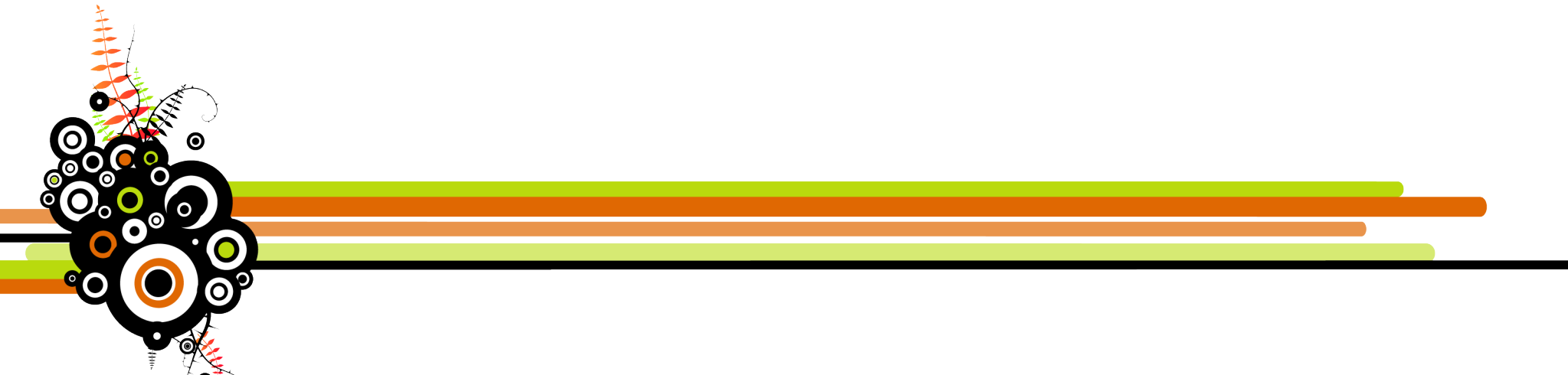
Intranets 21/39 applications referred to

Internet 18/39



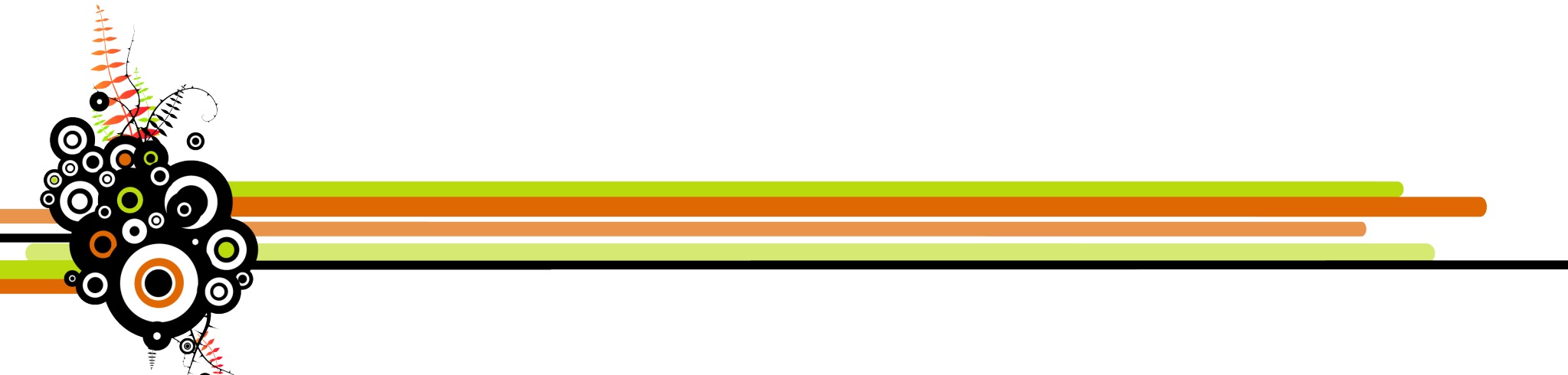
What is its greatest strengths?

Easy to administer/configurability	8
Nice and friendly bunch of programmers and users	5
Internal integration of features (all in one box)	4
Flexible	4
Broad feature use (freaking huge!)	3
Integration with other apps	2
Stable	2
Permission mechanism	2
Open Source	1



What is missing?

Templates poor or hard to use	6
Documentation, especially developers	5
Calendar poor	4
Syntax poor	2
Ajax	2
Visual Look	2
CRM	1
Search engine URLs	1
WYSIWYG	1



Where would you like to see it in 5 years?

Still there	5
Increased ease of set-up/use, especially for applicators	4
Easy to use themes	2
Ajax	2
Integrate with other apps seamlessly	2
Abandon template engine	
Better error messages	
Our project management feature part of the general release	
Built in monitoring of usage stats	
E-commerce	
More modular design	



Where would you like to see it in 5 years?

Total knowledge management

Enhancements to comments and attachment files

CRM merged with CMS

Tighter, faster, stronger. Bigger, better, boosted

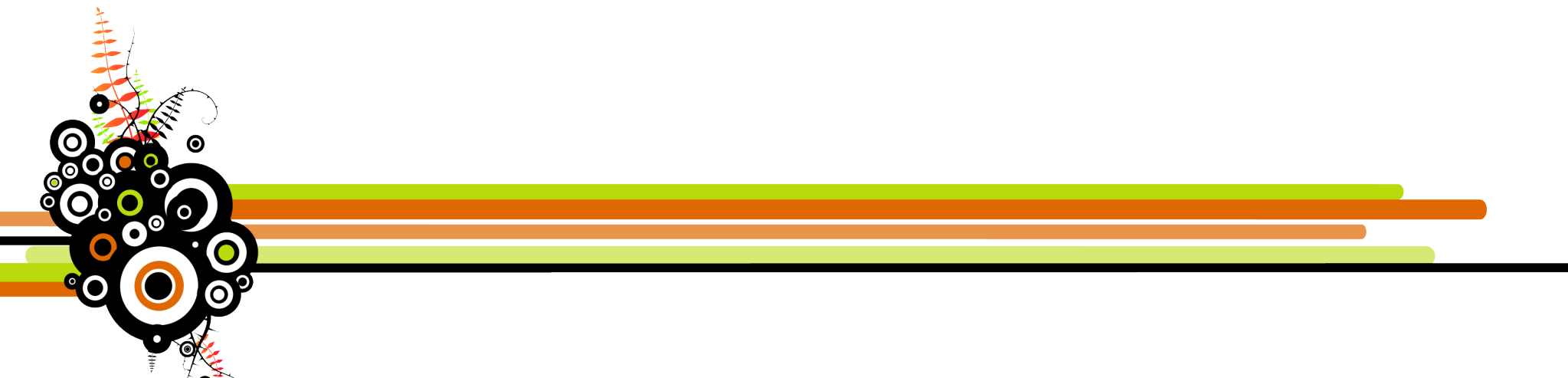
Everywhere!

Ahead of Jomla and Drupal

Better documentation

Better use of database – faster

Wiki syntax standard in place



Summary of findings

- All referred to function issues not strategy despite the 5 year time frame posed
- Ease of use and the development community were seen as Tiki's strengths, templates and documentation were its weakest
- All responses were positive even from the 2 who had stopped using it
- 65% either wanted to volunteer or were already volunteering!!



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What do they see now?

Joomla! Drupal Plone Typo3 ImpressCMS Xoops eZpublish
WordPress e107 TikiWiki DotNetNuke SPIP MediaWiki Twiki
DokuWiki DekiWiki MoinMoin Confluence ...

There is a lot to look at!

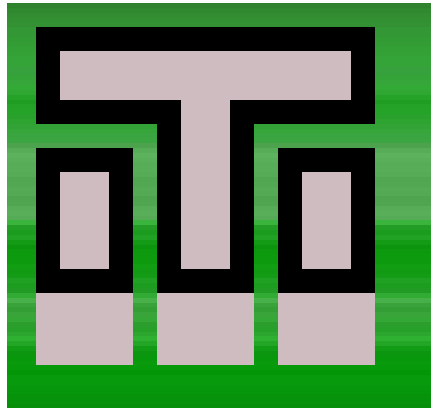
First impressions are vital – the logo

It is vital to build credibility quickly – the tag line



What do they see now? - the logo

The logo now



This is not a visual demonstration of a well co-ordinated development community!



What do they see now? - the tag line

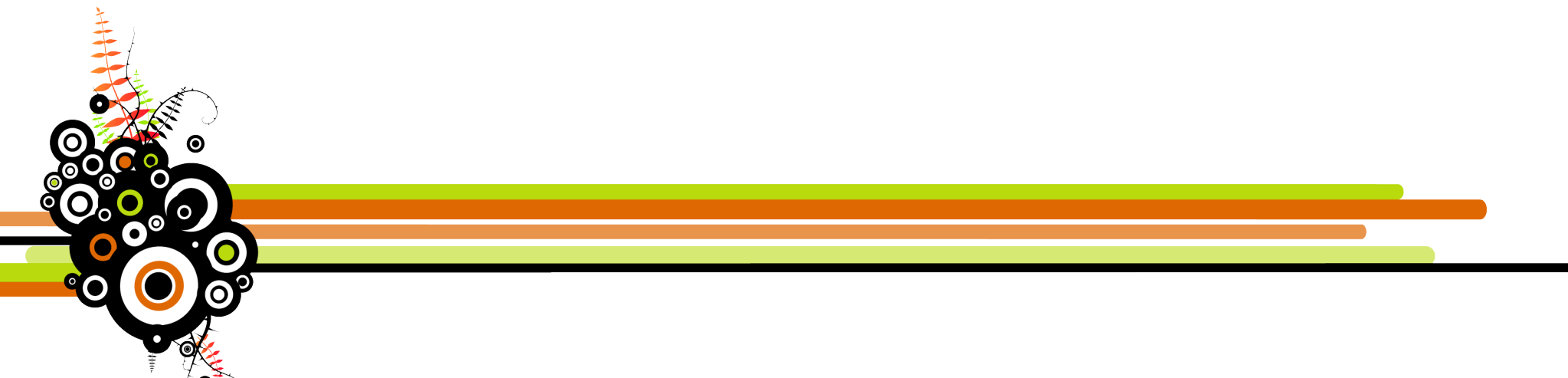
All these are far too easy to disprove.

- “Whatever you're looking for... TikiWiki has it!”
- “Tiki has all the features you want”

So Tiki is nothing?

- “It's a wiki, no, it's a forum, no it's a blog, no it's a bug tracker, etc”

The net effect = zero credibility



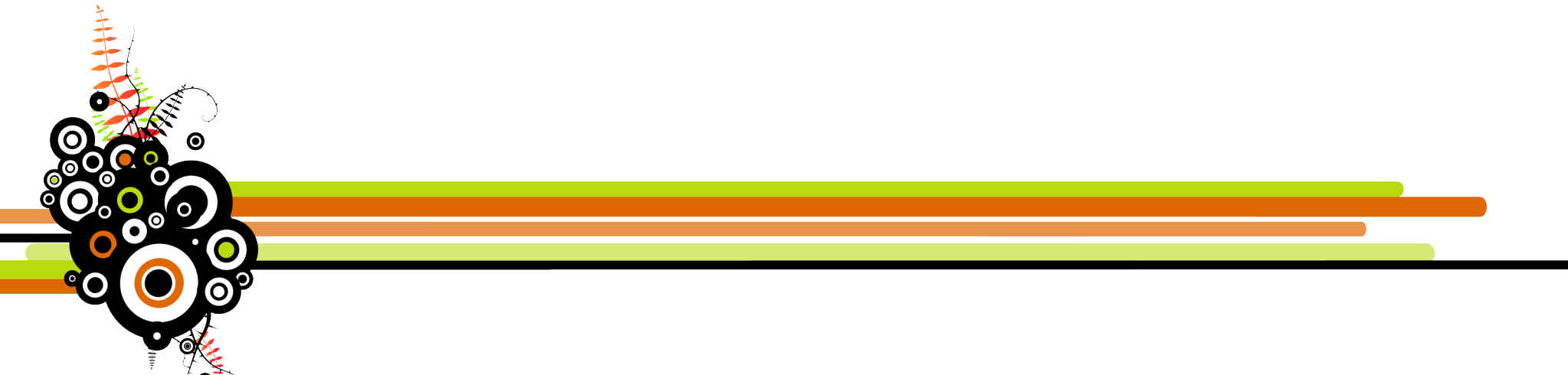
What do they see now? - the tag line

The tag line just limits you.

Why handicap yourself with one, if you don't need one?

Don't make easily disproved statements.

■ If you are trying to appeal to more than one target market segment, which we are, you can't do it all with a single tag line.



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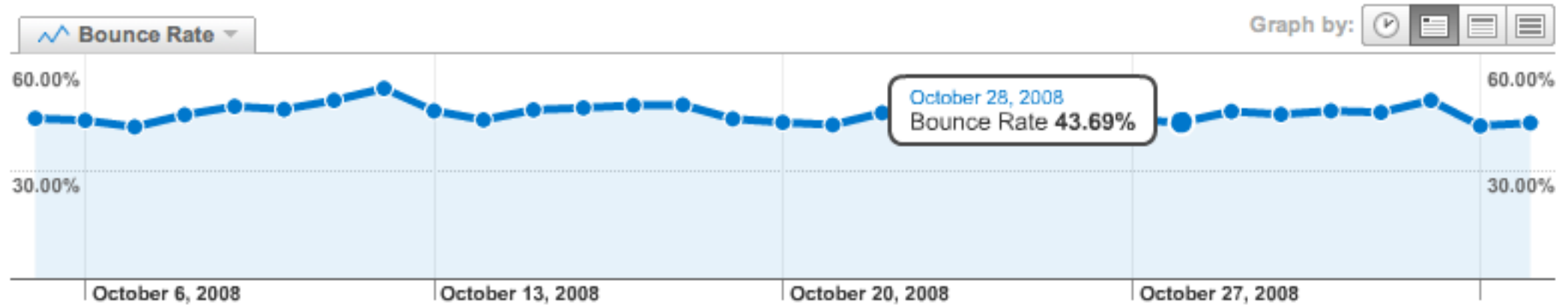


What do they see now?

- tw.o - the web site :(

Bounce Rate for all visitors

Oct 5, 2008 - Nov 4, 2008



45.81% Bounce Rate

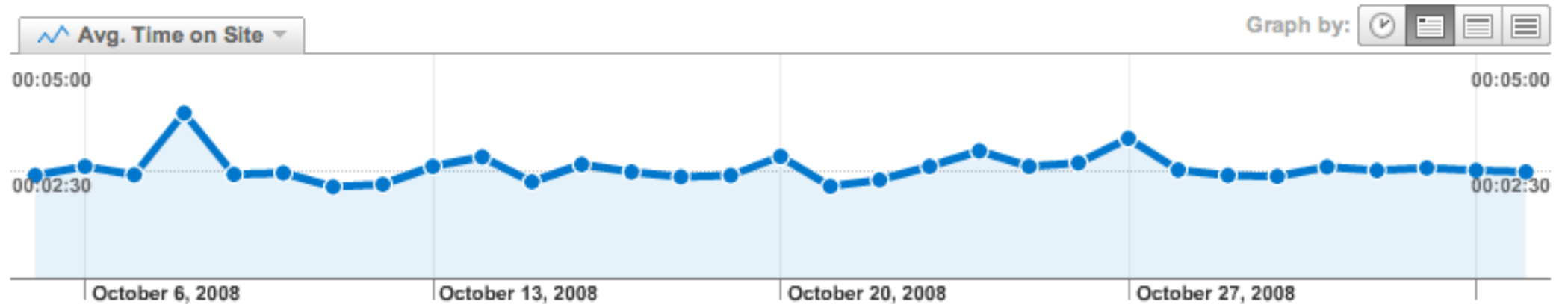


What do they see now?

tw.o - the web site :(

Time on Site for all visitors

Oct 5, 2008 - Nov 4, 2008



00:02:35 Avg. Time on Site



What do they see now?

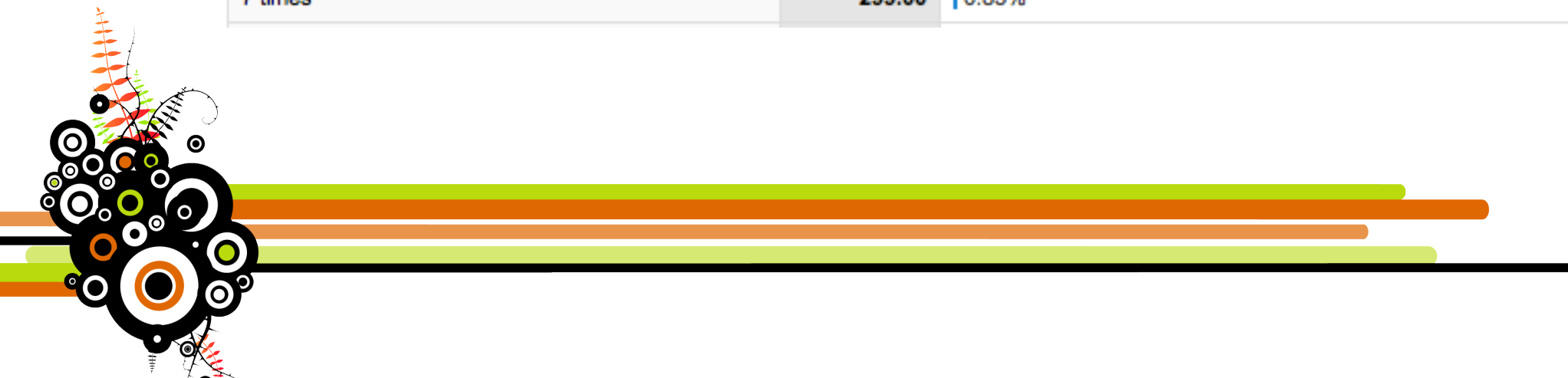
tw.o - the web site :(

Visitor Loyalty

Oct 5, 2008 - Nov 4, 2008 ▼

Most people visited: 1 times

Number of Visits	Visits	Percentage of all visitors
1 times	25,187.00	71.85%
2 times	4,108.00	11.72%
3 times	1,666.00	4.75%
4 times	907.00	2.59%
5 times	581.00	1.66%
6 times	402.00	1.15%
7 times	299.00	0.85%



What do they see now?

tw.o - the web site :(

Depth of Visit

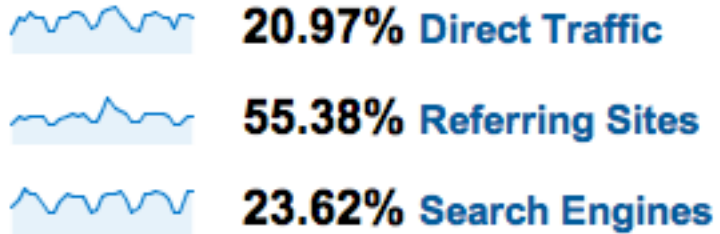
Oct 5, 2008 - Nov 4, 2008 ▼

Most people visited: 1 pages

Depth of Visit	Visits	Percentage of all visitors
1 pages	16,058.00	45.81%
2 pages	8,063.00	23.00%
3 pages	3,774.00	10.77%
4 pages	2,294.00	6.54%
5 pages	1,526.00	4.35%
6 pages	938.00	2.68%
7 pages	689.00	1.97%
8 pages	465.00	1.33%
9 pages	330.00	0.94%
10 pages	220.00	0.63%



Where do they all come from?



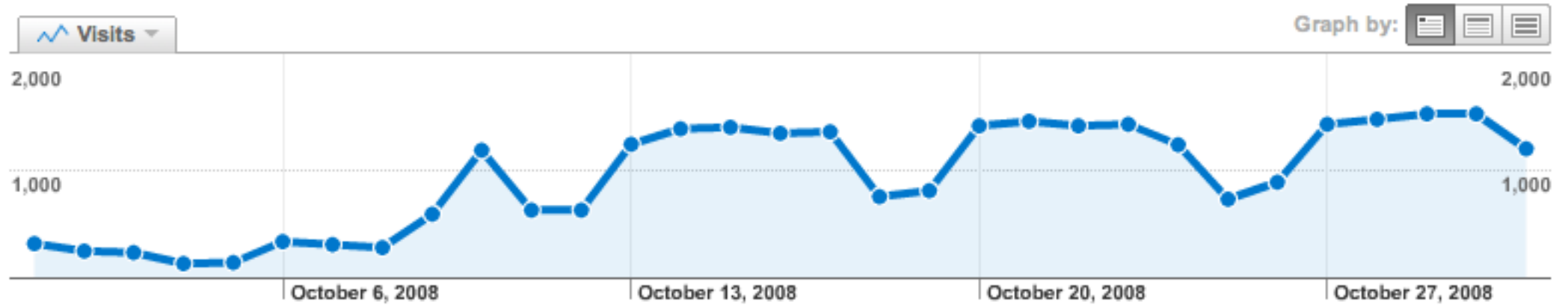
Top Traffic Sources

Sources	Visits	% visits
google (organic)	8,041	22.94%
(direct) ((none))	7,351	20.97%
en.wikipedia.org (referral)	1,570	4.48%
wikimatrix.org (referral)	1,465	4.18%
support.mozilla.com (referral)	1,407	4.01%



Lets stop on some good news!

dev.tw.o



Site Usage



29,149 Visits



104,652 Pageviews



3.59 Pages/Visit



48.79% Bounce Rate



00:05:53 Avg. Time on Site



56.67% % New Visits



What do they see now?

Google

info.tw.o - Welcome to **TikiWiki CMS/Groupware** : [HomePage](#) - 12 visits - Sep 15

TikiWiki CMS/Groupware -- Whatever you're looking for, Tiki's got it.

tikiwiki.org/ - 34k - [Cached](#) - [Similar pages](#)

[Download Tiki](#)

[Get Started Now](#)

[Documentation](#)

[Themes](#)

[Installation](#)

[Forums](#)

[Top 10 Reasons](#)

[Themes Site](#)

[More results from tikiwiki.org »](#)

tw.o : **TikiWiki CMS/Groupware** : [Home](#) - 2 visits - Sep 16

When just a wiki is not enough « This is **TikiWiki** Community Workspace (aka ... **Tikiwiki**, also known as Tiki CMS/Groupware/whatever (later referenced as Tiki ...

tikiwiki.org/tiki-index.php - 94k - [Cached](#) - [Similar pages](#)

[TikiWiki](#) - [Wikipedia, the free encyclopedia](#) - 2 visits - Jun 11

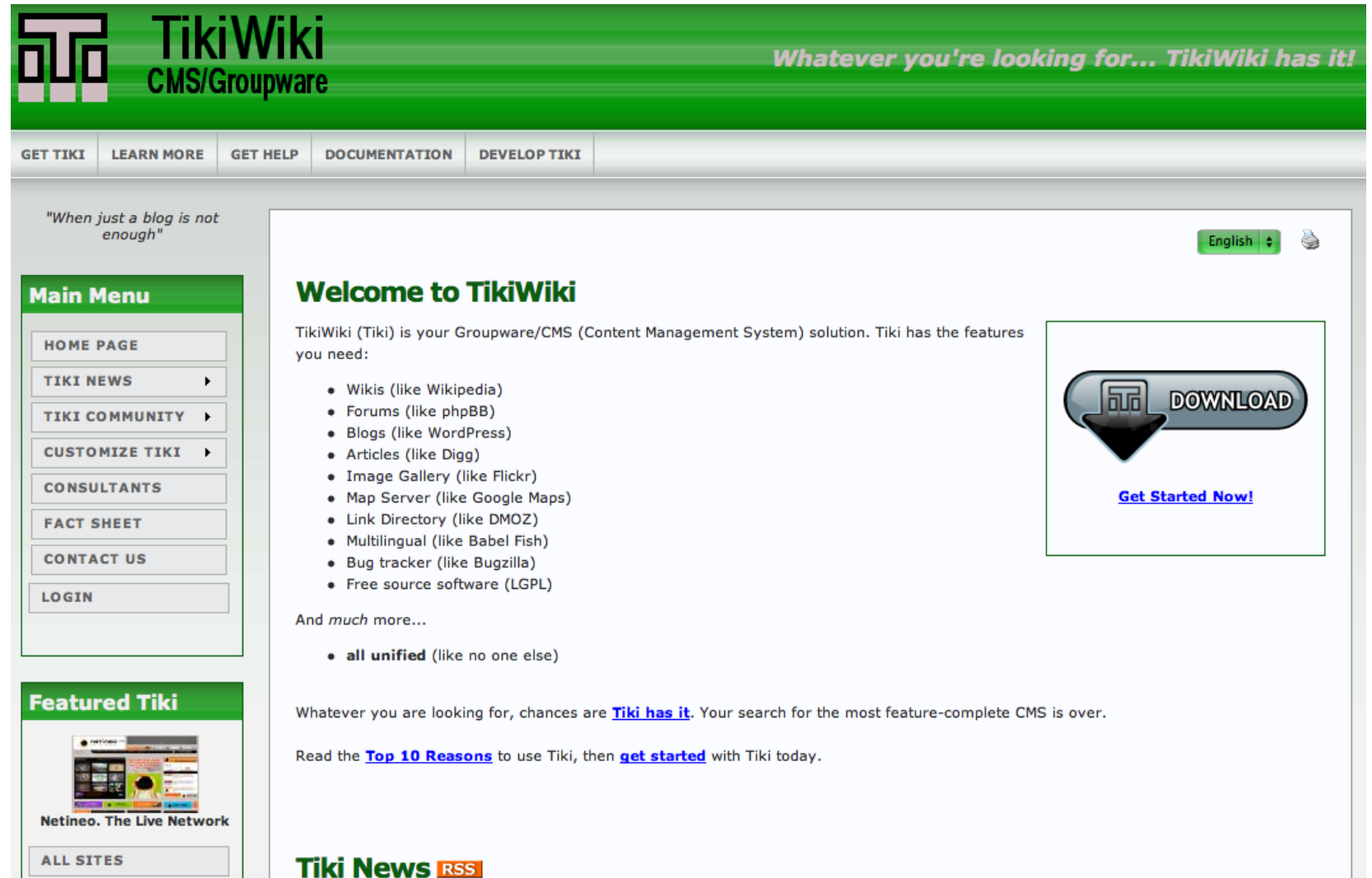
TikiWiki CMS/Groupware, originally and more commonly known as **TikiWiki**, is an open source (LGPL) Content Management System (CMS) / Geospatial Content ...

en.wikipedia.org/wiki/TikiWiki - 48k - [Cached](#) - [Similar pages](#)



What do they see now?

tw.o



The screenshot shows the TikiWiki homepage with a green header and a navigation menu. The main content area features a 'Welcome to TikiWiki' message, a list of features, and a 'Download' button. The left sidebar contains a 'Main Menu' and a 'Featured Tiki' section.

TikiWiki CMS/Groupware
Whatever you're looking for... TikiWiki has it!

GET TIKI | LEARN MORE | GET HELP | DOCUMENTATION | DEVELOP TIKI

"When just a blog is not enough"

Main Menu

- HOME PAGE
- TIKI NEWS
- TIKI COMMUNITY
- CUSTOMIZE TIKI
- CONSULTANTS
- FACT SHEET
- CONTACT US
- LOGIN

Welcome to TikiWiki

TikiWiki (Tiki) is your Groupware/CMS (Content Management System) solution. Tiki has the features you need:

- Wikis (like Wikipedia)
- Forums (like phpBB)
- Blogs (like WordPress)
- Articles (like Digg)
- Image Gallery (like Flickr)
- Map Server (like Google Maps)
- Link Directory (like DMOZ)
- Multilingual (like Babel Fish)
- Bug tracker (like Bugzilla)
- Free source software (LGPL)

And *much* more...


- all unified** (like no one else)

Whatever you are looking for, chances are [Tiki has it](#). Your search for the most feature-complete CMS is over.

Read the [Top 10 Reasons](#) to use Tiki, then [get started](#) with Tiki today.

Download
[Get Started Now!](#)

Featured Tiki


Netineo. The Live Network

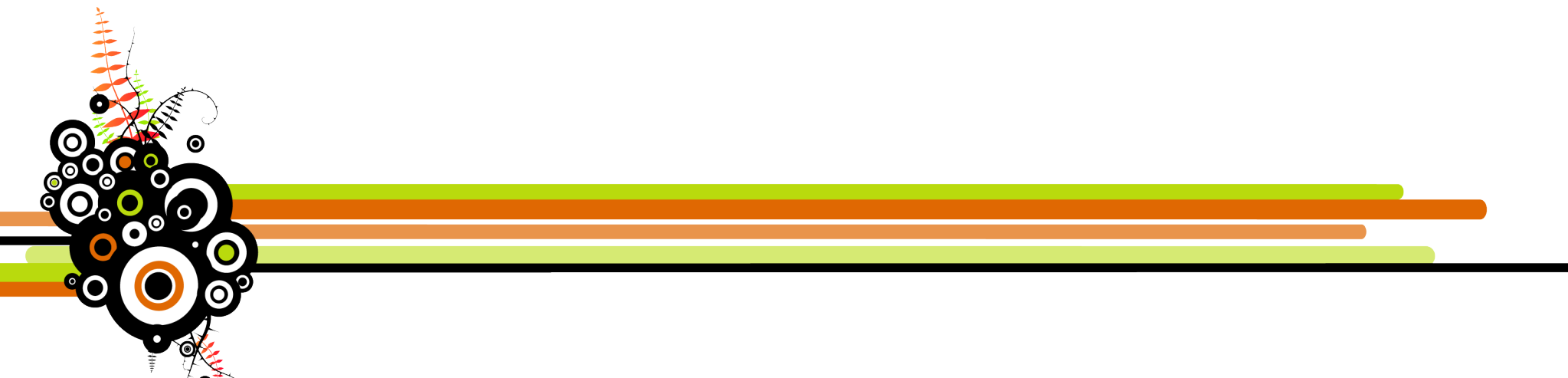
[ALL SITES](#)

Tiki News [RSS](#)

Jumpbox



TikiWiki is your Groupware/Content Management System solution with a long list of features to help you build a compelling web based community.



Marketing Open Source - It's all about perceptions!

Introduction - can we market a community effort?

- A summary of this presentation
- Marketing and Promotion - they are not the same!

Research and Profiling

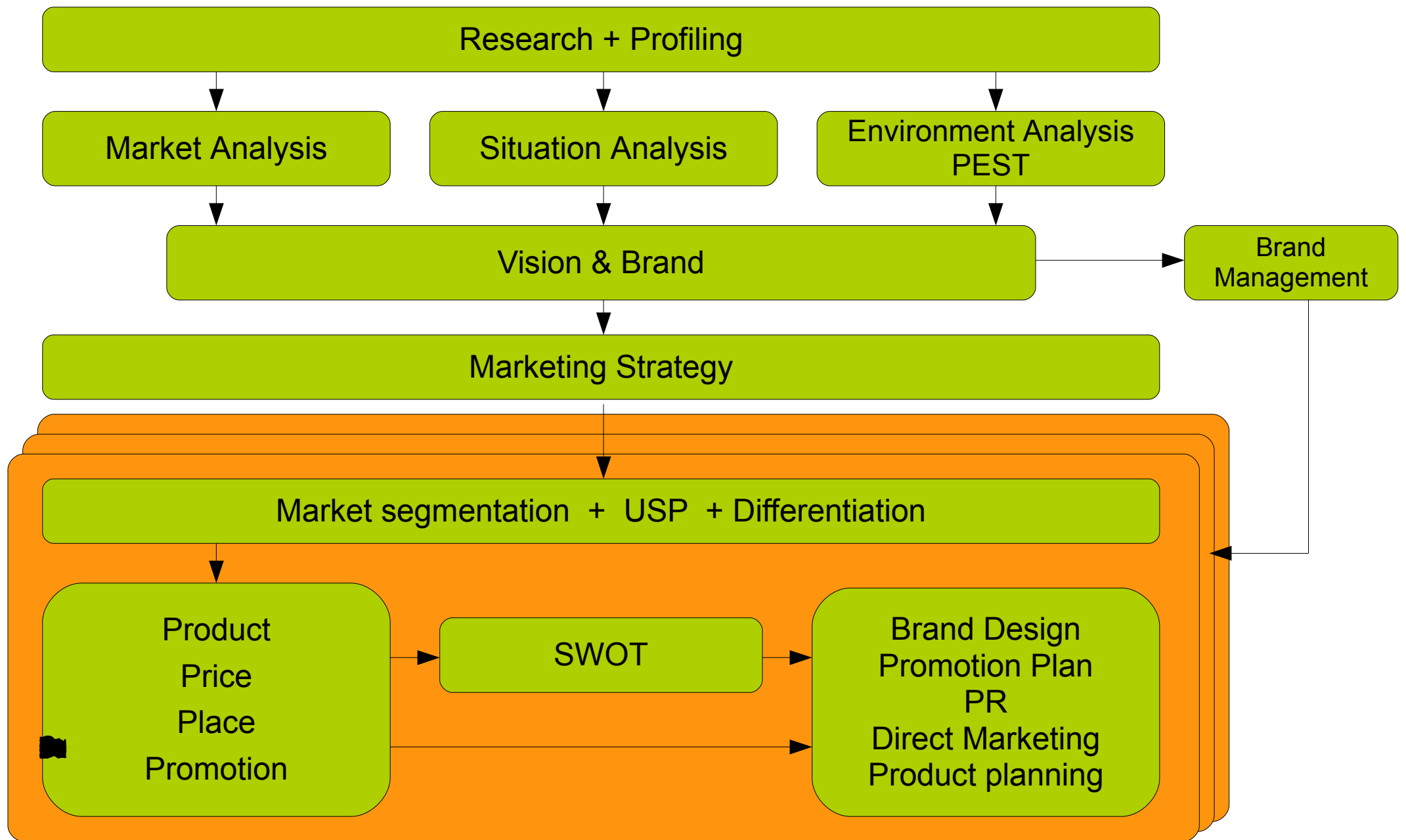
- Our markets – let's meet the people.
- What do they think now? Results of e-mail survey.

Brand Management

- What do they see now? tw.o - the web site :(
- It's all down to perceptions – what is brand?
- **Brand Management & the Brand Identity Guide**
- Plan for the TikiFest, let's do it and document it!



Marketing



Brand Management

“If there is any discrepancy between the reality of your organisation and its perception in the marketplace, you need a **brand roadmap**”

Core Brand Values - The internal sense of the organisation and what members have as their core values.

Core Brand Message – external expression of the organisations identity

Brand Personality – tone and attitude, helps communicate core values and message

Brand Icons – Name, logo, typeface, colour, music ...



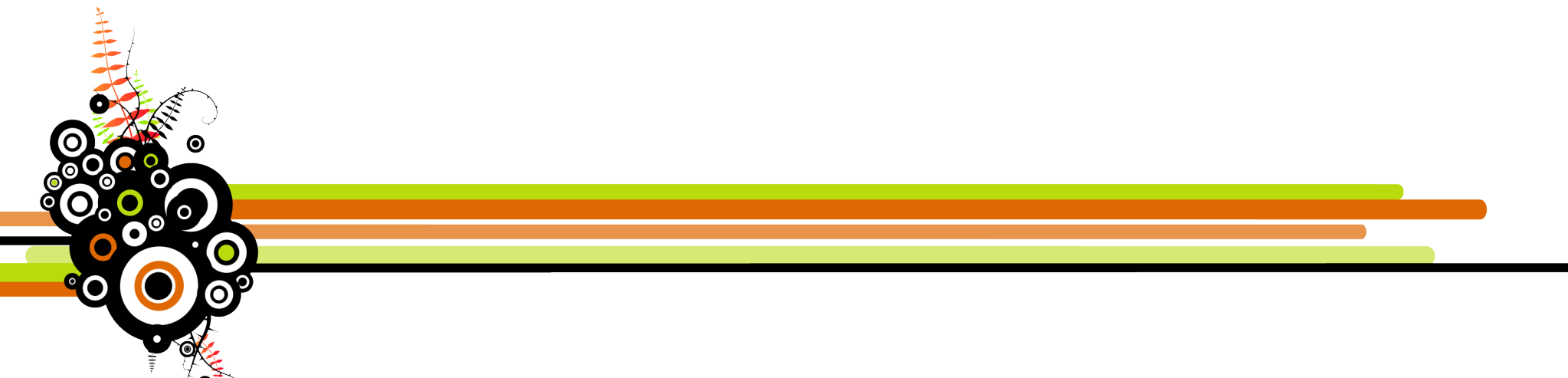
Brand Management

Management - Brand must be consistent and cohesive to work.

- The core values of an organisation do not change rapidly, so the brand message will also need to be consistent

Identity Pack

- clear statement of core values, brand message, brand icons
- Packaged together as a mini-web site, with downloadable graphics, colour specifications, images, fonts, guides and examples.



Brand management + Identity Pack

It is just the key “icons” of the design, lots of flexibility within it

- Total dominating – IBM
- Strong – Google
- Weaker – Yahoo!
- Very lenient/lax – Sony

The pack makes it easy for **all** to see what is on/off message – it is clearly based on the community values and is explicit.

Internally - managed by all, supported by identity pack.

Externally – managed by foundation, use of brand outside community controlled/defended.



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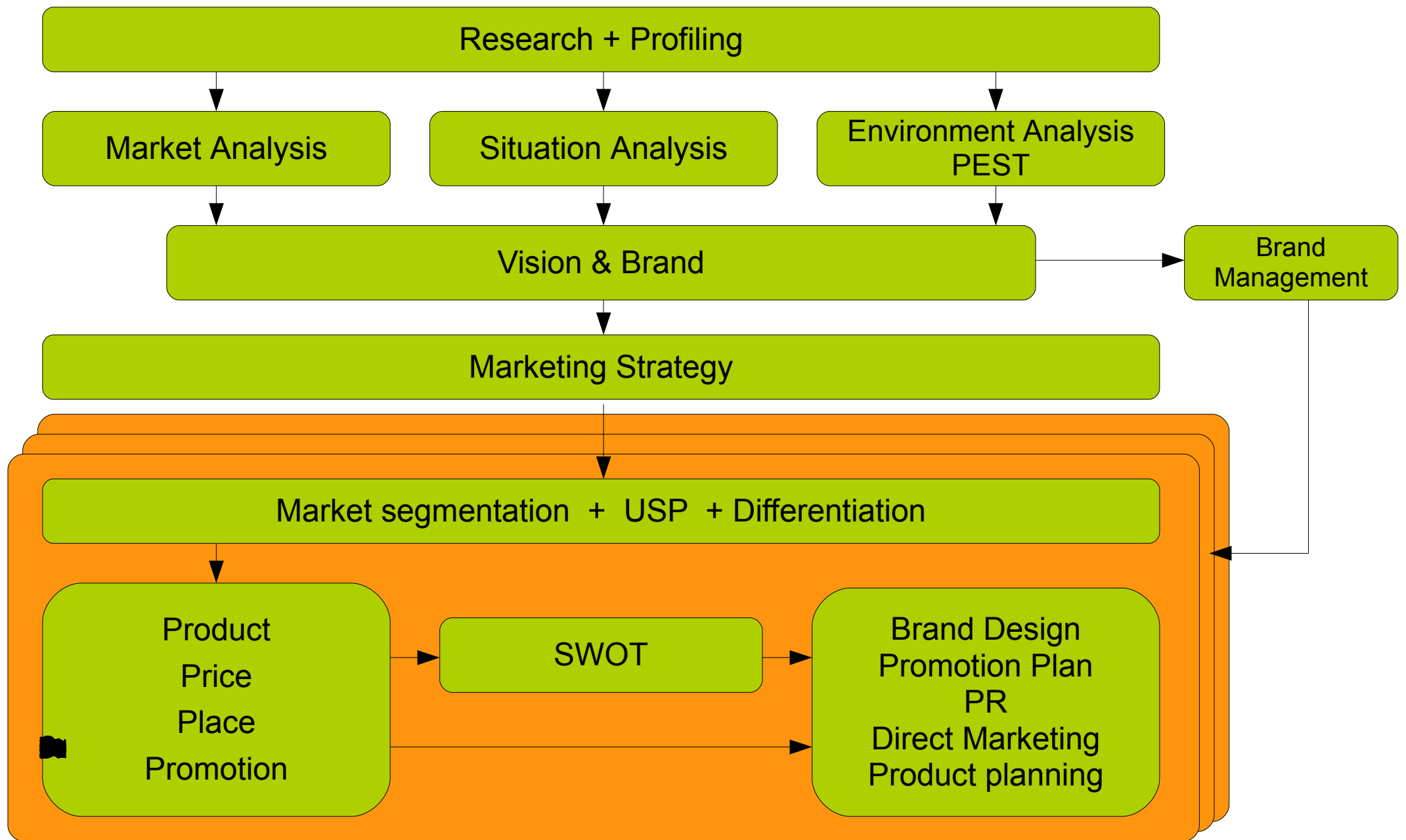
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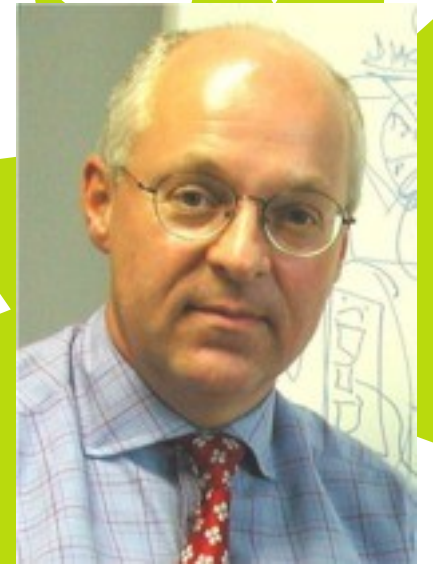
Marketing



The Visioning Brainstorm

- What does success look like for Tiki in 5 years time?
- How do we get Tiki there?
- What will block us?
- How do we overcome the blockages?
- Ease and Effect matrix
- Document

Prof. Victor Newman is the former Chief Learning Officer, European Pfizer Research University "Knowledge Activist's Handbook", Capstone/ Wiley & Sons, "best management book within the last ten years"



Brand Mood Boards

- **Brand Mood Boards session** - Collaborative creation of the brief for the design of the brand identity pack.
-
- Publish this brief and invite submissions
-
- Group decision process
-
- Create pack
-
- Enjoy using it



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