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

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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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"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 somewhere," 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 **Product** at the right **Price** in the right **Place**.
• At this point **Promotion** is used to attract the customer
• The core of marketing is the **4P's** 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?
Research + Profiling

Market Analysis

Situation Analysis

Environment Analysis PEST

Vision & Brand

Marketing Strategy

Brand Management

Market segmentation + USP + Differentiation

The 4 P's

Product
Price
Place
Promotion

SWOT

Brand Design
Promotion Plan
PR
Direct Marketing
Product planning
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Perceptions

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

Illustration: www.aboutfacesentertainers.com
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 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
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 Hobyist

- WordPress
The Consultant

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

Illustration: www.aboutfacesentertainers.com
The Consultant

- Gartner
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
The Entrepreneur

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

- Linkedin
Marketing

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Community
Vision/Values

Brand Management

Market Segment
Specific Initiatives
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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

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>16</td>
</tr>
<tr>
<td>Academic</td>
<td>8</td>
</tr>
<tr>
<td>Private/Personal</td>
<td>9 (5 used only personally)</td>
</tr>
<tr>
<td>Non-profit</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37</strong></td>
</tr>
</tbody>
</table>

- Intranets: 21/39 applications referred to
- Internet: 18/39
What is its greatest strengths?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to administer/configurability</td>
<td>8</td>
</tr>
<tr>
<td>Nice and friendly bunch of programmers and users</td>
<td>5</td>
</tr>
<tr>
<td>Internal integration of features (all in one box)</td>
<td>4</td>
</tr>
<tr>
<td>Flexible</td>
<td>4</td>
</tr>
<tr>
<td>Broad feature use (freaking huge!)</td>
<td>3</td>
</tr>
<tr>
<td>Integration with other apps</td>
<td>2</td>
</tr>
<tr>
<td>Stable</td>
<td>2</td>
</tr>
<tr>
<td>Permission mechanism</td>
<td>2</td>
</tr>
<tr>
<td>Open Source</td>
<td>1</td>
</tr>
</tbody>
</table>
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
Increased ease of set-up/use, especially for applicators
Easy to use themes
Ajax
Integrate with other apps seamlessly
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?


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.

Critical point: 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?

- two - the web site :(

Bounce Rate for all visitors

45.81% Bounce Rate
What do they see now?

two.o - the web site :(

Time on Site for all visitors


00:02:35 Avg. Time on Site
What do they see now?

tw.o - the web site :(  

Visitor Loyalty

Most people visited: 1 times

<table>
<thead>
<tr>
<th>Number of Visits</th>
<th>Visits</th>
<th>Percentage of all visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 times</td>
<td>25,187.00</td>
<td>71.85%</td>
</tr>
<tr>
<td>2 times</td>
<td>4,108.00</td>
<td>11.72%</td>
</tr>
<tr>
<td>3 times</td>
<td>1,666.00</td>
<td>4.75%</td>
</tr>
<tr>
<td>4 times</td>
<td>907.00</td>
<td>2.59%</td>
</tr>
<tr>
<td>5 times</td>
<td>581.00</td>
<td>1.66%</td>
</tr>
<tr>
<td>6 times</td>
<td>402.00</td>
<td>1.15%</td>
</tr>
<tr>
<td>7 times</td>
<td>299.00</td>
<td>0.85%</td>
</tr>
</tbody>
</table>
What do they see now?

**tw.o - the web site :(

**Depth of Visit**

**Most people visited: 1 pages**

<table>
<thead>
<tr>
<th>Depth of Visit</th>
<th>Visits</th>
<th>Percentage of all visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pages</td>
<td>16,058.00</td>
<td>45.81%</td>
</tr>
<tr>
<td>2 pages</td>
<td>8,063.00</td>
<td>23.00%</td>
</tr>
<tr>
<td>3 pages</td>
<td>3,774.00</td>
<td>10.77%</td>
</tr>
<tr>
<td>4 pages</td>
<td>2,294.00</td>
<td>6.54%</td>
</tr>
<tr>
<td>5 pages</td>
<td>1,526.00</td>
<td>4.35%</td>
</tr>
<tr>
<td>6 pages</td>
<td>938.00</td>
<td>2.68%</td>
</tr>
<tr>
<td>7 pages</td>
<td>689.00</td>
<td>1.97%</td>
</tr>
<tr>
<td>8 pages</td>
<td>465.00</td>
<td>1.33%</td>
</tr>
<tr>
<td>9 pages</td>
<td>330.00</td>
<td>0.94%</td>
</tr>
<tr>
<td>10 pages</td>
<td>220.00</td>
<td>0.63%</td>
</tr>
</tbody>
</table>
Where do they all come from?

- **20.97%** Direct Traffic
- **55.38%** Referring Sites
- **23.62%** Search Engines

**Top Traffic Sources**

<table>
<thead>
<tr>
<th>Sources</th>
<th>Visits</th>
<th>% visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>google (organic)</td>
<td>8,041</td>
<td>22.94%</td>
</tr>
<tr>
<td>(direct) ((none))</td>
<td>7,351</td>
<td>20.97%</td>
</tr>
<tr>
<td>en.wikipedia.org (referral)</td>
<td>1,570</td>
<td>4.48%</td>
</tr>
<tr>
<td>wikimatrix.org (referral)</td>
<td>1,465</td>
<td>4.18%</td>
</tr>
<tr>
<td>support.mozilla.com (referral)</td>
<td>1,407</td>
<td>4.01%</td>
</tr>
</tbody>
</table>
Lets stop on some good news!

dev.tw.o
What do they see now?

Google
What do they see now?

tw.o
Jumpbox

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

Research + Profiling

Market Analysis
Situation Analysis
Environment Analysis (PEST)

Vision & Brand

Marketing Strategy

Market segmentation + USP + Differentiation

The 4 P's
- Product
- Price
- Place
- Promotion

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Brand Management
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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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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