

Branding Team

The [Branding Team](#) involves market analysis, brand management and providing community tools for a coherent and efficient message.

Marketing, branding, promo strategy, and advocacy.

Release responsibilities

1. Update [Fact Sheet](#)
2. Update [Promo Sheet](#)

Ongoing responsibilities

- [Analytics Team](#) -> Google Analytics and piwik.tiki.org
- Report on recommendations to improve [SEO](#) (robots.txt, [Canonical](#)), etc.
- Maintain branding.tiki.org
 - Develop short & long listings like [this](#) so when we update a listing, we just choose the longest one we can (instead of rewriting a different listing in different places). Here are [examples of CMS descriptions on DMOZ](#). Please see: [fact sheet](#)

Projects

- Participate to [Tiki website revamp](#)
- Look into taking advantage of Google Webmaster Tools: <https://www.google.com/webmasters/tools/>
- Develop elevator 30sec. sales pitches [Mastering the 30-Second Pitch](#)
- Help with [Video Clips](#)
- Revamp list of [Use cases](#) and user types
 - This will be useful for the [Configuration Profiles Team](#) as well
- Improve presentation of features (our strength) on info (too many clicks now and not enough graphics)
 - http://dev.tiki.org/Bugs+and+wishlist+stats#By_Tiki_feature

Promote Tiki as a model and as a solution

- Maintain and promote some important pages for people evaluating Tiki:
 - [Presentations](#)
 - [What is a Content Management System](#)
 - [Why Use Tiki](#)
 - [Interaction](#)
 - [Features](#)
 - +Experimenting with pretty tracker for better display of information:
http://doc.tiki.org/features#Content_features
 - [Comments?](#)
 - [Model](#)
 - [Why Wiki Syntax Is Important](#), etc
 - [Use Cases](#)
 - [Wiki Landscape](#)
 - [CMS Landscape](#)

- Some objective comparisons with popular alternatives [Tiki vs Drupal](#), [Tiki vs Joomla!](#), etc.
 - What is similar
 - What is different
- Maybe use the comparison widget from WikiMatrix:
- Evaluate Tiki with respect to the various [Open source software assessment methodologies](#)

Surveys

- Monitor & react to market analysis such as
 - [SMACKDOWN :: Who are the Open Source Content Management System \(CMS\) market leaders in 2008?](#) which comments on the comprehensive [2008 Open Source CMS Market Share Survey](#).
 - [2009 Open Source CMS Market Share Report](#)
- <http://www.oss-watch.ac.uk/studies/survey2008.pdf> & <http://www.oss-watch.ac.uk/resources/mediawiki.xml>

Profiles

Sites using profiles deploy

- http://profiles.tiki.org/Small_Organization_Web_Presence_about_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_mission_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_products_include
- http://profiles.tiki.org/Small_Organization_Web_Presence_services_include
- http://profiles.tiki.org/Sample_Articles_include
 - Should say "This site started using Tiki and has the following benefits"
- http://profiles.tiki.org/personal_blog_and_profile_bio_include
 - Should be kept in sync with [Social Networks](#).

Ideas

- Catch the [Tiki revival wave](#)
- Great marketing examples for something that has lots of features, like us
 - <http://zoho.com/>
 - <http://marketing.openoffice.org/>
 - <http://cms-software-review.toptenreviews.com/index.html> (list of features on the left)

Team Branding

- [Aris Bernotas](#)
- [Gary Cunningham-Lee](#)

Related links

- http://en.wikipedia.org/wiki/Open_source_advocacy
- <https://wiki.mozilla.org/MarketingGuide>
- [TikiFestMontrealNov2008 Marketing Group](#)
- [Download marketing report about Tiki](#)

alias

- [Advocacy](#)
-

- Promo Squad
- PromoSquad
- Marketing Squad
- Marketing Team
- Branding