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MARKETING OPEN SOURCE

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Agenda

- Concepts
 - What is marketing?
- Examples
 - IBM and Firefox ads
- Pitfalls and risks
 - Security

Marketing definition: "The action or business of promoting and selling products or services, including market research and advertising"

Alternative definition: "The management process through which goods and services move from concept to the customer"

Traditional marketing

- Positive approaches:
 - > Communicate the benefits of something
 - > Show how its better than competitors
- Negative approaches:
 - > Spreading uncertainty (FUD) about alternatives
 - > Make people feel inadequate if they miss out

What's different with open source software?

**Developers (usually)
scratch their own itches.
Marketing people in FOSS
communities can't really
force things to happen or
"shape" the end product**

Also: when marketing open source, we often want our users to get involved – and not just stay as end users

Examples

Classic example of early commercial FOSS marketing:

<https://www.youtube.com/watch?v=sOtKZA9ri7M>

Made in 2003 – "Created by WPP Group's Ogilvy & Mather, New York, and directed by Joe Pytka, the Linux TV effort breaks in the U.S. with a 90-second ad during Sunday's National Football League games and the U.S. Open Men's Finals."

Another example:



Are you fed up with your web browser?
You're not alone. We want you to know that there is an alternative...



Firefox



Introducing Mozilla
Firefox 1.0

"I've had my fill of my web browser. It's slow, it's buggy, and it's just not fun to use. I've tried switching to other browsers, but they all seem to have the same problems. I'm looking for a better alternative." — *John Doe, New York*

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Find out the best way to use Firefox 1.0. Visit www.mozilla.com for more information. Firefox 1.0 is available for Windows, Mac OS X, and Linux. Firefox 1.0 is available for Windows, Mac OS X, and Linux. Firefox 1.0 is available for Windows, Mac OS X, and Linux.

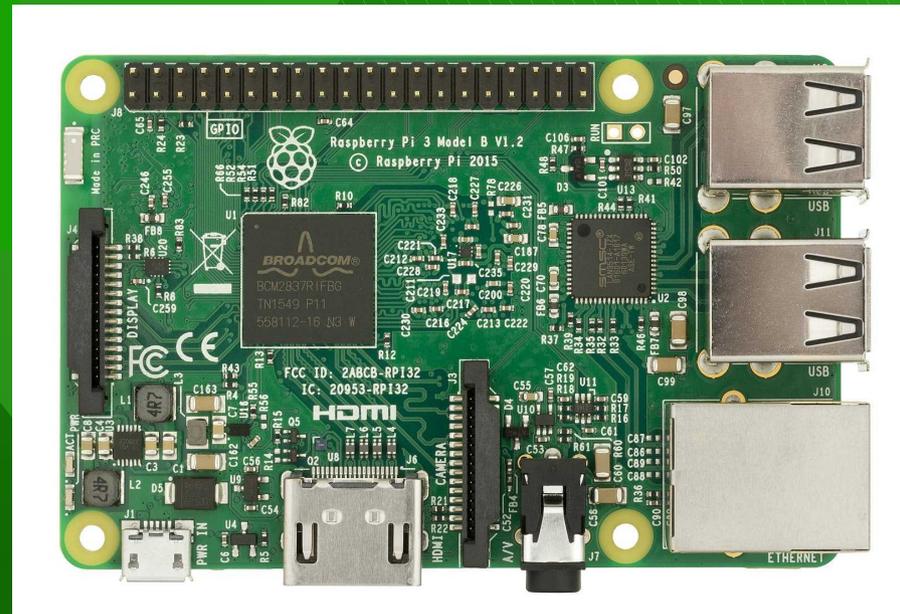
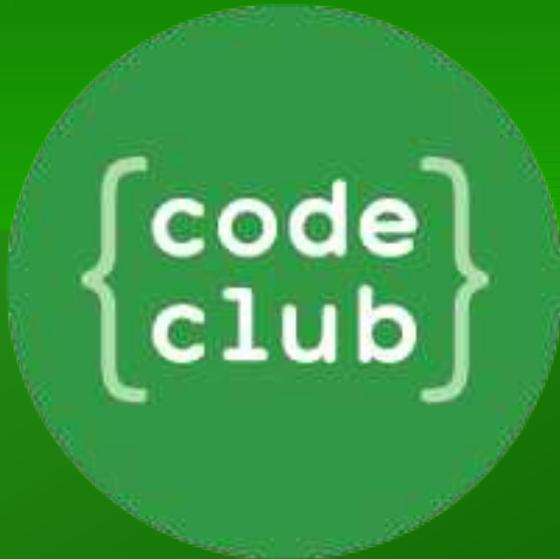
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Dec 2004: "Mozilla Foundation places two-page advocacy ad in The New York Times". Background includes names of 10,000 donors

What's changing?

Being a geek is cool:



Some people are still suspicious of open source though: "*You don't get owt for nowt.*" – You don't get something for nothing.

What's the catch?

Let's turn this around!

We can say: "Try our software, and if you don't like it, just uninstall it. Any data you create can be opened in other apps."

People find this refreshing...



Pitfalls – things to avoid!



**"Open source software
is more secure."**



Talking about security

- *"Open source development processes **generally** lead to more secure software"*
- More eyeballs looking at the code (usually!)
- Faster development cycles – quicker updates
- Anyone can create security fixes – not just the software vendor

Anyway!

**We at TDF are here for
you**

Need any help?

- Ideas, approaches, strategies for your community
- Digital materials: presentations, articles, infographics
- Physical materials: T-shirts, stickers, flyers, booth materials (like roll-up banners)
- Infrastructure: websites, services, Nextcloud...

Just get in touch!

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Thoughts / ideas / experiences?



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