Strategic Marketing
OSGeo Website

Thoughts on the discussions prior to the Marketing meeting Nov 2007

Outline

User prospection

Sponsor prospection

OSGeo

* New users (direct marketing)
* New sponsors (good direct marketing as
      argument to get sponsors)
* New projects

"Marketing should not have to care about existing projects, sponsors and users, but - and thats the trick - by doing a good marketing job, all existing projects, sponsors and users will also profit because it is good for OSGeo from an overall viewpoint."

User Retention

Pareto principle

Pareto

80%

20%

■ Revenue ■ Users
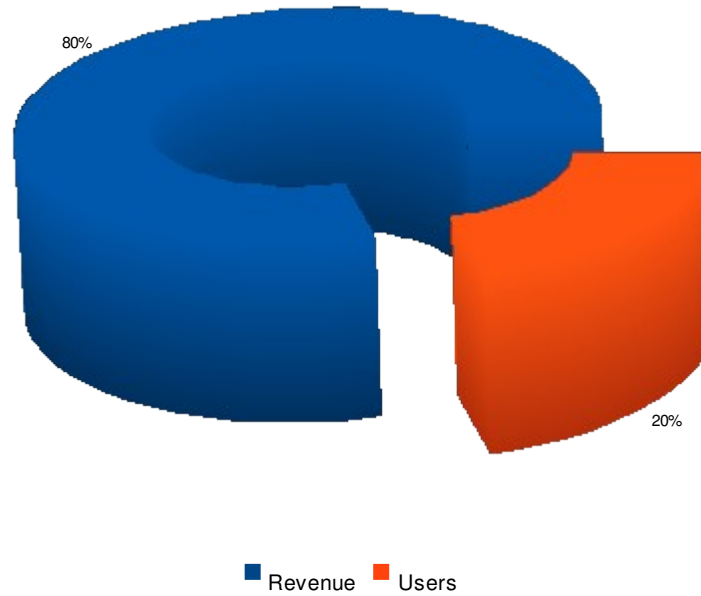
80-20 rule

Users:
The Message

OSGeo
Arnulf Christl

Use OSGeo Software because it is proven and thats what we are here for and good at

Explain OSGeo's role in Incubation and why this is good for users

OSGeo will achieve better Geospatial data availability — a crucial problem to many users

OSGeo Education will help you to get better educated and find a job

Connecting with the OSGeo community makes you learn, understand and profit for free (BENIFIT)

Sponsors:
The Message

Arnulf Christl

Features

* You <u>profit</u> by sponsoring OSGeo because OSGeo <u>is</u> well known and accepted as an authority in the matter

* Your OSGeo support will raise your Karma with new potential customers

* Your service will be easier to find (still needs some "pimp my SPD", working on this...)

OSGeo

Awareness in the community, spread the word and potentially get more support for development

* More sponsors bring in more money (this is also "internal" marketing of the OSGeo project sponsorship program)

* More visibility raises awareness, usage and liveliness

To new projects the connected message is obvious:

* Apply for incubation (if you dare) as it will raise your profile

To apply SEO tools, it would be great if key marketing concepts are clearly defined.

Setting up a SWOT analysis is important and in my view it will give the Marketing Comity a an interesting path to follow and in that case the following topics concerning OSGeo are important to be discussed:

* Strengths
* Weaknesses
* Opportunities
* Threats

This is a key part of the marketing plan.