

# Community Matters

## Why Open Source Marketing Can Help Improve Your Product

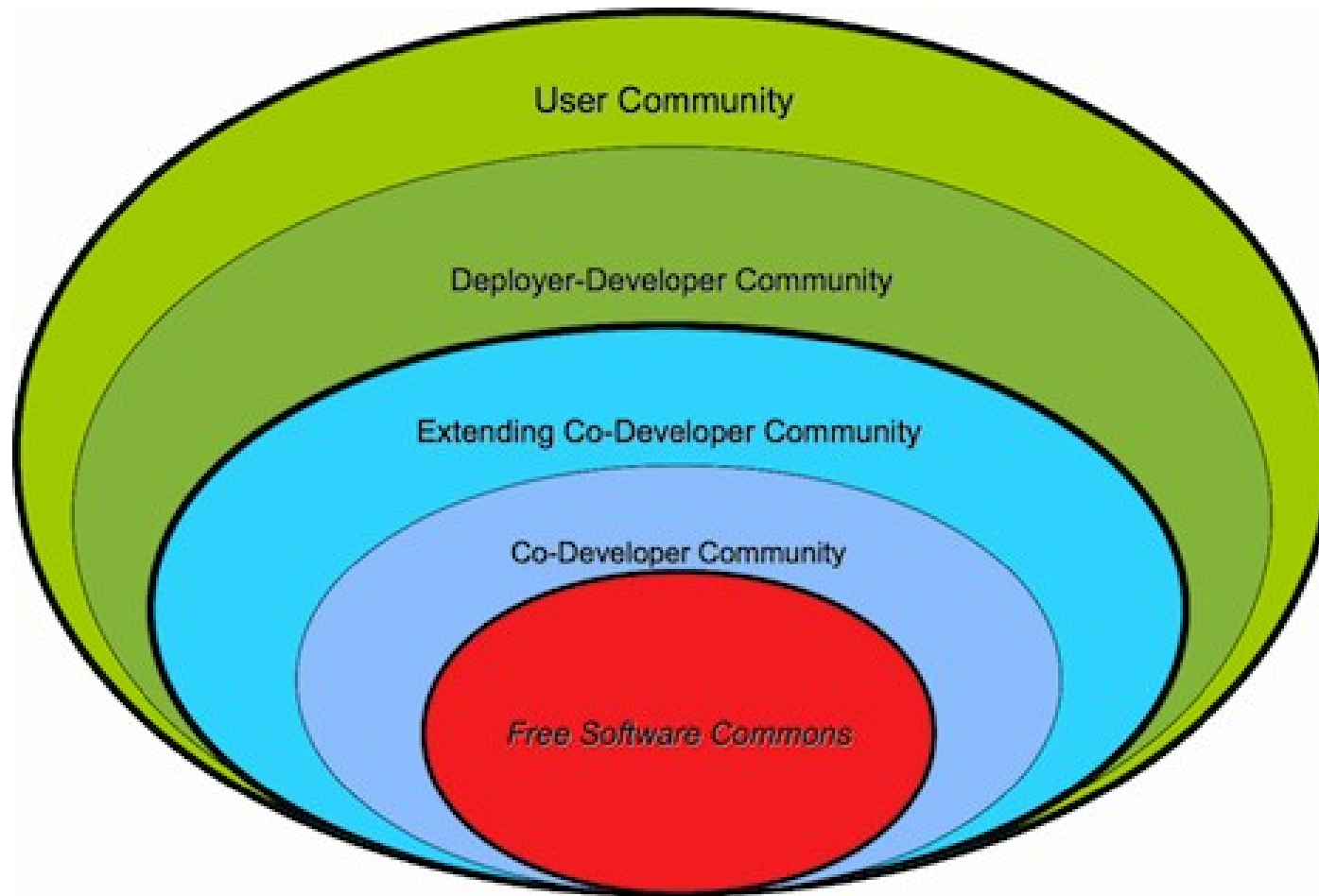
Vikram Vaswani  
October 2012

"Am I in earth, in heaven, or in hell?  
Sleeping or waking? mad or well-advised?"

- William Shakespeare, The Comedy of Errors  
Act II Scene 2

# The Nature of the Beast

# Layered Model



# Co-developer Communities

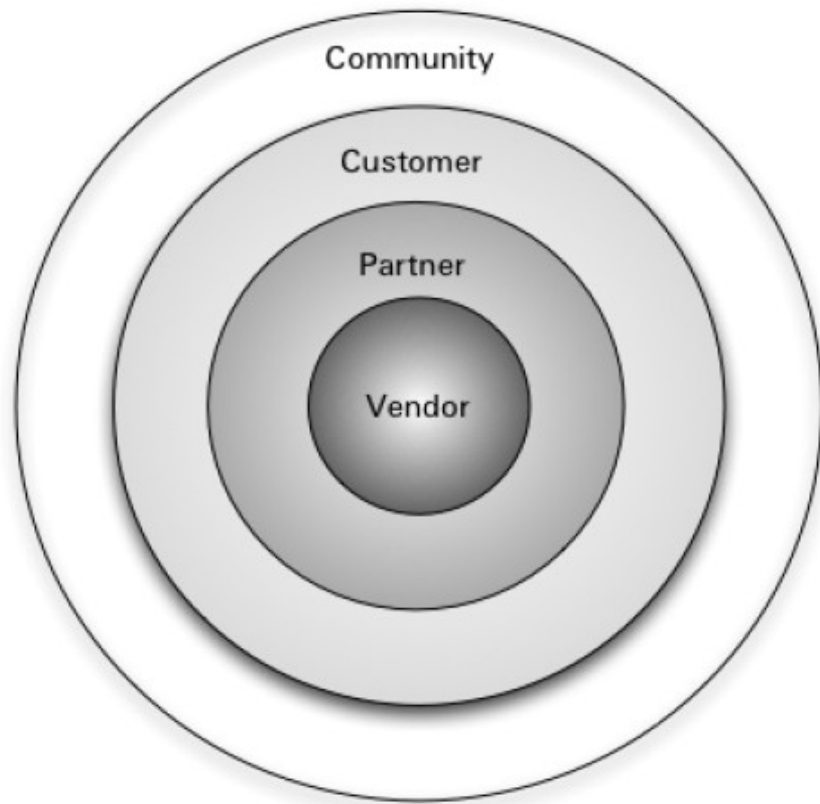
- Core
  - Primary code contributors
  - Influence arising from activity
  - Dislike being marketing targets
- Extenders
  - Localize and package code
  - Create extensions and plug-ins
  - Dislike being marketing targets

# Deployer Communities

- Deployer-developers
  - Configure and customize code for deployment
  - Integrators, in-house developers
  - Receptive to marketing programs
- Users
  - Use deployed code for business purposes
  - Receptive to marketing programs

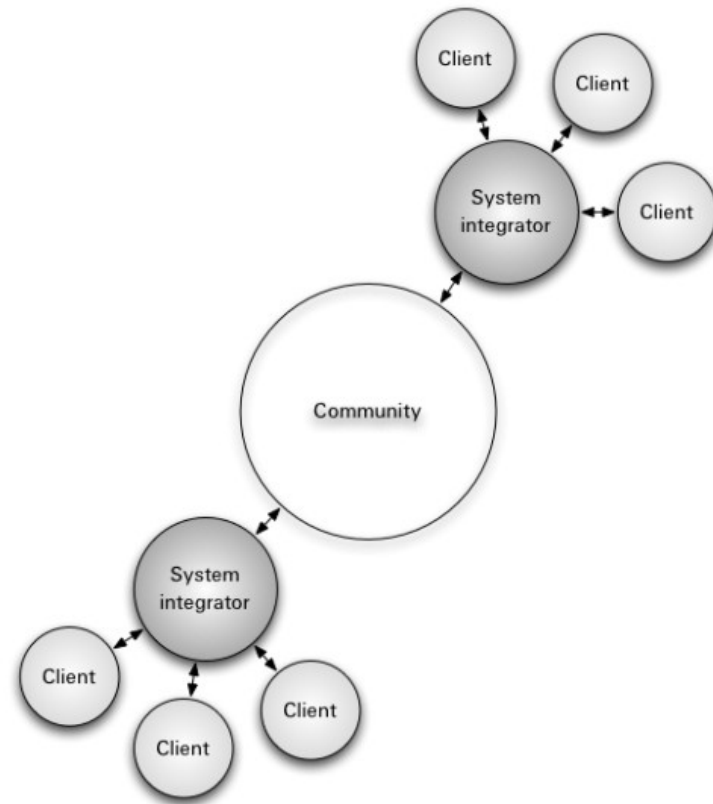
# Business Ecosystem Model

- Vendor-driven



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- Community-driven



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*Credit: Sandro Groganz, "Marketing open source is made for geeks"  
[opensource.com/business/12/9/a-complete-guide-marketing-project-business](https://opensource.com/business/12/9/a-complete-guide-marketing-project-business)*

# Vendor-Driven Ecosystem

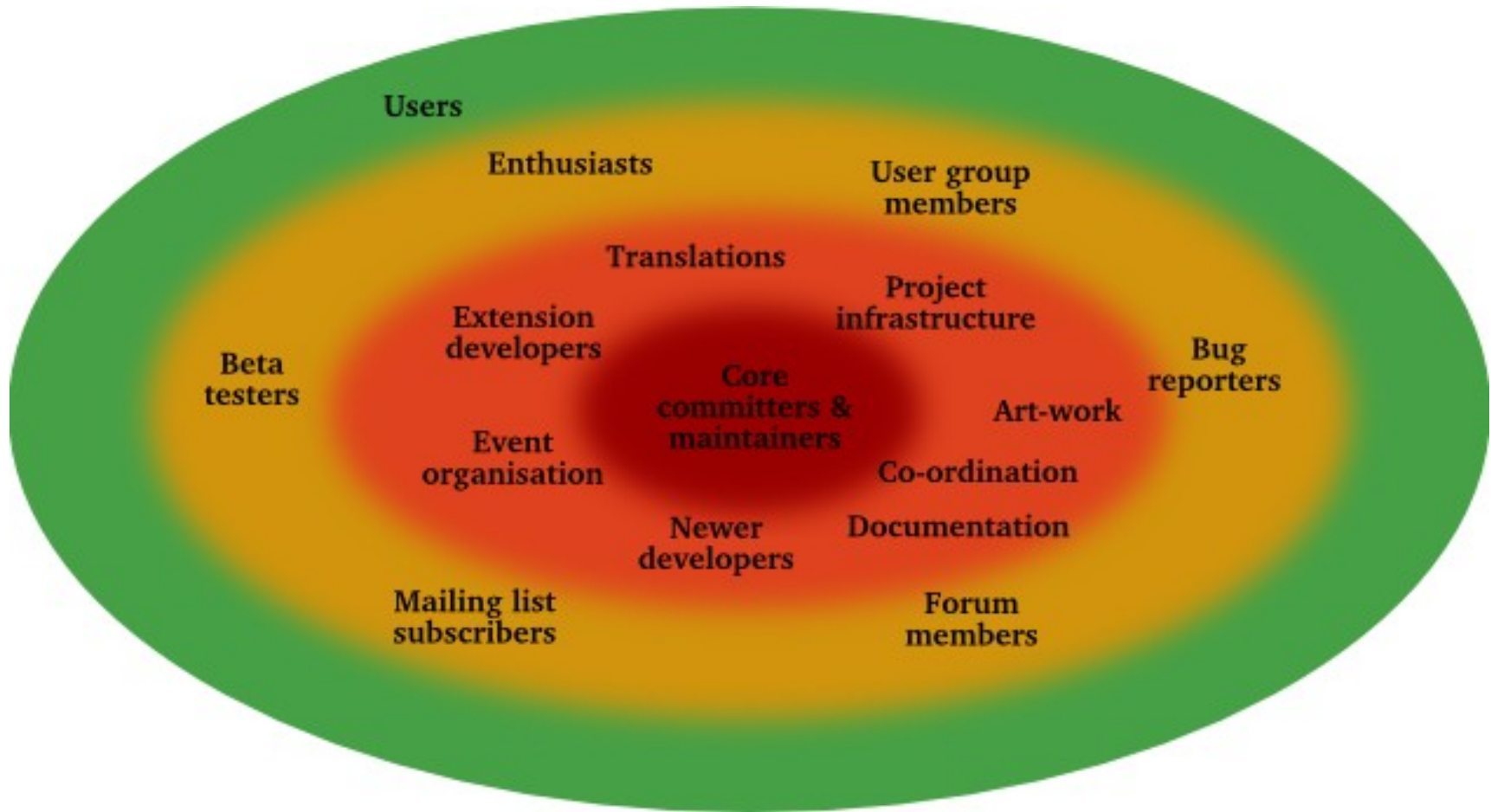
- Highly centralized
- Revolve around a single vendor
- Vendor exerts high level of control over participants
  - Ecosystem entry and exit
  - Rights and privileges of participants
  - Monitoring



# Community-Driven Ecosystem

- Decentralized
- Low degree of control by any single participant
- Characterized by
  - A vibrant developer community
  - Extensive Q&A
  - Active word-of-mouth marketing.
- No single major vendor

# Spheres of Participation



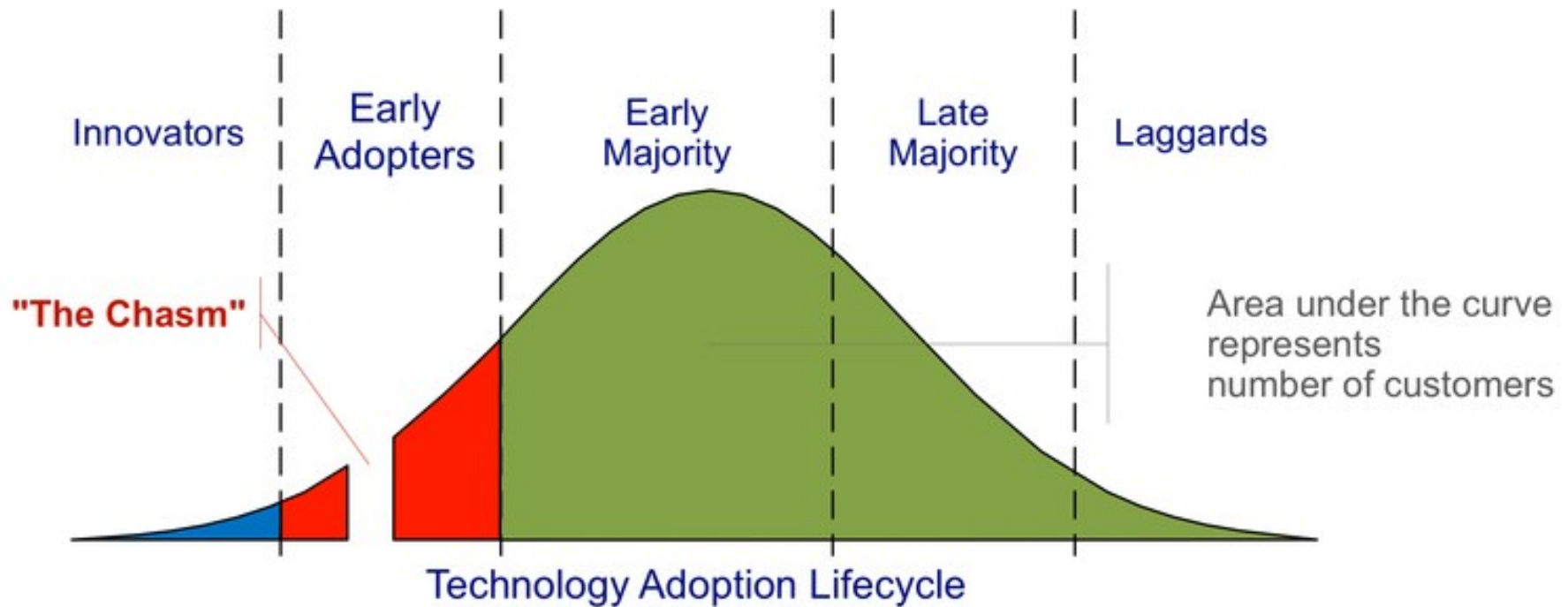
*Credit: Dave Neary, "How do you count your community size"*  
[blogs.gnome.org/bolsh/2009/04/01/how-do-you-count-your-community-size/](http://blogs.gnome.org/bolsh/2009/04/01/how-do-you-count-your-community-size/)

# Spheres of Participation

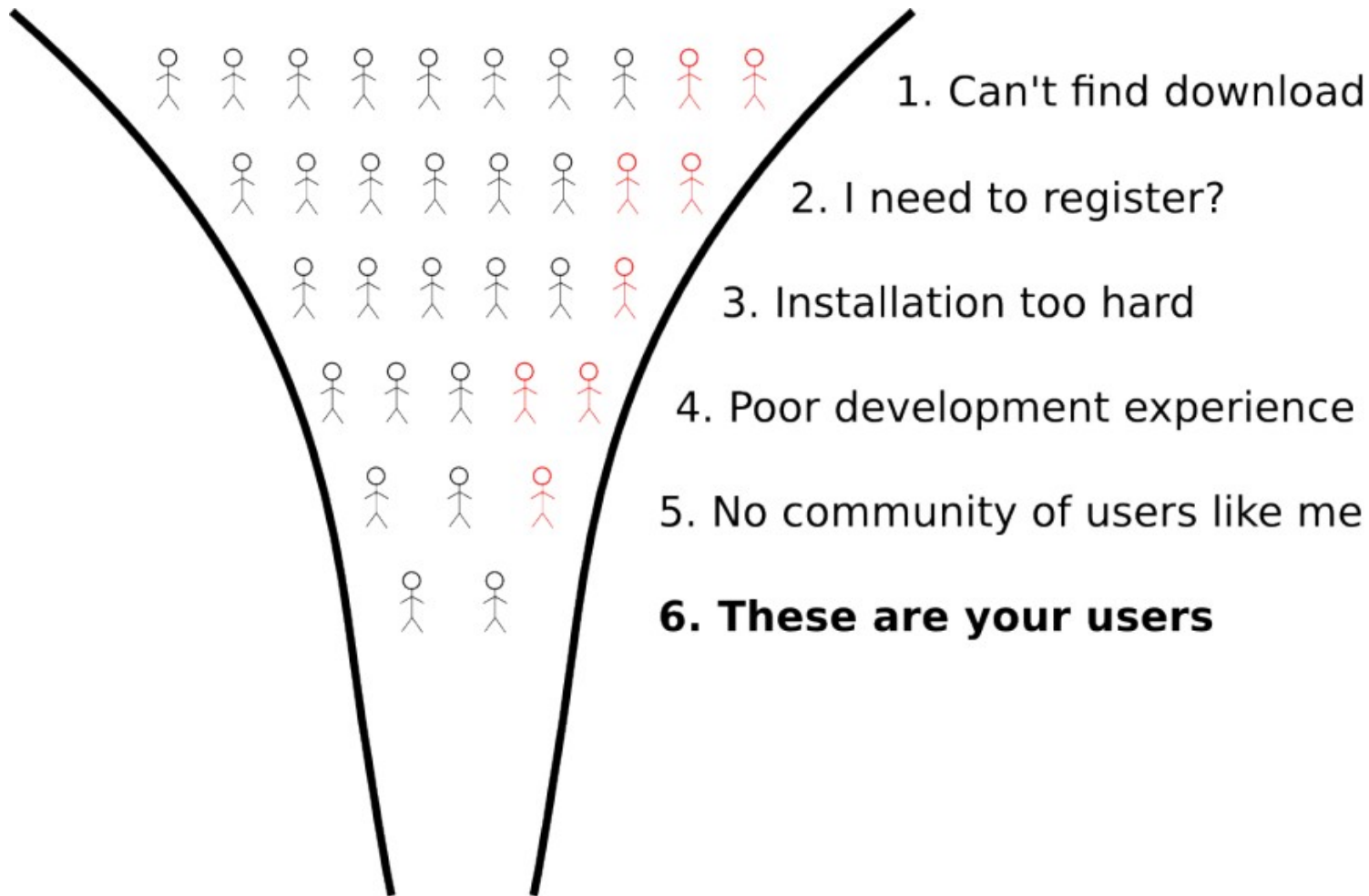
- Core
  - Leaders, core committers and key influencers
- Around the core
  - Contributors for code, artwork, translations, or with other skills
  - Forum members, mailing list participants, enthusiasts
- Extremities
  - Users
- Boundaries are porous and ill-defined.
- People move closer to the center or further away from it as time passes.

"Markets Are Conversations"

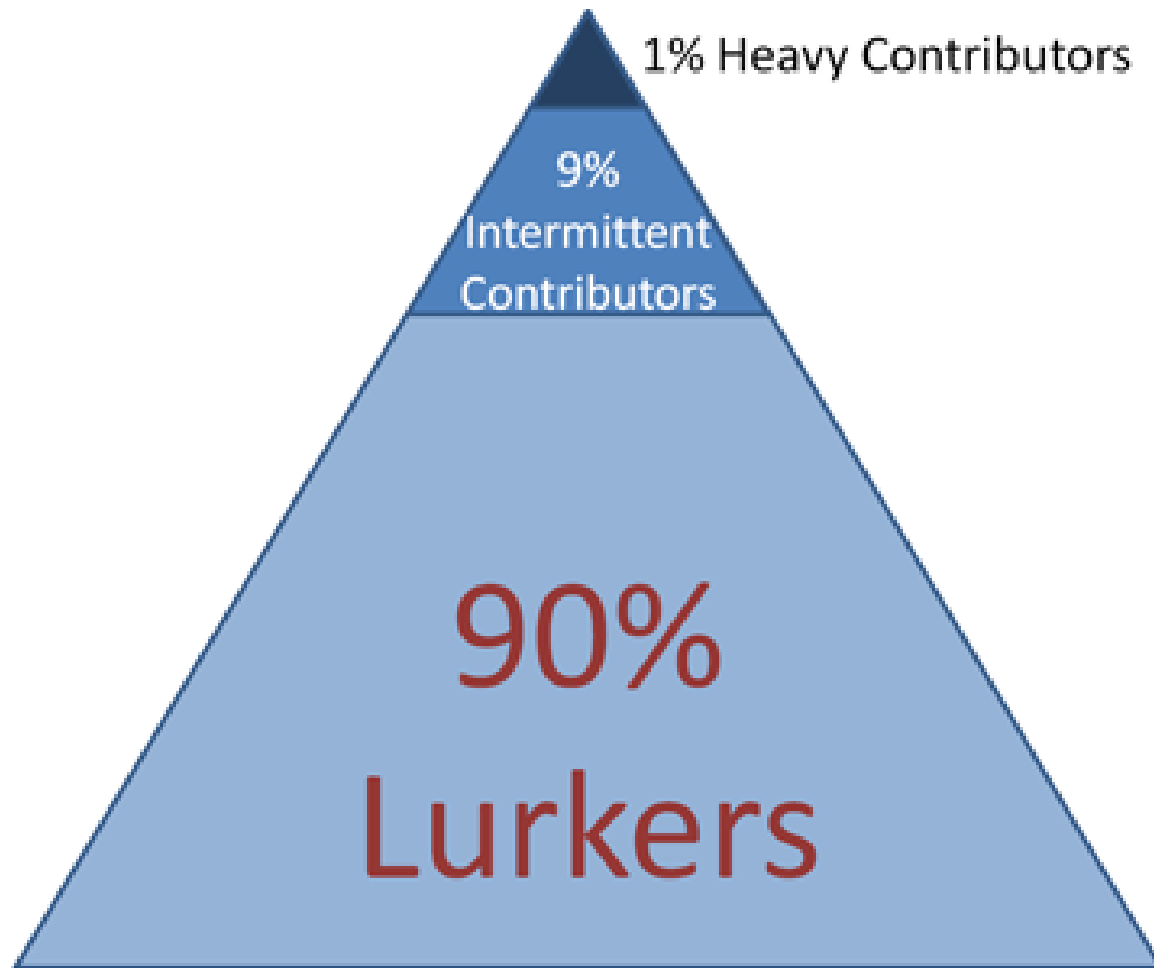
# Technology Adoption Lifecycle



# Adoption Funnel



# The 90-9-1 Rule



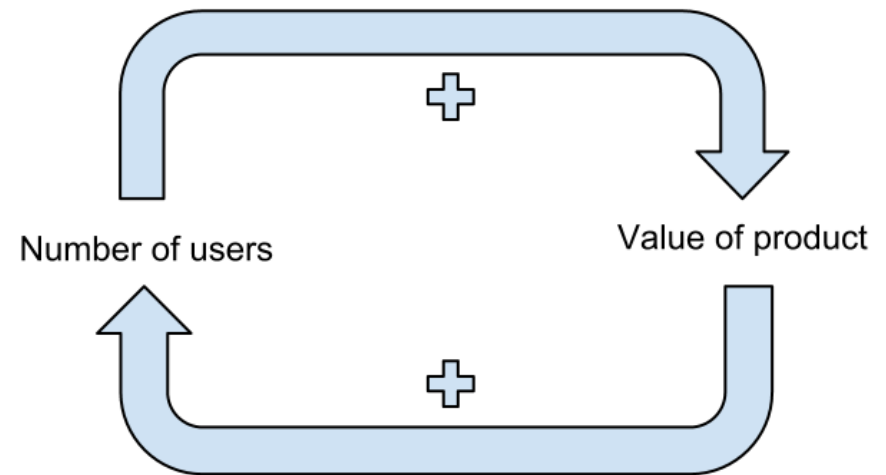
# The 90-9-1 Rule

- 90% of users are lurkers (i.e., read or observe, but don't contribute).
- 9% of users contribute from time to time, but other priorities dominate their time.
- 1% of users participate a lot and account for most contributions.



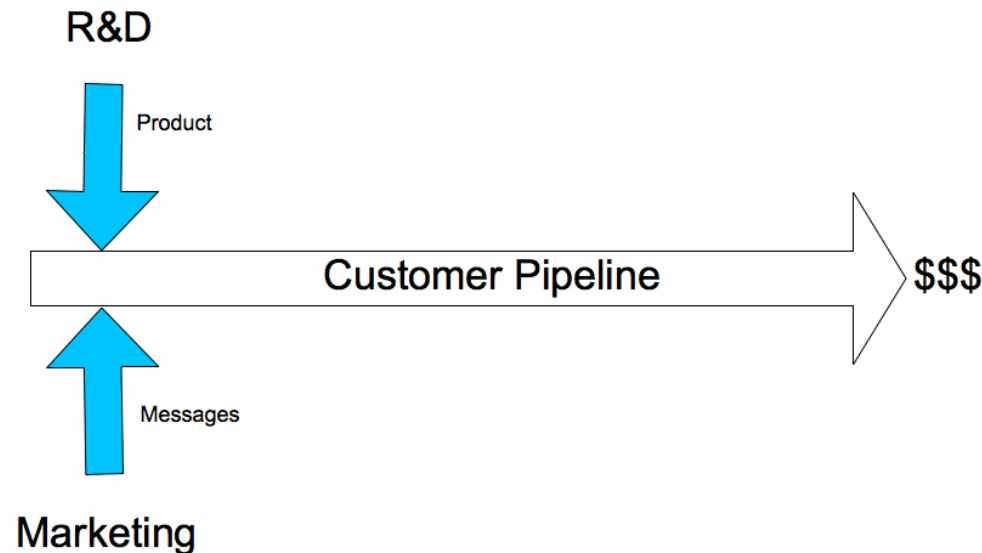
# Network Effects

- The more users of a product, the more valuable it is.
- The more valuable a product is, the more users it has.



# Traditional Sales Model

## Traditional Software Business



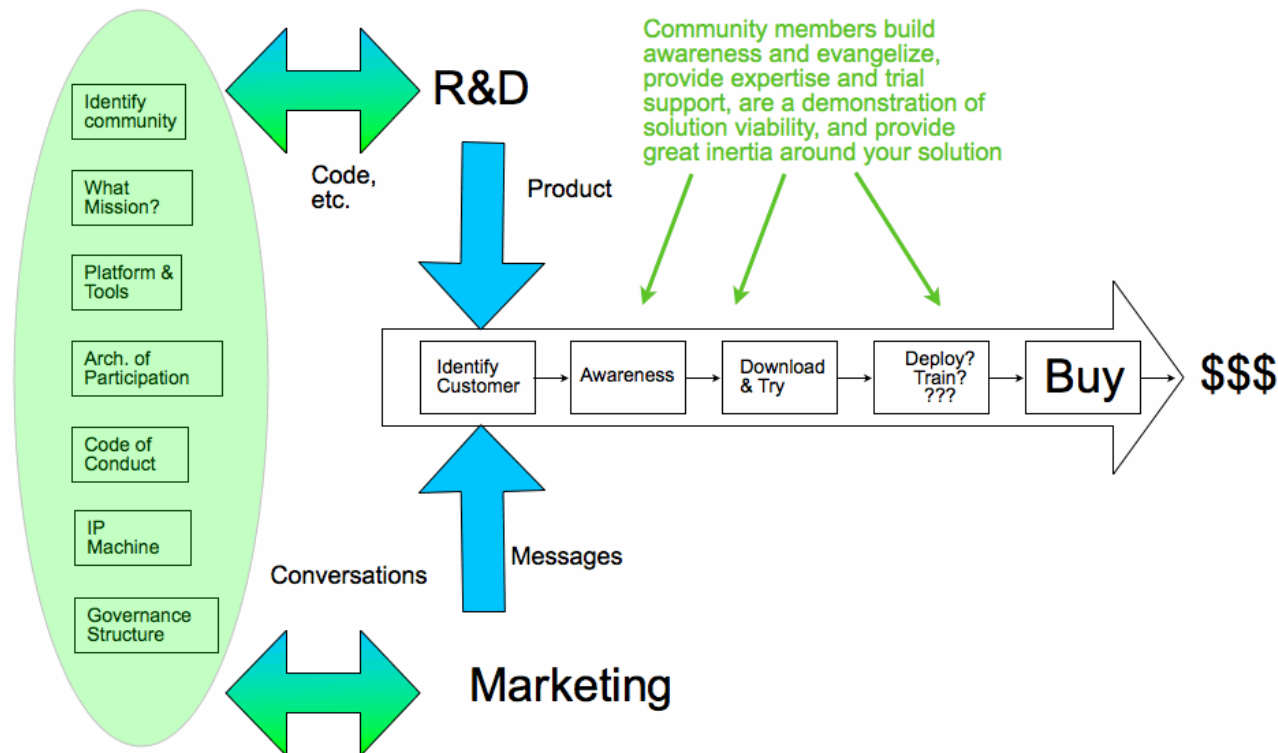
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*Credit: Stephen Walli, "Open Source Communities and Customers in Pictures"*  
[stephesblog.blogspot.com/my\\_weblog/2010/05/open-source-communities-and-customers-in-pictures.html](http://stephesblog.blogspot.com/my_weblog/2010/05/open-source-communities-and-customers-in-pictures.html)

# Community-Driven Sales Model

## A Better Model for Community & Pipeline



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*Credit: Stephen Walli, "Open Source Communities and Customers in Pictures"*  
[stephesblog.blogspot.com/my\\_weblog/2010/05/open-source-communities-and-customers-in-pictures.html](http://stephesblog.blogspot.com/my_weblog/2010/05/open-source-communities-and-customers-in-pictures.html)

# What The Community Offers

- Knowledge, expertise and experience
  - Add value to commercial solution
- Advocates and evangelists
  - Increase awareness of commercial solution
- Anchor for commercial products
  - Add-ons, plugins, extensions, support

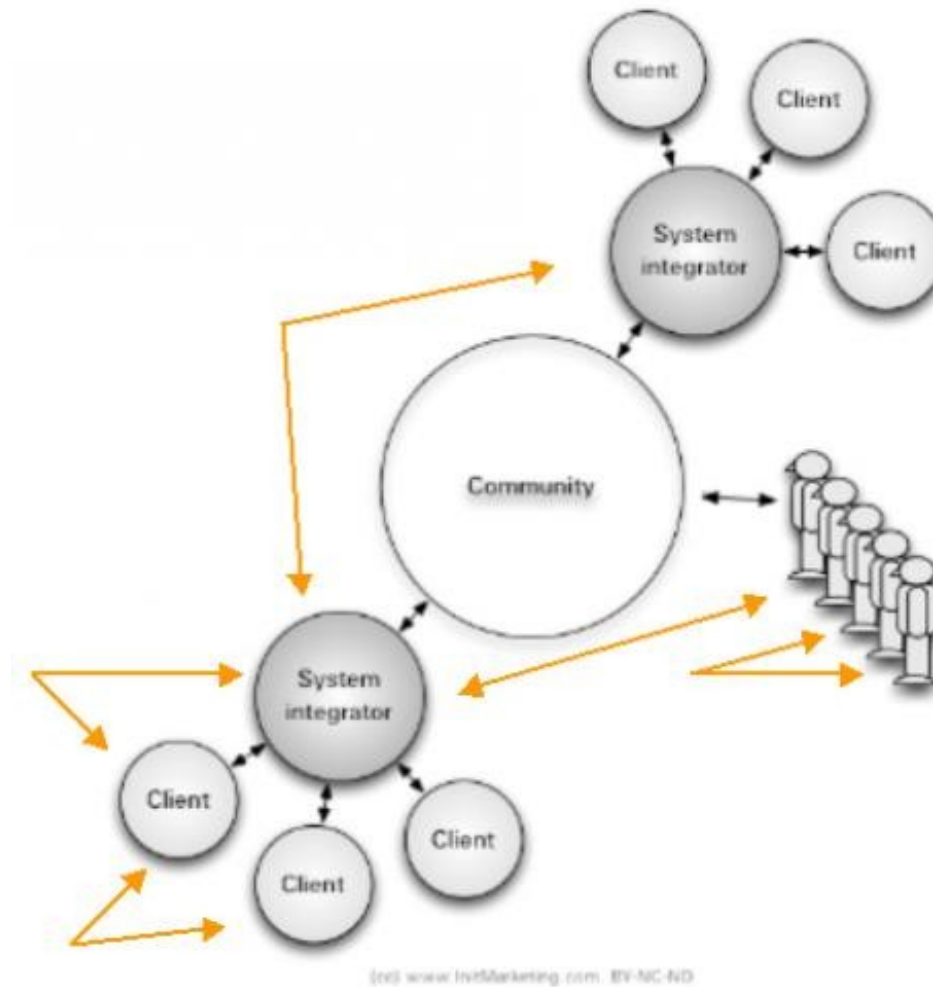
# Benefits for Vendors

- Lower marketing and sales costs
  - Self-qualifying leads
  - Informed users
- Collective enhancement
  - Rapid feedback
  - Bug resolution
  - New feature integration / customization
- Market intelligence
- Localization / Portability

# Benefits for Customers

- More choices
  - Open source vs. open core vs. commercial
  - Licensing fees vs. support, consulting and training fees
  - Free community support vs. paid vendor support
- More access and control
  - Unrestricted product evaluation
  - Direct communication with developers
  - Participation in product roadmap definition

# "Markets Are Conversations"



*Credit: Sandro Groganz, "Marketing open source is made for geeks"  
[opensource.com/business/12/9/a-complete-guide-marketing-project-business](https://opensource.com/business/12/9/a-complete-guide-marketing-project-business)*

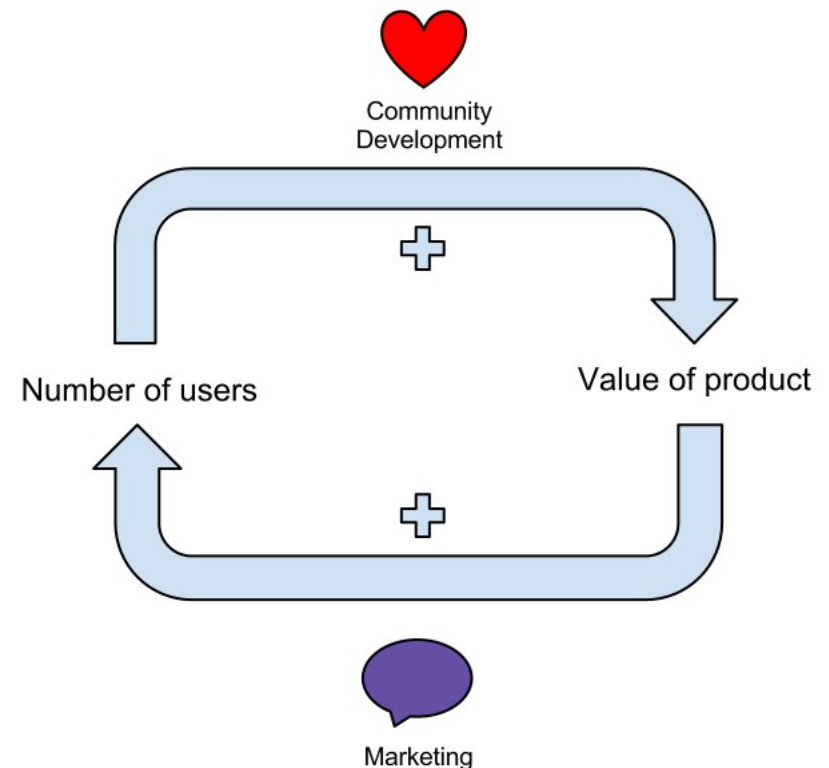
# "Markets Are Conversations"

- Community members communicate with each other (eg: to share information and knowledge)
- Partners communicate with each other (eg: to subcontract work or share leads)
- Partners communicate with clients (eg: to send proposals or implement projects)
- Partners communicate with community members (eg: to obtain technical assistance or subcontract work)
- Clients communicate with each other (eg: to obtain referrals)



# Enhancing Network Effects

- Marketing can help communicate the value of a product.
- Community development can assist product try-out, usage and enhancement.



# Marketing Functions

- Messaging
- Branding
- Communication Strategy
- Thought Leadership
- Event Management
- Collateral Development

# Community Development Functions

- Content Development
  - Blog posts
  - Articles and tutorials
- Conflict Resolution
- Staff Training in Community Engagement
- Coordination with Third-Party Communities
- Member Intervention

# How to Make Friends and Influence People

# Communication Style

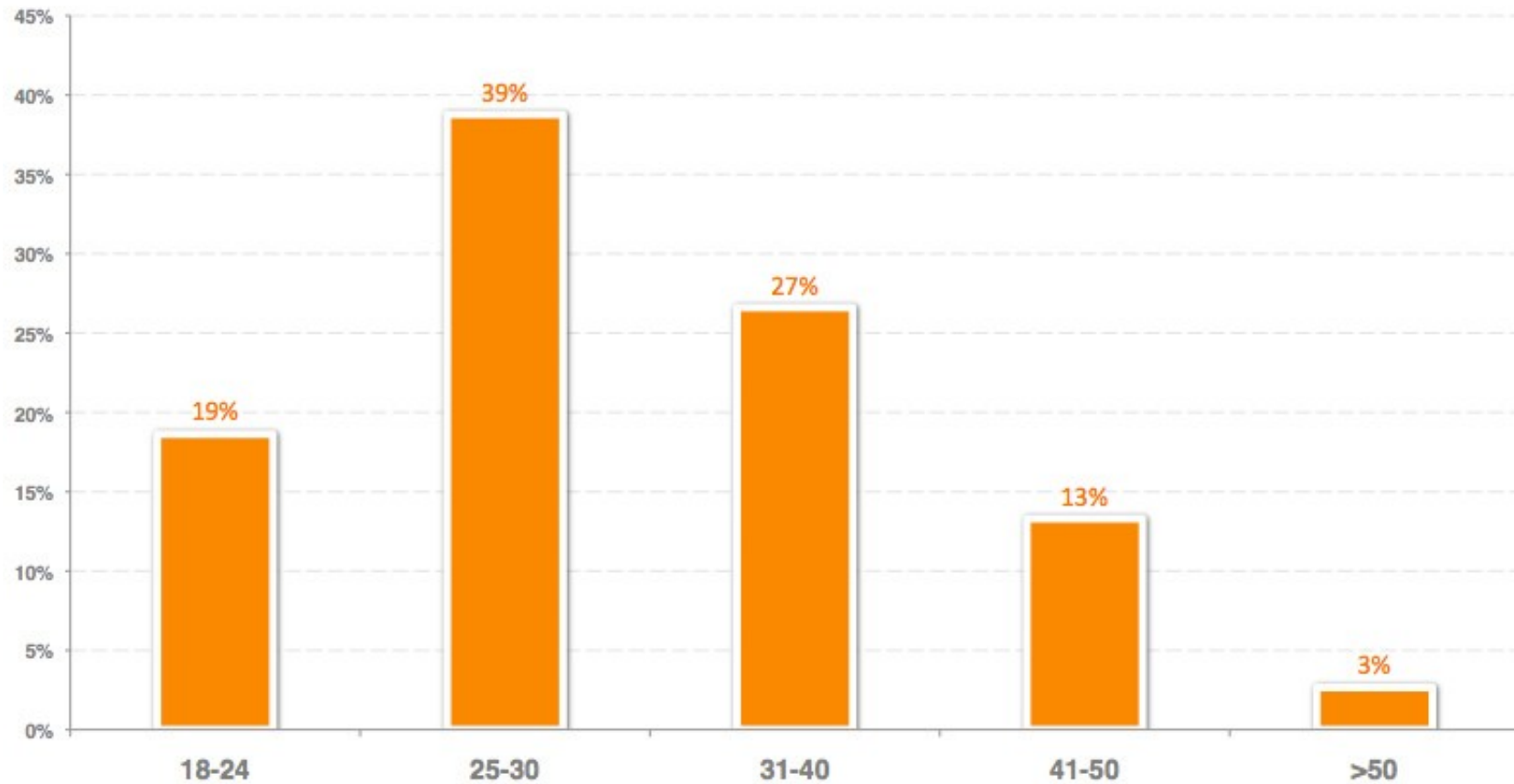
- Use factual, objective language
  - Avoid management buzzwords and superlatives
  - Avoid partisanship and flame wars
- Stick to dry "geek-friendly" humour
- Be considerate and polite
- Invest time in defining and explaining controversial positions

# Community Manager

- Responsibilities
  - Content creation (30%)
  - Social media marketing (30%)
  - Event planning (20%)
  - Communications strategy (10%)
  - Analytics (10%)
- Qualifications
  - Social skills
  - Writing skills
  - Social media experience
  - Passion for product and industry

# SocialFresh Community Manager Report 2012

## Average Community Manager Age



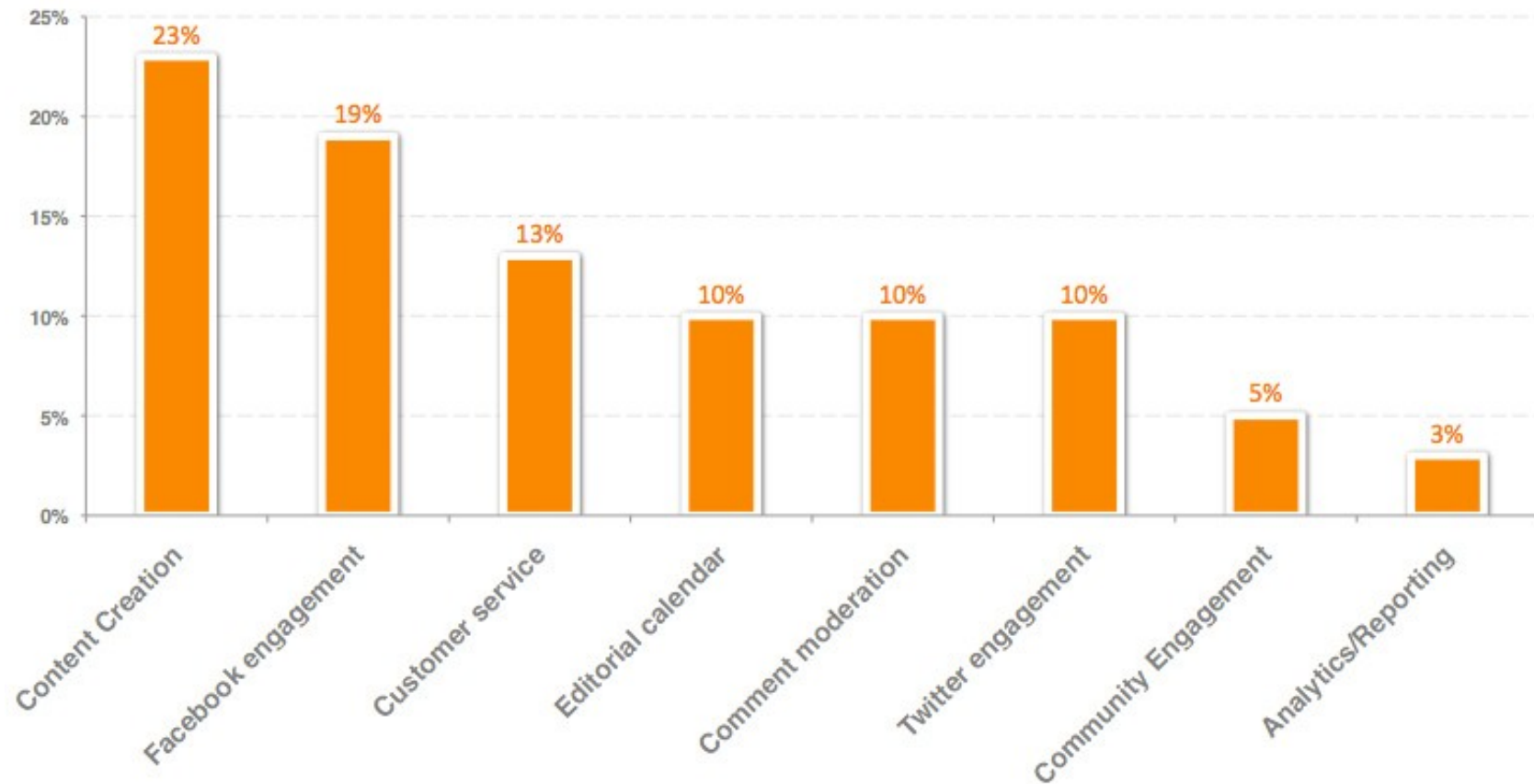
304 social media professionals surveyed online Jan 5 - Jan 20

[socialfresh.com](http://socialfresh.com)

*Credit: SocialFresh.com, "The 2012 Community Manager Report"*  
[socialfresh.com/community-manager-report-2012/](http://socialfresh.com/community-manager-report-2012/)

# SocialFresh Community Manager Report 2012

## Community Managers: Most Time Intensive Task



304 social media professionals surveyed online Jan 5 - Jan 20

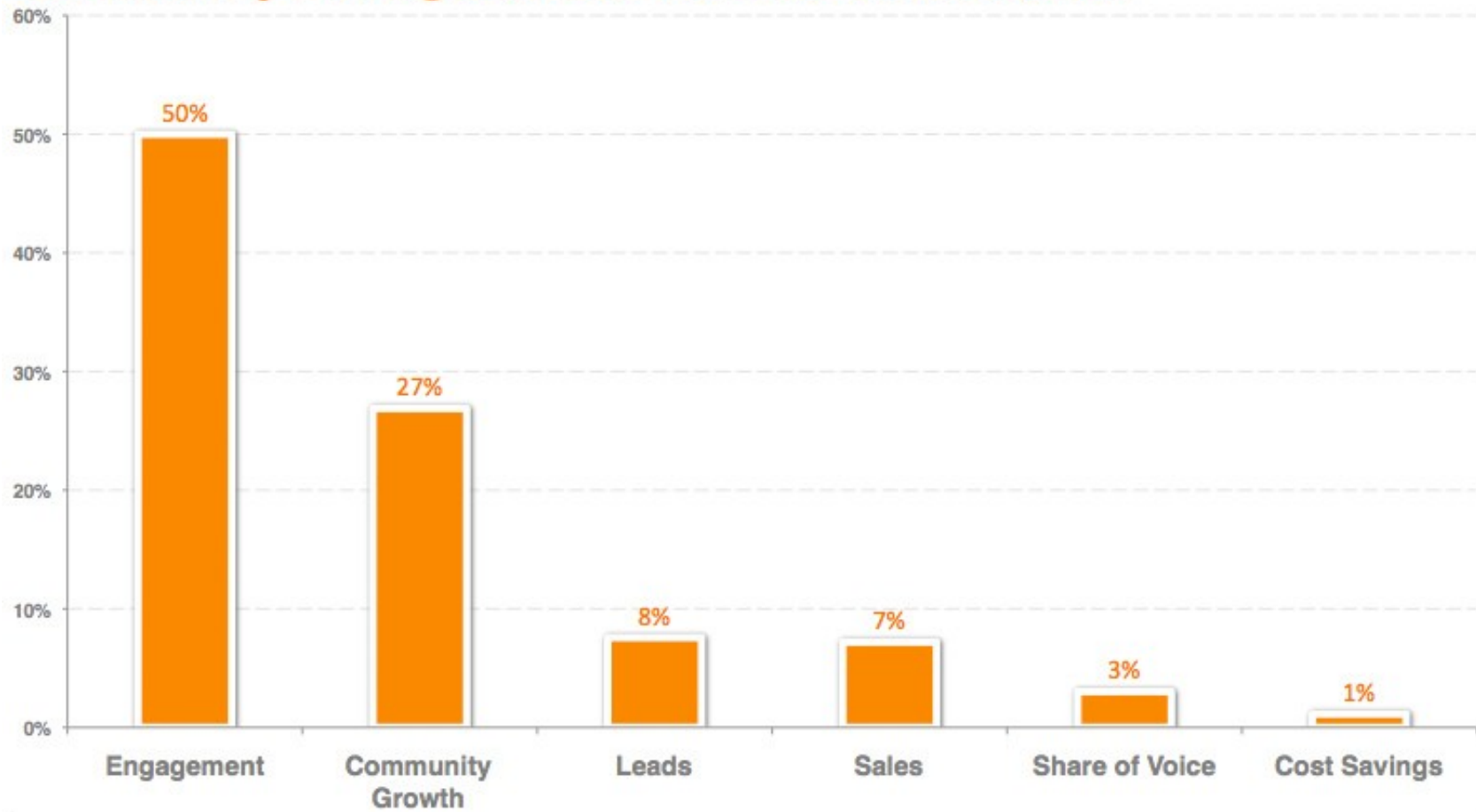
[socialfresh.com](http://socialfresh.com)

Credit: SocialFresh.com, "The 2012 Community Manager Report"  
[socialfresh.com/community-manager-report-2012/](http://socialfresh.com/community-manager-report-2012/)



# SocialFresh Community Manager Report 2012

## Community Managers: How Success Is Measured



304 social media professionals surveyed online Jan 5 - Jan 20

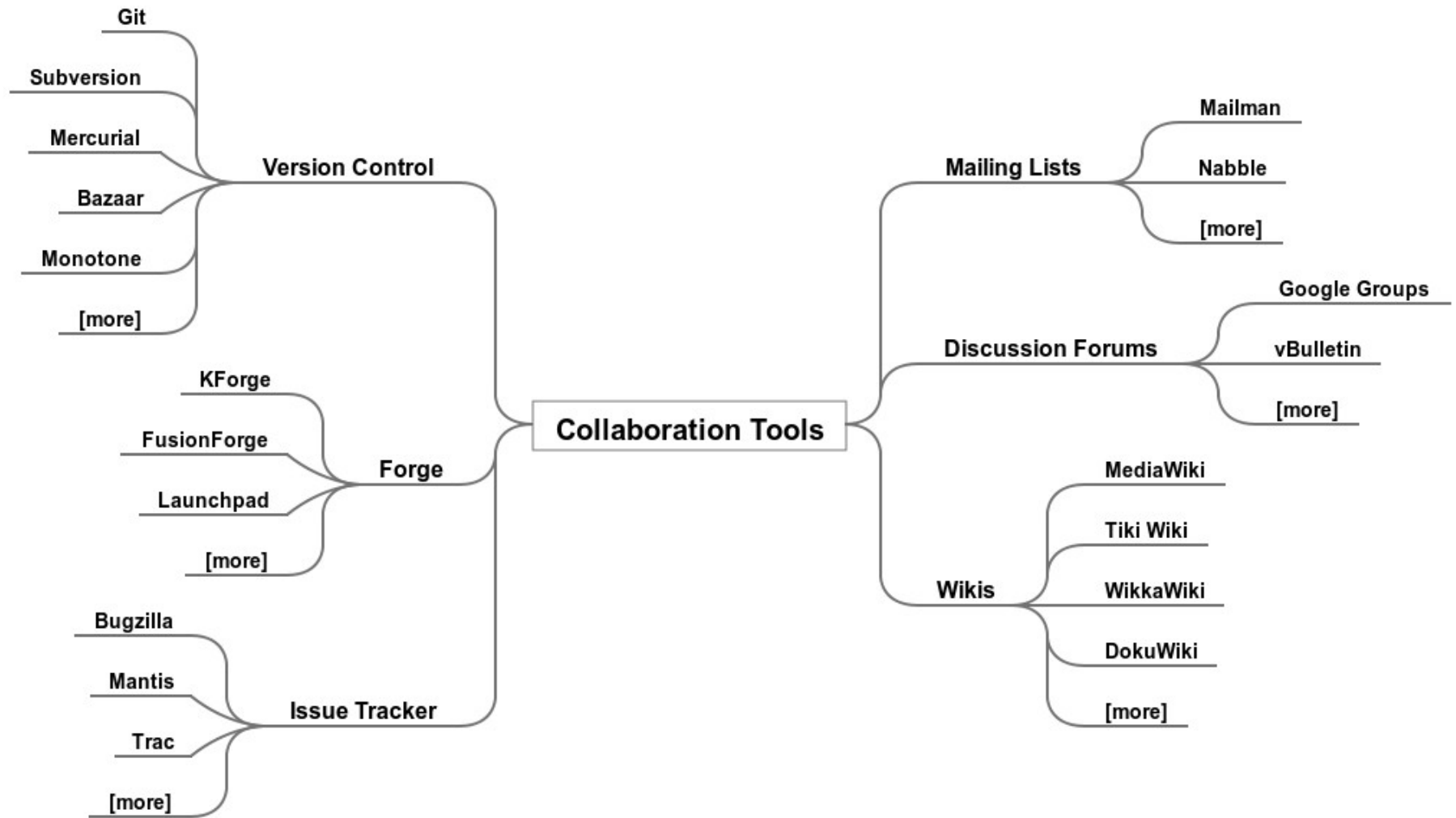
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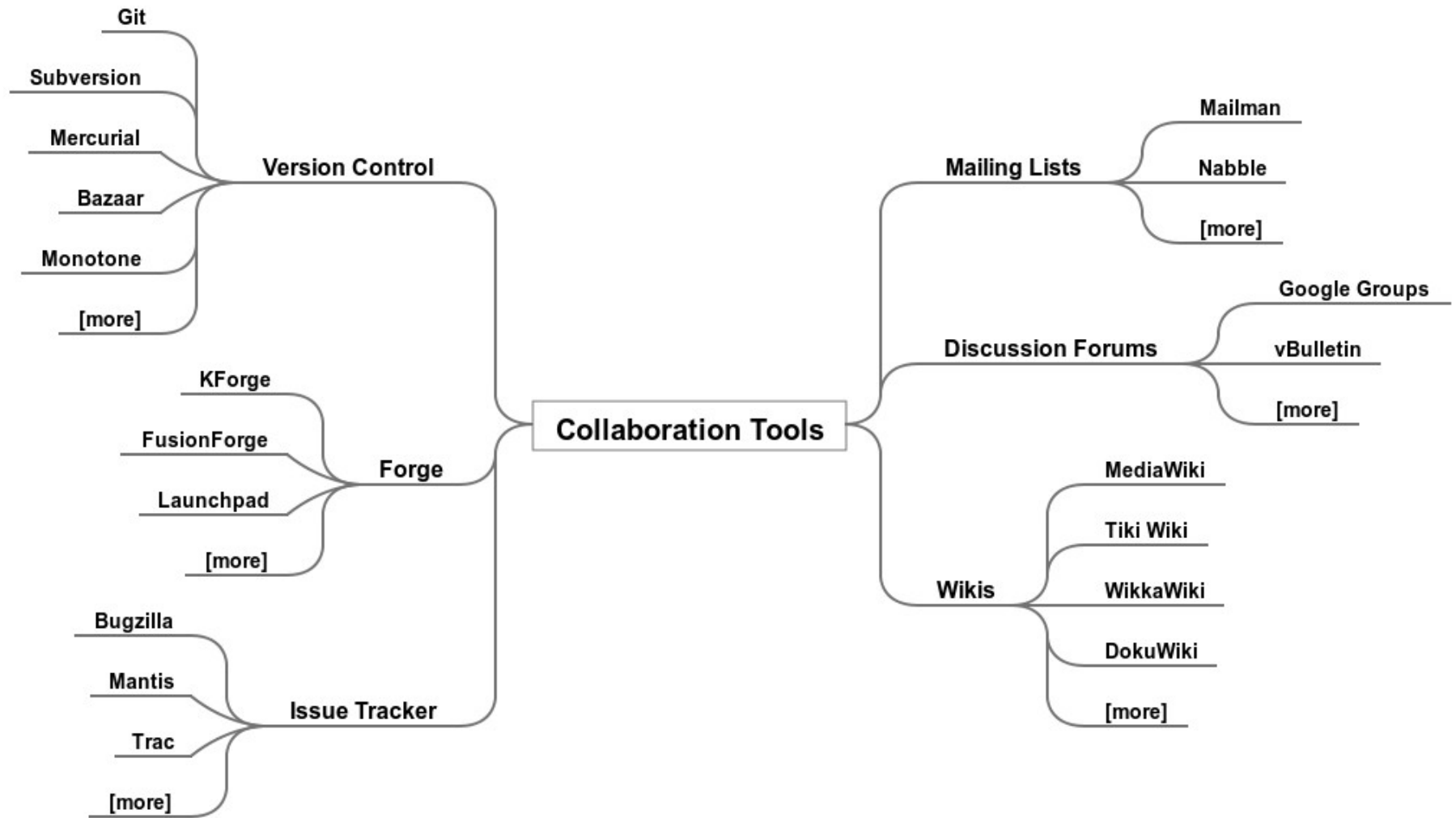
# Community Collaboration

- To be effective, a community needs tools for collaboration and communication.
- Give community members tools to:
  - Participate in development
  - Identify bugs
  - Suggest new features
  - Translate and localize the product
  - Improve documentation
  - Provide technical support and advice

# Community Collaboration Tools



# Community Collaboration Tools



# Documentation

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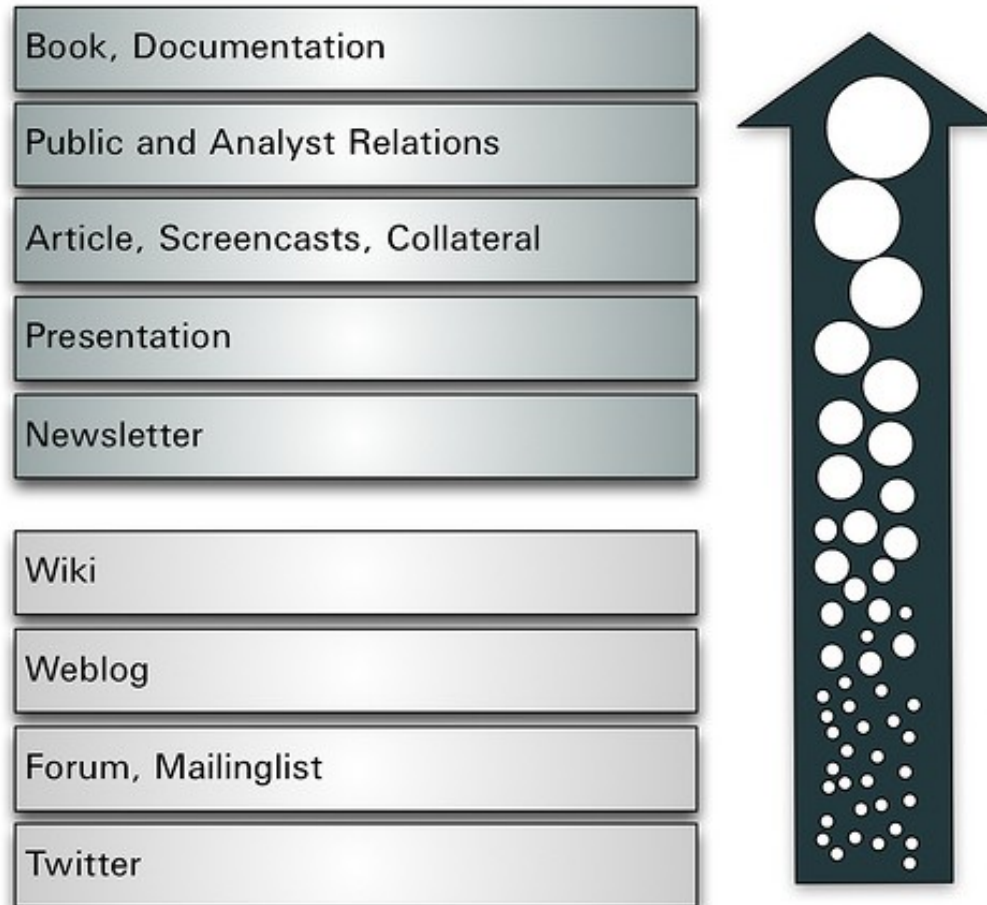
# Documentation

- Developers love documentation!
  - They just don't like creating it.
- Get them started by providing
  - API documents
  - Architecture documents
  - Plugin development guides
  - Code samples
  - Articles and tutorials

# Community Channels

- Become active on all relevant channels
- Use community channels to:
  - **Announce** news, product releases and events
  - **Stay informed** about community trends and needs
  - **Engage** with community members
  - **Intervene** to activate/assist community members

# Bubble-Up Communications Model



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*Credit: Sandro Groganz, "Effective Open Source Communications: The Bubble-up Approach"*  
[sandro.groganz.com/2009/07/01/effective-open-source-communications-the-bubble-up-approach/](http://sandro.groganz.com/2009/07/01/effective-open-source-communications-the-bubble-up-approach/)



# Bubble-Up Communications Model

- Informal
  - Social media: Twitter, Tumblr, Facebook, ...
  - Forums, mailing lists and discussion groups
  - Weblogs and wikis
  - User groups
- Formal
  - Newsletters
  - Presentations, articles and screencasts
  - Public and analyst relations
  - Books and documentation

# Community Code of Conduct

- Describes shared values and "ideal" behaviour
- Sets standards of behaviour for community members
- Explains how to resolve disagreements
- Should be concise and clear
- Not legally enforceable (nor should it be)

# Example: Community Code of Conduct



## Code of Conduct

The Ubuntu story	Our philosophy	Licensing	Governance	<b>Code of Conduct</b>	Leadership
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Ubuntu is an African concept of 'humanity towards others'

This Code of Conduct covers our behaviour as members of the Ubuntu Community, in any forum, mailing list, wiki, web site, IRC channel, install-fest, public meeting or private correspondence. Ubuntu governance bodies are ultimately accountable to the Ubuntu Community Council and will arbitrate in any dispute over the conduct of a member of the community.

- **Be considerate**  
Our work will be used by other people, and we in turn will depend on the work of others. Any decision we take will affect users and

# Contribution Guidelines

- How to submit patches
- How to package patches
- How long to wait for patch reviews
- How to escalate patch reviews

# Example: Contribution Guidelines



Learn more at [tizen.org](http://tizen.org)

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## Contribution Guidelines

### Introduction

We want to see people contributing to the MeeGo project, and there are many ways to do so. As with any open source project, providing concrete contributions will demonstrate to the project leaders that you are serious about being involved, which helps us separate the people who talk about contributing from the people who actually contribute to the project in a meaningful way. This builds trust in your work, and the people who consistently contribute good work will be given more and more responsibility.

### Contributing Code

Because every open source project has slightly different policies for accepting code contributions, here are some specific guidelines for contributing code to MeeGo.

Code contributions should come in the form of patches to MeeGo. This document provides guidance to help people successfully contribute patches that can be accepted by the MeeGo project.

*Credit: MeeGo.com*  
*[meego.com/about/contribution-guidelines](http://meego.com/about/contribution-guidelines)*

# Community Awards

- Reward community evangelism and code commits.
- Dual benefits
  - Increases community participation
  - Raises visibility of nominees within and outside the community
- Awards program becomes part of a marketing program for influencers/super users
- Used by MySQL, eZ Systems and Eclipse

Questions?

# Contact Information

## Email:

- [vikram dot vaswani at ageofpeers dot com](mailto:vikram.vaswani@ageofpeers.com)

## Web:

- [www.ageofpeers.com](http://www.ageofpeers.com)
- [www.melonfire.com](http://www.melonfire.com)
- [vikram-vaswani.in](http://vikram-vaswani.in)

## Social networks:

- [twitter.com/ageofpeers](https://twitter.com/ageofpeers)
- [plus.google.com/100028886433648406825](https://plus.google.com/100028886433648406825)