

A background image showing green leaves and branches, likely from a tree, with some leaves showing signs of being eaten (holes). The leaves are bright green and have serrated edges. The branches are dark brown.

Organic Software

Marketing at Local Festivals and Markets

July 18, 2011

Ubuntu Community Week
2011

Created By: cmmtessier



Agenda

- Grow Your Community with Diversity
- Marketing Materials that Fit
- Feet on the Street
- Cost of Marketing
- Be Consistent
- Measuring Your Success
- A Supportive Home
- Start Now!

About... Charlene Tessier

- Background in Business
- Current Marketing Efforts
 - Farmer's Market
 - Car Free Day
 - Greek Festival
- Spoken to 100+ people about Ubuntu

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Grow Your Community with Diversity

- We are *not* looking for current Ubuntu users
- Ubuntu OS market share is less than 1%
- Tech conferences/events contain a user base that has heard of Ubuntu
- Your target is the 99% not using Ubuntu
- Where are they?

Local Festivals and Markets

- Check out your local paper
- Keep your eyes and ears peeled for local festivals
- Choose events that are the *least* connected with technology
- Examples from Vancouver
 - Farmer's Markets
 - Car Free Day
 - Folk Festival
 - Outdoor Summer Concert Series

Marketing Materials that Fit



- Create small take away marketing materials
- Use language that is non-technical and easy to understand
- Examples
 - Take Control of Your Technology
 - End User No More
- Create a banner
- Create a uniform image
- Get your elevator pitch ready – 1 sentence

Get Feet on the Street

- Posters and Flyers
- People Presence
 - Get your friendliest, super smiley people
 - Low barrier of entry – anyone can do it regardless of technical background
- Get your banner out
- Goal: Talk to as many people as possible
 - Example
 - Car Free Day – approx 4hrs on the street
 - Handouts 250+
 - Spoken to 300+

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Watch Out!

- 3 types of personalities watch out for:
 - *I'm already an Ubuntu user*
 - Say This: That's Great! Did you know there is a local community here to provide you with information and support?
 - *The Talk, Talk, Talker*
 - Say This: Sounds like you have a lot of questions. I don't have the knowledge to answer all of them but please come to our next meeting and bring your questions.
 - *Haters*
 - Say This: I wish you all best with your xyz software.
- If all else fails - smother them with kindness 😊

Cost of Marketing

- Get Bang for your buck
- Business card size marketing material
- Make a banner on a budget
 - [Link](#)
- Look like a team with matching logos
- Contact festivals for community tables for non-profits
 - Cost: Zero or Low
- Free outdoor festivals are community spaces
 - Show up with your street team and start handing out info

Be Consistent

- Are you all saying the same thing?
 - Create a few simple marketing messages
 - Less is more
 - Have a place to direct them to get more info
 - Your Local Website
 - Your Next Event

Measuring Your Success

- Do you have a website?
 - Analytics
 - Number of new member signups
- Create a way to find out how they found your local

A Supportive Home

- After the initial marketing contact – follow up
- Greet your new members
- Reach out and ask if they have any questions, need support or help
 - Remember they are part of the 99% so they probably are not running Ubuntu and have questions galore
- Provide them with a guide to your community or a presentation to orient them to the community
 - Contact me if you would like to see a copy of our guide

Start Now!

Questions?

Need Help Getting Started?

Want to know what works?

Contact Me!

Happy Summer Marketing!