ApacheCon
DENVER
WESTIN DENVER DOWNTOWN
APRIL 7-9, 2014

Open Source Marketing for Hackers

Rob Weir
April 8th, 2014

Presented For The Apache Foundation By
LINUX FOUNDATION

Talk Outline

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Who is Rob?

1) Rob Weir from Westford Massachusetts
2) rob@robweir.com, @rcweir, http://www.linkedin.com/in/rcweir
3) PMC member on Apache OpenOffice and Incubator
4) Senior Technical Staff Member at IBM
5) Proud to be an engineer, not a "marketing guy"

What is Marketing?

From the perspective of Apache OpenOffice: Marketing is the set of activities our volunteers undertake to communicate the value and benefits of the OpenOffice product, as well as the OpenOffice project, to potential users, to the press and to potential project members.

Marketing and Mission

## Marketing in a Non-Profit Organization

We need to make an important distinction between marketing in a non-profit organization like Apache versus marketing in a commercial context. Most of the tools and activities are the same, as you may have noticed. But the orientation is different. Although users have alternatives, we don't think of these alternatives as competitors. If a user decides another product serves them better, we have lost nothing. We count our wins, not our loses.

Along with this orientation, and the ASF's charitable mission, we place a high premium on:

- Honesty
- Integrity
- Serving the Public Good
- Focus on our strengths, not on others' weaknesses
- Marketing != Competing against

http://openoffice.apache.org/orientation/intro-marketing.html

Influence
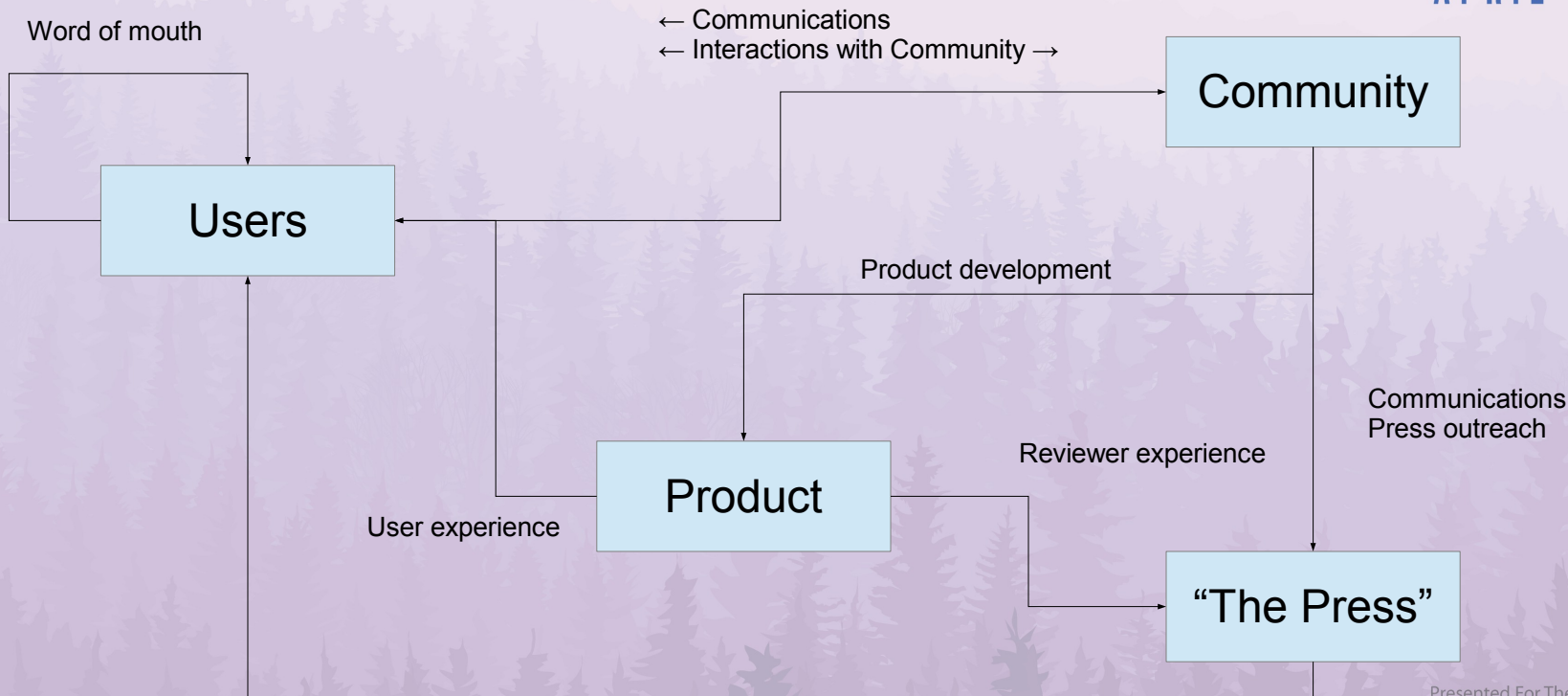
Google Alerts

Search query:

Result type: Everything

Language: English

Region: Any Region

How often: Once a day

How many: Only the best results

Deliver to: rabastus@gmail.com

CREATE ALERT   Manage your alerts

http://www.google.com/alerts

Set alerts for:

- Your product name, full as well as any short names
- Names of your libraries
- Other relevant topics

Communication Channels

- Post on Dev mailing list ~500 subscribers
- Post to Twitter ~ 2600 followers + RT
- Blog post ~ 4000 visits/day (for a new post)
- Post to Announce mailing list ~ 9000 subscribers
- Post to Facebook ~ 10,000 friends + shares
- Note on home page ~ 50,000 visits/day
- Note on all web pages ~ 200,000 visits/day

And 60% of that is via search!

Three Kinds of Searches

- **Need-oriented**
  - free office
  - open source office
  - microsoft office replacement
- **Research-oriented**
  - openoffice review
  - openoffice versus symphony
  - openoffice deployments
- **Action-oriented**
  - download openoffice
  - openoffice crash
  - volunteer openoffice

You should brainstorm on likely queries in each of these categories and see how your website places.

Aim to be the top search result, or at least within the top 3.

Don't forget languages other than English!

Google Analytics

1) Comprehensive free web analytics service
2) Integrates well with Google Webmaster Tools
3) Constantly evolving.

https://www.google.com/webmasters/tools

https://www.google.com/analytics/web

Anonymization enhancement available:

https://support.google.com/analytics/answer/2763052?hl=en

Google Analytics Hacks

1) Tracking downloads using pseudo-pageviews
2) Tracking AOO updates using tracking parameters
3) Tracking donations using events
4) A/B experiments with GA and the Apache CMS

Tracking Downloads

- By default GA only tracks page visits.
- However, via Javascript you can define *pseudo-pageviews*

```
<a href="http://dist.apache.org/foo/foo.jar" onClick=
"_gaq.push(['_trackPageview','/downloads/foo.jar']);"> Download Our New Foo</a>
```

Even simpler: Use this script in each page to add tracking to every download link:

svn.apache.org/repos/asf/openoffice/ooo-site/trunk/content/scripts/entourage.js

Tracking Updates

- Use URL's of the form:
- http://www.openoffice.org/download?utm_source=AOO4_0_0_en-US
  & utm_medium=Client & utm_campaign=Upgrade
- These special parameters are hints to GA to treat these visits as a *campaign*.
- Same basic technique applies to any incoming traffic that originates outside of a browser, e.g., Twitter client, response to a link in an email, in-product help files, etc.

Tracking Donations

- Problem: Donations to PayPal or Amazon are by forms, and are submitted externally. So we have no visibility into their destination page.

- We could define a pseudo-pageview, like we did with downloads. But that counts as a page view in the total. Another approach is to use GA *events*.

```javascript
<script type="text/javascript">

function trackSubmissions(form, category, name, value) {
    try {
        _gaq.push(['_trackEvent', category, name, value]);
    } catch(err){}
    setTimeout(function() {
        form.submit();
    }, 100);
}
</script>
```

```html
<p>You can contribute via PayPal by clicking on the PayPal icon:</p>
<p>
<center>
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" onsubmit="trackSubmissions(this, 'form', 'donate', 'paypal'); return false
<input type="hidden" name="cmd" value="_xclick"></input>
<input type="hidden" name="business" value="contributions@apache.org"></input>
<input type="hidden" name="return" value="http://www.apache.org"></input>
```

Bypassing the CMS

- A/B experiments allow us to try out different page designs. But the CMS enforces consistency in our design...

- Solution: Define a special *bypass URL pattern* that will be output literally.

path.pm

view.pm

```perl
our @patterns = (
    [qr!doctype.mdtext$!, single_narrative => { template => "doctype.html" }],
    [qr!brand.mdtext$!, single_narrative => { template => "brand.html" }],
    [qr!footer.mdtext$!, single_narrative => { template => "footer.html" }],
    [qr!topnav.mdtext$!, single_narrative => { template => "navigator.html" }],
    [qr!leftnav.mdtext$!, single_narrative => { template => "navigator.html" }],
    [qr!rightnav.mdtext$!, single_narrative => { template => "navigator.html" }],
    [qr!\-passthru.html$!, passthru],
    [qr!\.mdtext$!, single_narrative => { template => "single_narrative.html" }],
    [qr!\.html$!, html_page => { template => "html_page.html" }],
    [qr!\.htm$!, htm_page => { template => "html_page.html" }],
);
```

```perl
# Passthru filter, applies no template

sub passthru {
    my %args = @_;
    open my $fh, "content$args{path}" or die "Can't open $args{path}:$!";
    read $fh, my $content, -s $fh;
    return $content, html => %args;
}
```

LimeSurvey

http://www.limesurvey.org

- PHP-based
- Easy to install/admin/use
- Supports open or token-based surveys

Where did you first hear about the Apache OpenOffice Beta?
Choose one of the following answers

Please choose...

What is your relationship to the Apache OpenOffice project?
Choose one of the following answers

○ User
○ Project volunteer
○ Other:
● No answer

Why did you decide to download and install the Apache OpenOffice 4.1 Beta?
Check any that apply

☐ I wanted to test my extension, workflow or other system to make sure it worked with 4.1
☐ I was curious to see what was coming in the next release of OpenOffice.
☐ I hoped that Beta would fix a problem I was having with an earlier version of OpenOffice.
☐ I wanted to help test OpenOffice project by offering my early feedback
☐ I wanted to help improve the quality of OpenOffice by looking for bugs in the Beta
☐ Other:

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R

http://www.r-project.org/

R, because you're an engineer, not an marketing guy.
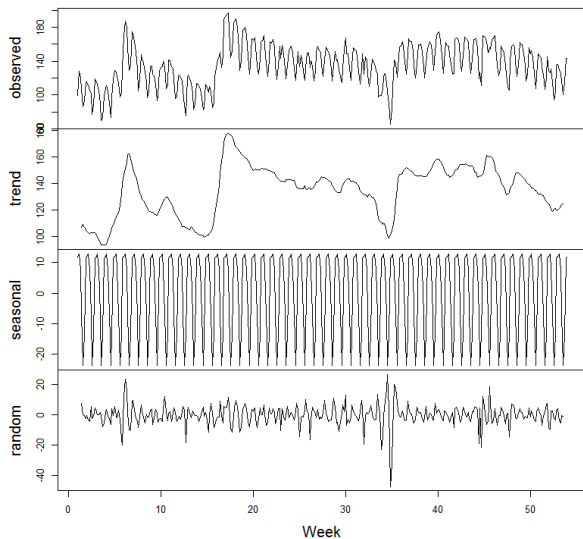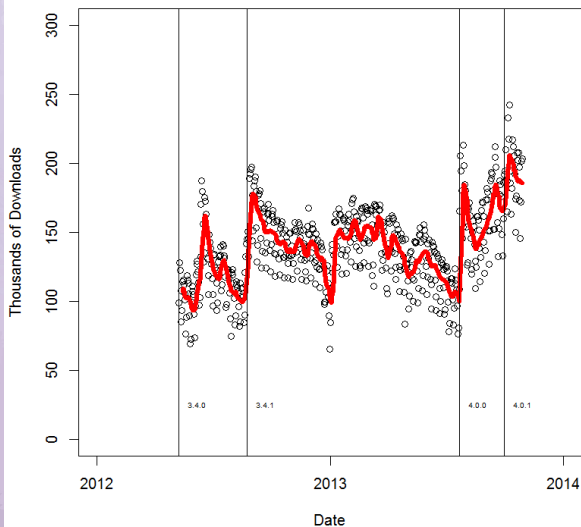
Social Sharing

Copywriting

- No, not copyrighting, but copywriting, i.e., writing copy.
- The challenge: Communicating in a way which is truthful, honest, in accordance with community values, in harmony with our non-profit mission but is still attention-getting.
- How to cut through the noise and clutter? Be authentic, but also be savvy.

Classic print ad by William Bernbach
of Doyle Dane Bernbach.

Apache OpenOffice 4.0 Release Candidate 1 (Build 9702) has been rejected. It was not good enough. Detlef, in our German-language community, first noted the crash two days ago, which was passed on to the developers by Regina. We immediately started further testing to narrow down the problem.

Samer, in Canada, independently reported the crash a few hours later. We then determined that the crash only occurred on Windows 8 64-bit systems. Rob, in the United States, then worked with Herbert, in Germany, to find out where in the code the problem was. After a few more emails and chats, we had a proposed fix to test.

As community members in Germany and North America slept, Yuzhen was testing the fix in Beijing. And now, this morning, the fix is confirmed and we've agreed to produce a new Release Candidate. If the new Release Candidate is free of serious issues it will be released next week.

This is how a global community of volunteers produce quality open source software. There are skills required -- technical and social -- to coordinate a fix like this. But it also requires something much more important: a dedication to quality. We know that OpenOffice is more than just another software tool for our users. It is how you do work, how you write and communicate. If OpenOffice crashes then your productivity crashes.

2013 Blog post:

- Honest
- Expresses community values
- In harmony with our non-profit mission

- But was still very effective.

- That is the essence of copywriting

The Press, Broadly

- Staff writers
- Freelance writers
- Independent bloggers

They all want your story, if fits their *beat*, is timely and is consumable.

Where is the news in the story?

Press Contact List

- Who has covered your product before?
- Who covers similar products?
- Keep a spreadsheet of names, contact info, their beats, links to recent articles that covered your product, etc.

- In advance of new project milestones, shop the story around to the most-likely contacts.

News-style Writing

Who   What   Where   When

Biden to talk job training in NH on Tuesday

The Lowell Sun Lowell Sun
Updated:

LowellSun.com

WASHINGTON (AP) -- Vice President Joe Biden is heading to New Hampshire, an important state in the presidential nomination process, to discuss on-the-job training programs.

The vice president's office says Biden and Labor Secretary Tom Perez will be in Nashua on Tuesday. They plan to promote the state's training programs that rely on partnerships with businesses willing to take on trainees.

President Barack Obama has directed Biden to lead a government-wide review of federal job training programs.

New Hampshire traditionally holds the nation's first presidential primary. Biden hasn't ruled out a third presidential run in 2016.

Followed by an expanding spiral of supplemental details.

But you can stop reading at any point and still understand the story.
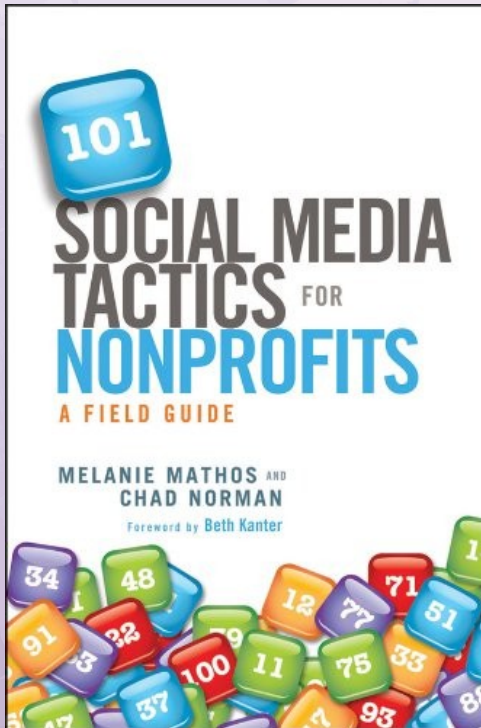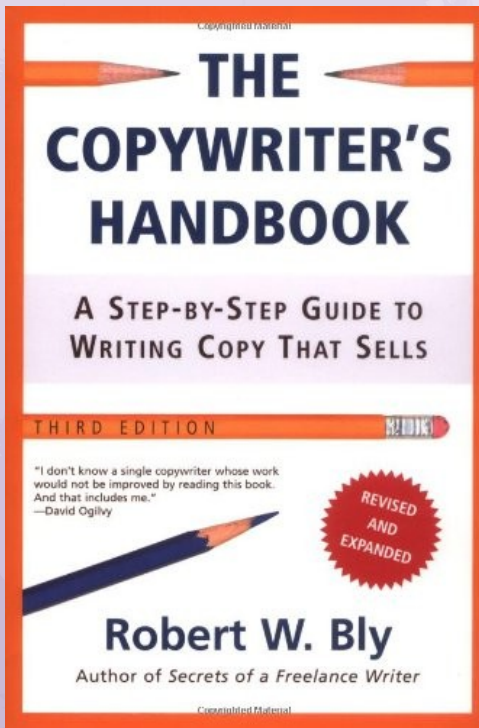
In Summary

- Find the most-effective paths to influence
- Use the most-effective tools, so you can concentrate on the code
  - Hopefully this talk taught you some interesting techniques
- Tune the message for the audience

Good Reads

The End