### What do you mean, \*marketing?\*

Joe 'Zonker' Brockmeier Editorial Director, Linux.com

www.dissociatedpress.net jzb@zonker.net

### Is this talk for you?

### Three types of projects

#### Scratching your own itch

### Benign neglect (The most typical project)

#### User-centric

### Marketing can't solve other problems

### Marketing isn't always bad

# Marketing and Public Relations – why you want to bother

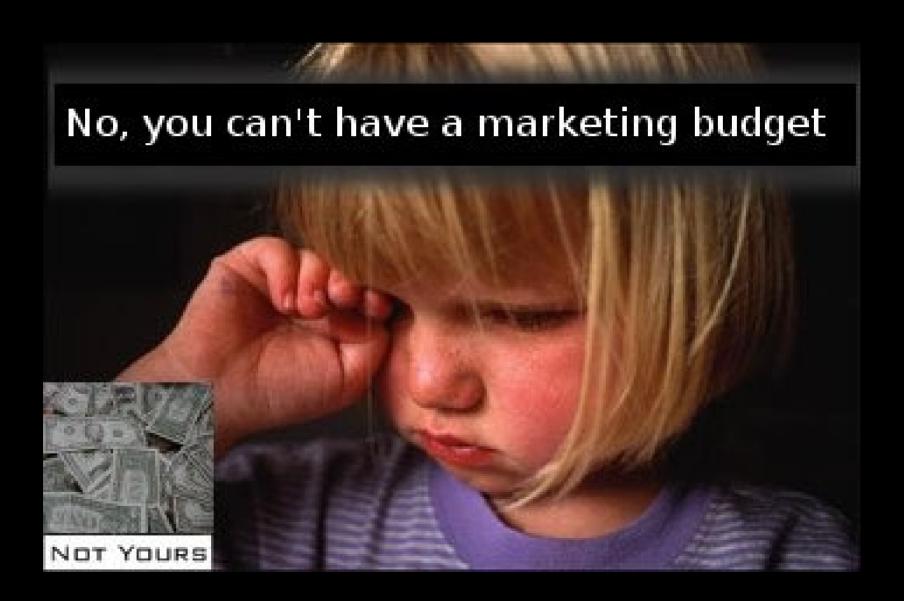
### Bring in new users

#### Attract developers

#### Share code

### Ok, I'm convinced. Now what?

#### Sorry, no budget



# That's OK. Traditional methods don't work well for open source anyway.

### What can I do?

### Word of mouth

#### Presentations

### Write articles (and make money!)

#### Press

(Let us do the writing for you...)

# You already have the world's most advanced advertising tool...

#### The Internet

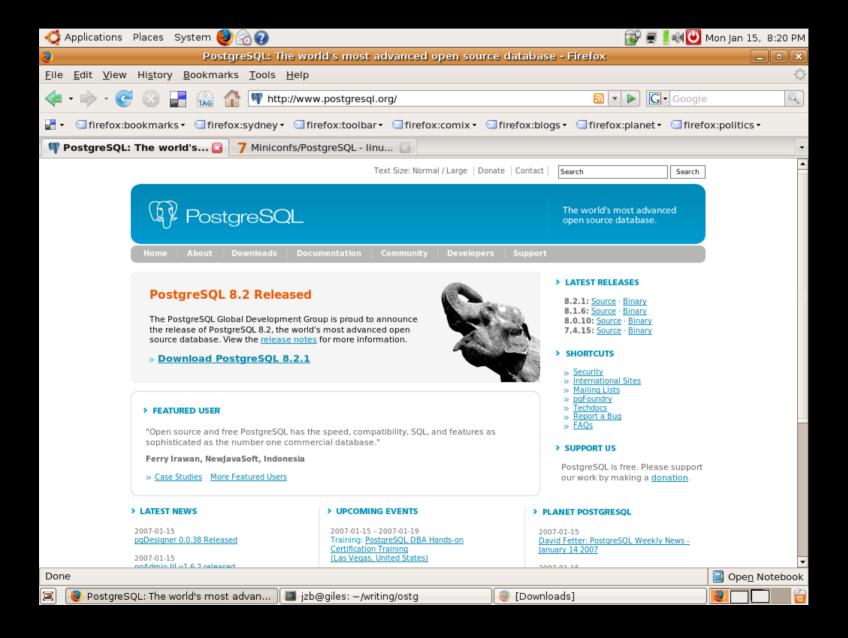


HA!

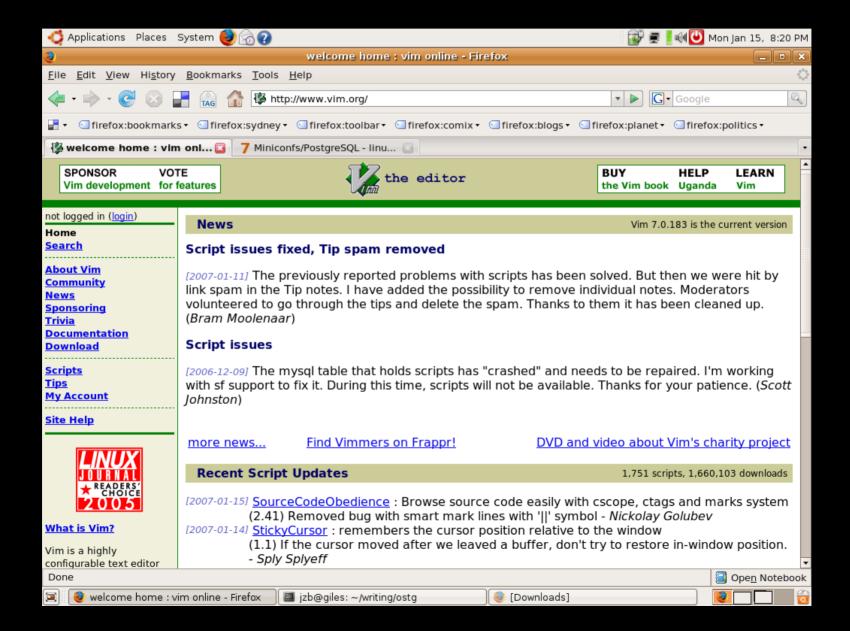
THE INTERNET!!!1

## A good project Web page goes very far.

#### Doing it right ...



#### Doing it right ...



### FAQ, about page, contact info, etc.

#### Do's and Don'ts

### Embrace non-developers (and put them to work...)

### "Just grab the code from [insert RCS here...]"



### Bad: source repository only

## Better: Source tarball (with clear instructions)

## Great: Distro-specific packages

Spectacular: VMware or other virtual machine image with pre-configured environment

### Who needs a manual? Just read the source code?

### Good documentation is great marketing



#### Dissing other projects

Talk about why your project is great, not why other projects suck rocks.

## We'll release when we're ready

## Predictable release cycles bring, and keep, users



# Care and feeding of the press:

http://www.netpress.org/careandfeeding.htm

### Introduce yourself

# Be sincere (even if you have to fake it)

# Send updates to relevant publications

### Have a (reliable) press contact

### Don't flame

### Become the media

#### Good luck!

Thanks!