

What do you mean,  
"marketing?"

Joe 'Zonker' Brockmeier  
Editorial Director, Linux.com

[www.dissociatedpress.net](http://www.dissociatedpress.net)  
[jzb@zonker.net](mailto: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

No, you can't have a marketing budget



NOT YOURS

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!



HA!

**I'M USING  
THE INTERNET!!!1**

A good project Web page  
goes very far.

# Doing it right...

The screenshot shows a Firefox browser window displaying the PostgreSQL website. The browser's address bar shows the URL <http://www.postgresql.org/>. The website header features the PostgreSQL logo and the tagline "The world's most advanced open source database." Below the header is a navigation menu with links for Home, About, Downloads, Documentation, Community, Developers, and Support. The main content area is divided into several sections:

- PostgreSQL 8.2 Released:** A prominent announcement with a sub-header "PostgreSQL 8.2 Released" and a sub-link "Download PostgreSQL 8.2.1". The text states: "The PostgreSQL Global Development Group is proud to announce the release of PostgreSQL 8.2, the world's most advanced open source database. View the [release notes](#) for more information." To the right of this text is a grayscale image of an elephant's head.
- LATEST RELEASES:** A list of recent versions with links to source and binary files:
  - 8.2.1: [Source](#) · [Binary](#)
  - 8.1.6: [Source](#) · [Binary](#)
  - 8.0.10: [Source](#) · [Binary](#)
  - 7.4.15: [Source](#) · [Binary](#)
- SHORTCUTS:** A list of quick links:
  - » [Security](#)
  - » [International Sites](#)
  - » [Mailing Lists](#)
  - » [pgFoundry](#)
  - » [Techdocs](#)
  - » [Report a Bug](#)
  - » [FAQs](#)
- SUPPORT US:** A section encouraging donations: "PostgreSQL is free. Please support our work by making a [donation](#)."
- LATEST NEWS:** A list of recent news items:
  - 2007-01-15 [pgDesigner 0.0.38 Released](#)
  - 2007-01-15 [pgAdmin III v1.6.2 released](#)
- UPCOMING EVENTS:** A list of upcoming events:
  - 2007-01-15 - 2007-01-19 [Training: PostgreSQL DBA Hands-on Certification Training \(Las Vegas, United States\)](#)
- PLANET POSTGRESQL:** A list of planet posts:
  - 2007-01-15 [David Fetter: PostgreSQL Weekly News - January 14 2007](#)

The browser's status bar at the bottom shows the text "Done" and a taskbar with several open windows, including "PostgreSQL: The world's most advan...", "jzb@giles: ~/writing/ostg", and "[Downloads]". The system tray in the bottom right corner shows the "Open Notebook" icon and the system clock displaying "Mon Jan 15, 8:20 PM".



# Doing it right...

Applications Places System Mon Jan 15, 8:20 PM

welcome home : vim online - Firefox

File Edit View History Bookmarks Tools Help

http://www.vim.org/ Google

firefox:bookmarks firefox:sydney firefox:toolbar firefox:comix firefox:blogs firefox:planet firefox:politics

welcome home : vim onl... 7 Miniconfs/PostgreSQL - linu...

SPONSOR VOTE  
Vim development for features

the editor

BUY HELP LEARN  
the Vim book Uganda Vim

not logged in ([login](#))

Home  
[Search](#)

[About Vim](#)  
[Community](#)  
[News](#)  
[Sponsoring](#)  
[Trivia](#)  
[Documentation](#)  
[Download](#)

[Scripts](#)  
[Tips](#)  
[My Account](#)

[Site Help](#)

[What is Vim?](#)  
Vim is a highly configurable text editor

Done

**News** Vim 7.0.183 is the current version

**Script issues fixed, Tip spam removed**

[2007-01-11] The previously reported problems with scripts has been solved. But then we were hit by link spam in the Tip notes. I have added the possibility to remove individual notes. Moderators volunteered to go through the tips and delete the spam. Thanks to them it has been cleaned up. (*Bram Moolenaar*)

**Script issues**

[2006-12-09] The mysql table that holds scripts has "crashed" and needs to be repaired. I'm working with sf support to fix it. During this time, scripts will not be available. Thanks for your patience. (*Scott Johnston*)

[more news...](#)      [Find Vimners on Frapp!](#)      [DVD and video about Vim's charity project](#)

**Recent Script Updates** 1,751 scripts, 1,660,103 downloads

[2007-01-15] [SourceCodeObedience](#) : Browse source code easily with cscope, ctags and marks system (2.41) Removed bug with smart mark lines with '|' symbol - *Nickolay Golubev*

[2007-01-14] [StickyCursor](#) : remembers the cursor position relative to the window (1.1) If the cursor moved after we leaved a buffer, don't try to restore in-window position. - *Sply Splyeff*

Open Notebook

welcome home : vim online - Firefox    jzb@giles: ~/writing/ostg    [Downloads]

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!