

Key Ideas Marketing Meeting 2-10-2009

We need an "Ask" letter and a plan for who to ask, and people to do the asking.

I think we need to set a "marketing" goal of both SoaS; Sugar in mainstream distros; and Sugar on 2-3 non-XO laptops for 2009.

walterbender: I agree, in fact I would go so far as to say "more" than 2-3 non-XO laptops (leaving aside that some functions might not work on some hardware). Small laptops or netbooks are the fastest-moving PC market segment...

Sean Daly

caroline: Agree completely. Have you seen that Pantone does branded USB sticks?

caroline: Pantone is a "color company" - they define "standard" colors used in preprint. For example the XO is Pantone- 361 I believe. Has anyone talked to Pantone? They launched their USB sticks for the holiday season and the XO green could be a great symbol for them

Here's a merchandising idea: Sugar branded shoulder straps for proud XO owners... maybe those two sites which sell XO accessories would help?

walterbender: patrick sinz has also ideas about who can make usb sticks for us for free

My conversation with George Snell shed lots of light on what we don't know...

Walter

Fosdem Wrap-up

erikos

<http://www.linuxtag.org/2009/>

UPCOMING

He asked great questions and will help us with an overarching strategy

George is former Racepoint... now independent.

<http://erikos.sweettimez.de/?tag=fosdem>

http://sugarlabs.org/go/MarketingTeam/Events/FOSDEM_2009/Notes

Who sends out press releases, and do you have a press list?

He has some god ideas about leveraging social networking more directly

okay, SeanDALY is doing press releases and press contacts, and he can lead a discussion on this on the mailing list afterwards

The key to getting press is having somebody with a phone number, reachable at all hours, and able to speak for the project.

walterbender: people have asked me to publish a summary of my conversations there, I guess I should first ask the companies involved if they agree with the text
11:21mchua #TODO walterbender and tomeu to follow up about their conversation with Patrick, if tomeu can get clearance to publish

Tomeu

#TODO SeanDALY is now Press Release Guru - sends out press releases, maintains press list
11:43SeanDALY in the art & science of creating buzz there is ALWAYS something to do ;-)
11:43caroline how do we help you?
11:44mchua caroline: I'd actually love to see SeanDALY post that "how to handle SL press releases!" stuff on the MarketingTeam wiki, and then poke the marketing mailing list to get people to do it
11:44mchua so that we're not the only ones who know :)
11:44mchua SeanDALY, does that sound ok?
11:45SeanDALY the easiest starting point is press already done. Yes that sounds good

Teachers, because if the others see the value to teachers they will want to help.
11:54walterbender I am comfortable with Sean's analysis
11:54mchua whoopsie, TypeError: randint() takes exactly 3 arguments (2 given). randint(1,3), then.
11:55mchua Okay. Teachers it is, then.
11:55walterbender but we also have \$0 for marketing... so another important audience isn't getting the message.
11:55mchua Priority #2 is an elevator pitch for teachers. Other elevator pitches are in the "important but we'll tackle them not-this-week" queue.
11:55mchua What is priority #3?
11:55jt4sugar I am speaking to a superintendent on Feb 23 if she comes on board 100's of teachers could be using Sugar
11:55SeanDALY Another group is ambassadors - OLPC project volunteers, G1G1 donors. Those folk need a clear message when they talk to... teachers.
11:56mchua SeanDALY: would you say priority #3 is the creation of an ambassadors program, then? (or is that a superset of #2, which should be renamed, with the "make a pitch for teachers" the first job?)

Teachers #1, ambassadors #2, partners #3. As I say partners should be contacted directly, while "marketing" is needed to best communicate with #1 and partly #2