



OOoCon 2004 - Berlin



Effective Marketing for OpenOffice.org CDROM Distributors



Agenda

- How is OpenOffice.org distributed?
- Loyalty ladder
- Do customers have to find you?
- How are you different?
- Knowing when you have reached your goals
- Obtaining and maintaining customers
- What does your message offer?
- Fulfilment and delivery
- OpenOffice.org: Contribute or Collaborate



Jacqueline McNally

- User interface design and usability of electronics hardware and software systems
- World-wide component procurement and management of outsourcing of product manufacturing
- Technical documentation
- Marketing of electronics hardware and software systems
- Computer Angel
- OpenOffice.org Community Volunteer for nearly four years and currently in the role of Marketing Project Lead and Webmistress

How is OpenOffice.org Distributed?

- OEMs (hardware and software)
- Included in GNU/Linux distributions
- CDROM included with print publications
- Internet Downloads
- CDROM distributors

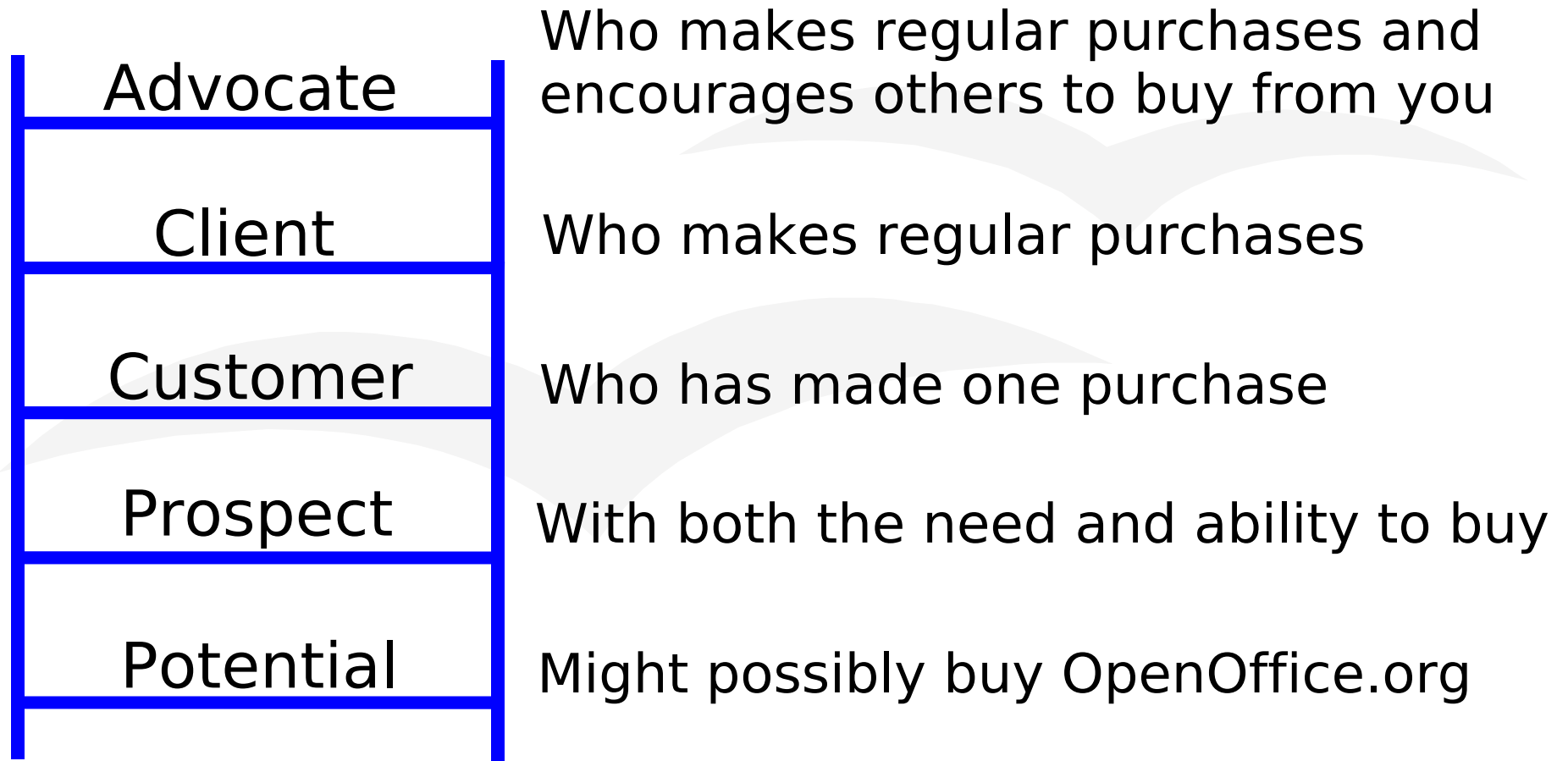


CDROM Distributors

- Have the opportunity to play an increasing role by reaching those individuals and organisations:
 - That do not have a reliable and fast connection to the Internet
 - Unaccustomed to downloading and installing software from the Internet
 - Whose procurement policy prefers a traditional purchase and delivery method
 - Local to their potential customers




Loyalty Ladder





Other Customer Stages

- Repeat customer
 - At-risk customer
 - Lost customer
 - Regained customer
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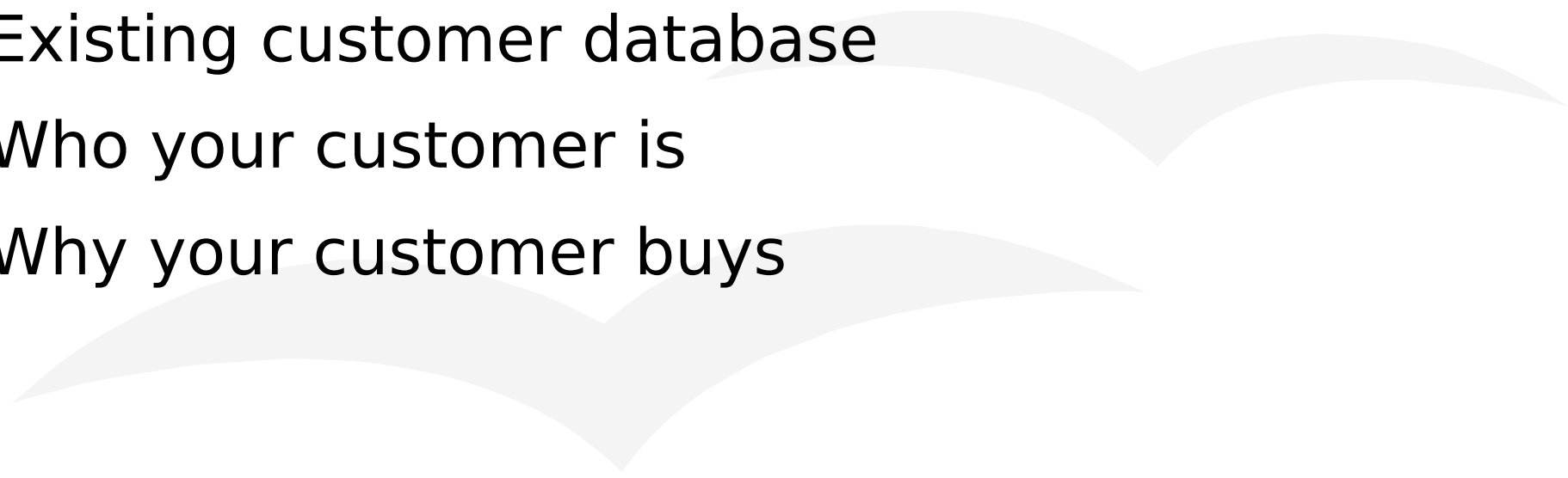


Why is the loyalty ladder important to CDROM distributors?

- Effective use of marketing budget
- Provides a basis for a stable and growing market share
- Word of mouth is the most effective promotional tool




Do customers find you or do you go looking for your customers?

- Market analysis
 - Existing customer database
 - Who your customer is
 - Why your customer buys
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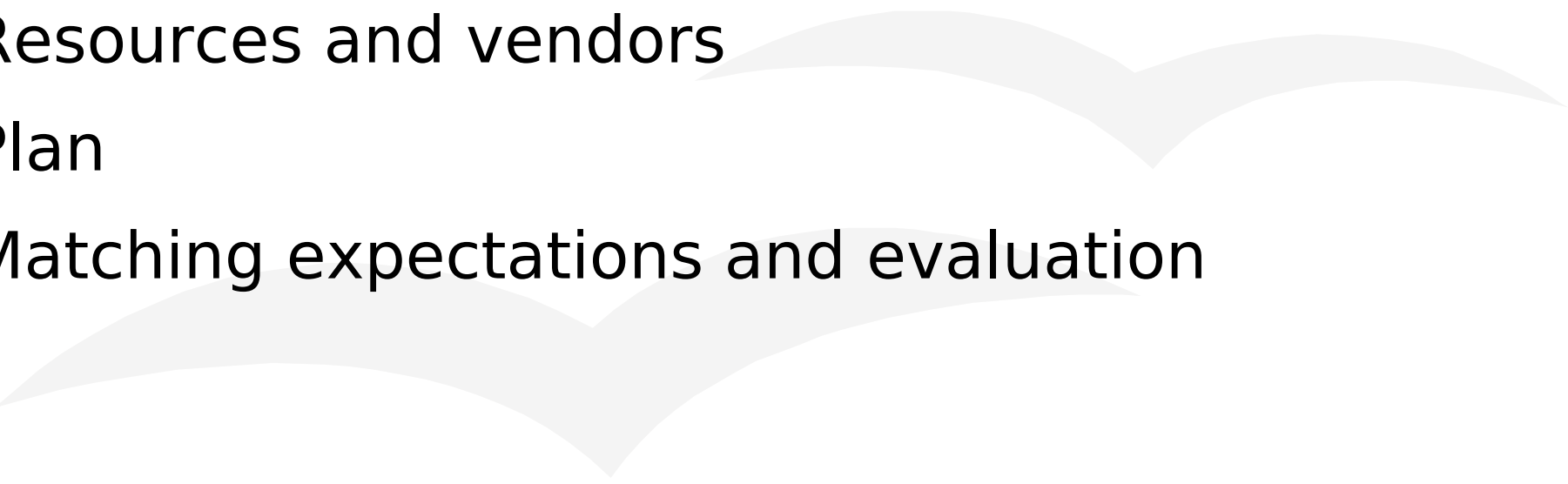


How are you different?

- Identity and branding that clearly demonstrates who you are and what is important
 - Brand image
 - Customer service
 - Personnel
 - Check out what your competitors are doing
 - Competing on price is not usually successful
- 



Setting goals and knowing when you have reached them

- Budget
 - Resources and vendors
 - Plan
 - Matching expectations and evaluation
- 



Obtaining and maintaining customers

- Read and implement those aspects of the Marketing Project's Strategic Marketing Plan that suit your company
- Work on your customer database
- How do new and existing customers contact you?



What is your message and what do you have to offer?

- Who is the company offering the product or service?
- Who or what is important to that company?



“I don’t know who you are.
I don’t know your company.
I don’t know your company’s products.
I don’t know what your company stands for.
I don’t know your company’s customers.
I don’t know your company’s reputation.
Now - What was it you wanted to sell me?”

-- McGraw-Hill Magazine Ad



“I know who you are.
I know your organization.
I know your organization’s services.
I know what your organization stands for.
I know your organization’s customers/clients.
I know your organization’s reputation.
Now – Here is what I want...”

-- Who Are You? Fred Dabney II d2 / Consulting
Presented at the School of Journalism and Mass Communication, University of Carolina




Fulfilment and delivery

- Responding to requests
 - Further information
 - Order
- Processes and methodology
 - Burning or copying of CDROMs
 - Labelling
 - Packaging
 - Anything else?



Fulfilment and delivery

- Fulfilment process
 - Prompt and responsive
 - I have sent a CDROM, what now?
 - Tracking
 - Delivery



OpenOffice.org: Contribute or Collaborate

- Read and participate in OpenOffice.org projects and email discussion lists
- Read and contribute to the Marketing Project's Strategic Marketing Plan
- OpenOffice.org Conference (OooCon)
- Get to know the OpenOffice.org Marketing Contact (MarCon) near you and use them
- Leverage community events for your customers



Some Links

- OpenOffice.org Marketing Project
<http://marketing.openoffice.org/>
- OpenOffice.org Strategic Marketing Plan
<http://marketing.openoffice.org/strategy/>
- OpenOffice.org Marketing Contacts
<http://marketing.openoffice.org/contacts.html>
- OpenOffice.org Marketing Project Leads
Jacqueline McNally jacqueline@openoffice.org
John McCreesh jpmcc@openoffice.org
- OpenOffice.org Distribution Project
<http://distribution.openoffice.org/>