



Communicate. Connect. Grow.

Marketing your project

to increase adoption and grow community

Jeffrey A. "jam" McGuire // Tracy Evans

Open Strategy Partners

FOSS Backstage Berlin, 2018

Marketing

Results / Result-Driven	Back-end	Google Juice	Control Group	Bottom Line
Benefit analysis	Pipeline	Prioritized	Lead The Field / Occupy The Field	Traction
Eyeballs	Buzz	MARKETING BINGO (free square)	Paradigm	Leverage
Scenario[s]	Service Oriented	Impactful	Real-Time	Niche[s]
Experiences	Off-line	Run the Numbers	Innovation / Innovated	Landing Page[s]



Results / Result-Driven	Back-end	Google Juice	Control Group	Bottom Line
Benefit analysis	Pipe	Prioritize	The Field / Copy The Field	Traction
Eyeballs	Buzz	(fr	Paradigm	Leverage
Scenario[s]	Service Oriented	ctful	Re	Niche[s]
Experiences	Off-line	Run the Numbers	Innovation / Innovated	Landing Page[s]

{ Open Strategy Partners

Communicate. Connect. Grow.

<< This is not what we're about.

{ Open Strategy Partners

Communicate. Connect. Grow.



Tracy Evans
@kanadiankicks



Jeffrey A. "jam" McGuire
@horncologne

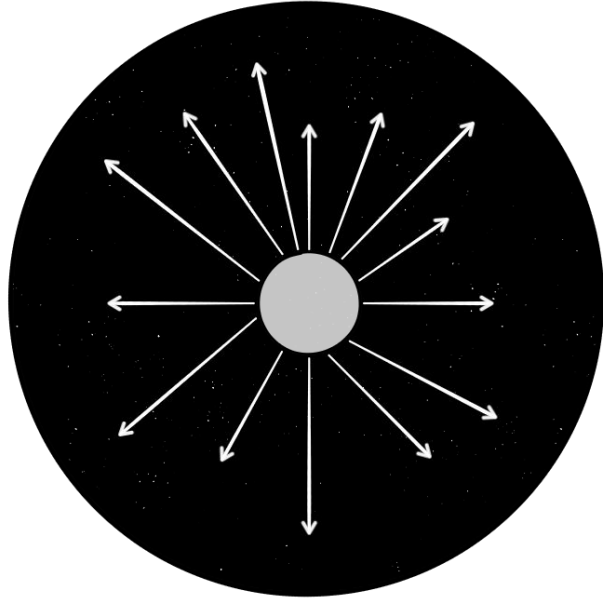


Heather McNamee
@nearlythere

In this talk

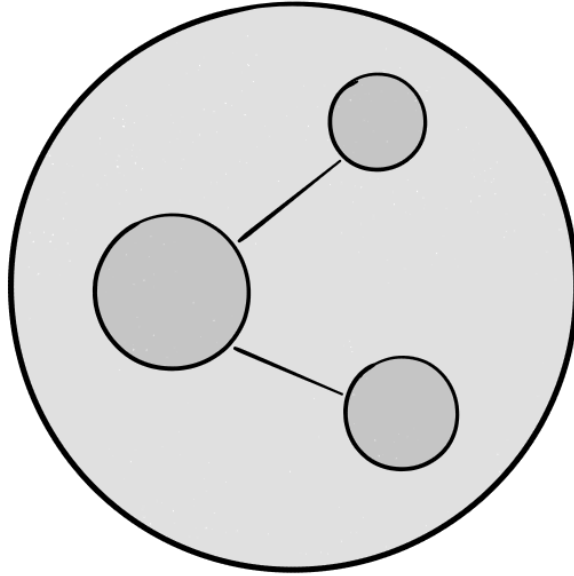
1. OSP & Authentic Communication:
What is it and why care?
2. The Contribution Marketing
Canvas: Building Your Strategy
3. Contribution Flows: Putting it all
together

Communication



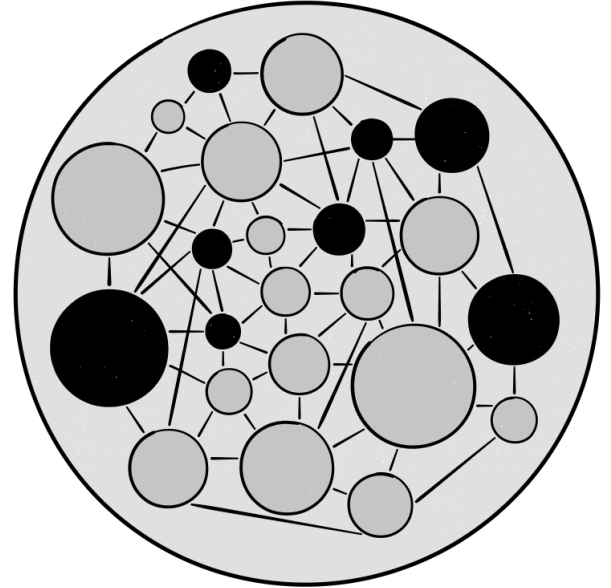
Authentic communication
drives connection ...

Connection



Connection drives
community ...

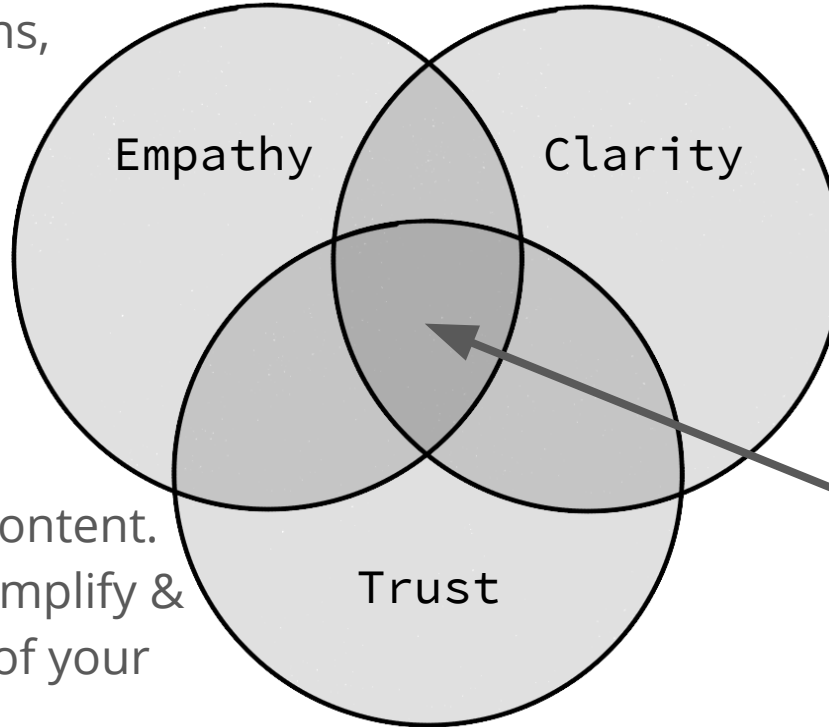
Community



Community creates
business value.

Authentic Communication: Compelling & Accurate

Understand your audience's needs, motivations, perspectives



Common language, clear and relevant signals

Genuine, hype-free content. Logical arguments. Amplify & celebrate the voices of your communities.

(authentic communication)

Mistrust, blame, jargon ...

*****Marketing*****



VC Vic: "Just get your teams on track. I don't care how you do it."

Developer Dan: "The edge cases are not reflected in the testing stack. The API isn't fully documented. We need to upgrade our version of ..."



Exec Emma: "We sold it, you make it happen."

Connect with empathy . . .

"Please tell me
how this works."
"Thank you."



"What do you need from
me to make this a
success?"
"Thank you."

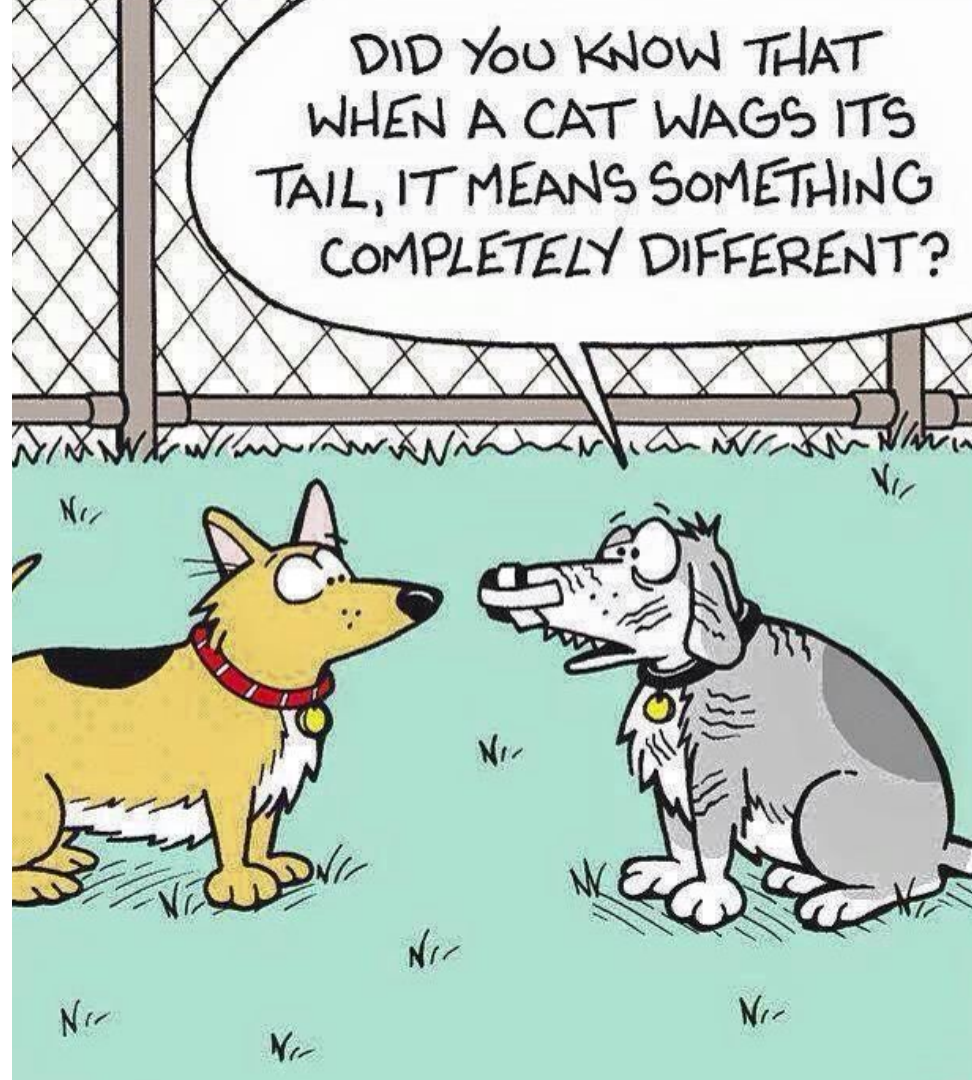
"What did we learn
that we can use next
time?"
"Thank you."



"What do you think?"
"Sorry, my fault!"
"Thank you."

CLARITY

The importance of
common language





“Trust is the foundation for everything we do, and that if we can learn to trust on another more, we can have unprecedented human progress.”

Frances Frei, Harvard Business School

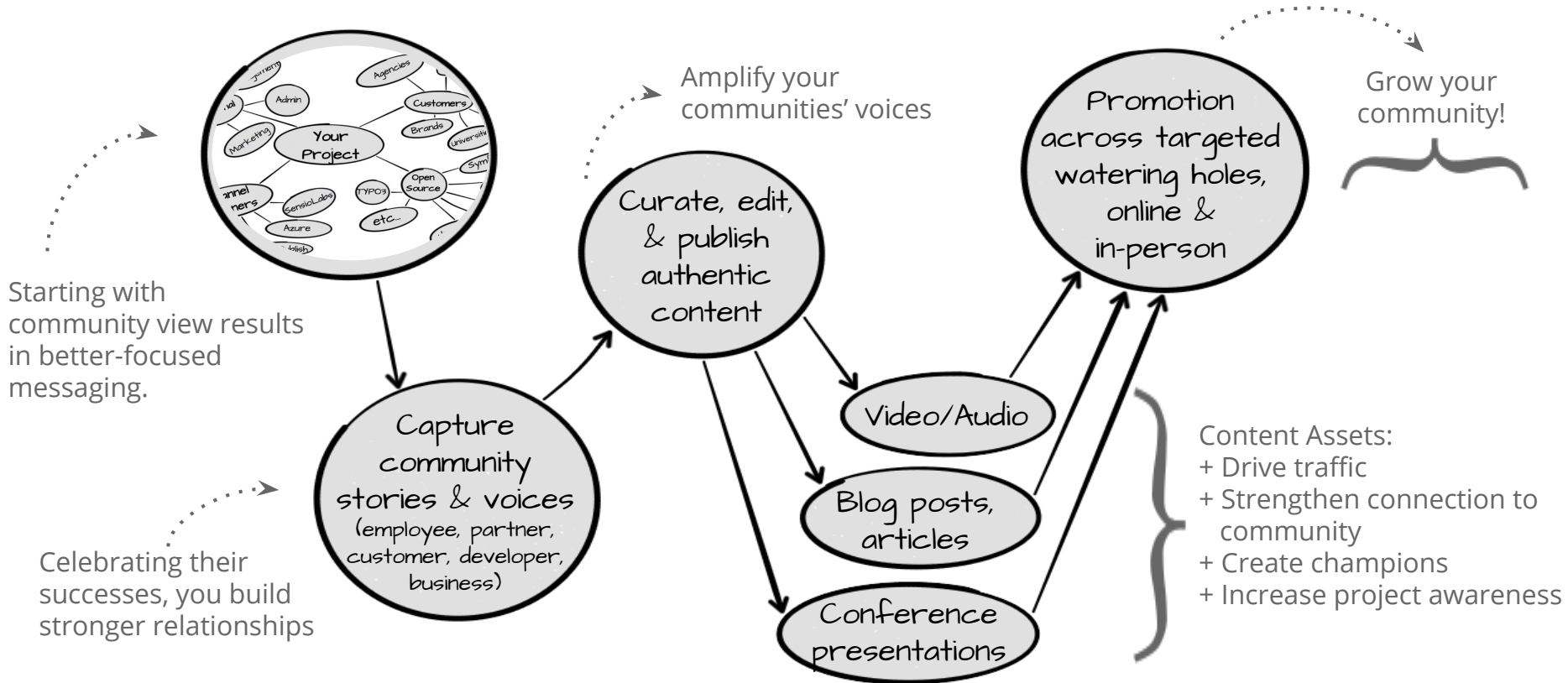
https://www.ted.com/talks/frances_frei_how_to_build_and_rebuild_trust

Trust Signals

- No BS. No jargon.
- Only promise what you can (already) deliver.
- Technically accurate.
- Amplify the voices of your community.



Campaign Execution: “The People Behind the Tech”



https://github.com/drud/sprint_guide

“How to run a brilliant contribution sprint, brought to you by DRUD Tech and Open Strategy Partners.”

DRUD's Open Source Contribution Sprint Guide

How to run a brilliant contribution sprint, brought to you by DRUD Tech and Open Strategy Partners.

Read the [The Brilliant Sprint Guide!](#)

What is this?

Advice and consideration to ensure you have a successful contribution sprint.

Who is this for?

This guide is for open source community leaders who are running contribution sprints. You're a sprint leader and you want to make sure your event is fun and productive.

What is the DDEV Quick Sprint?

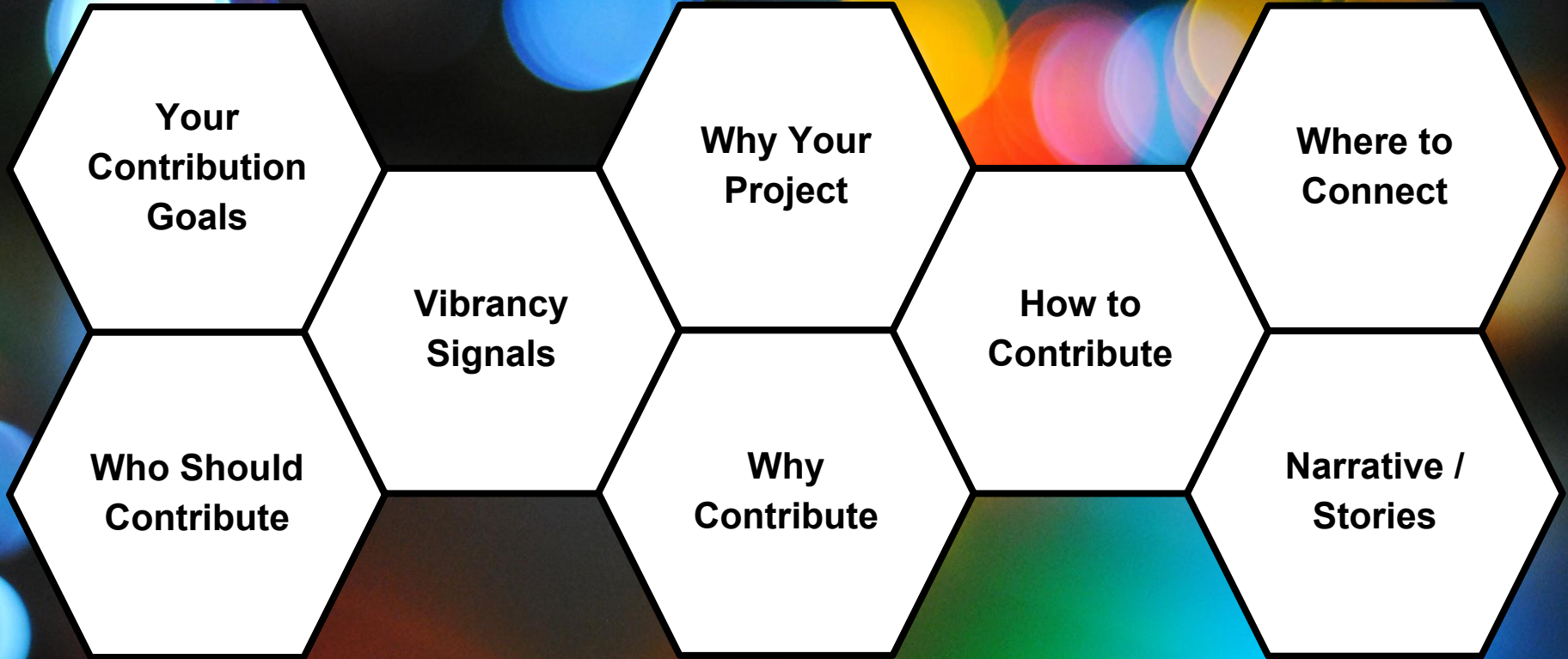
We created a [turnkey method](#) that bundles all of the files and local development management necessary for a Drupal 8 sprint in a way that does not rely on internet access to work.

Want to contribute?

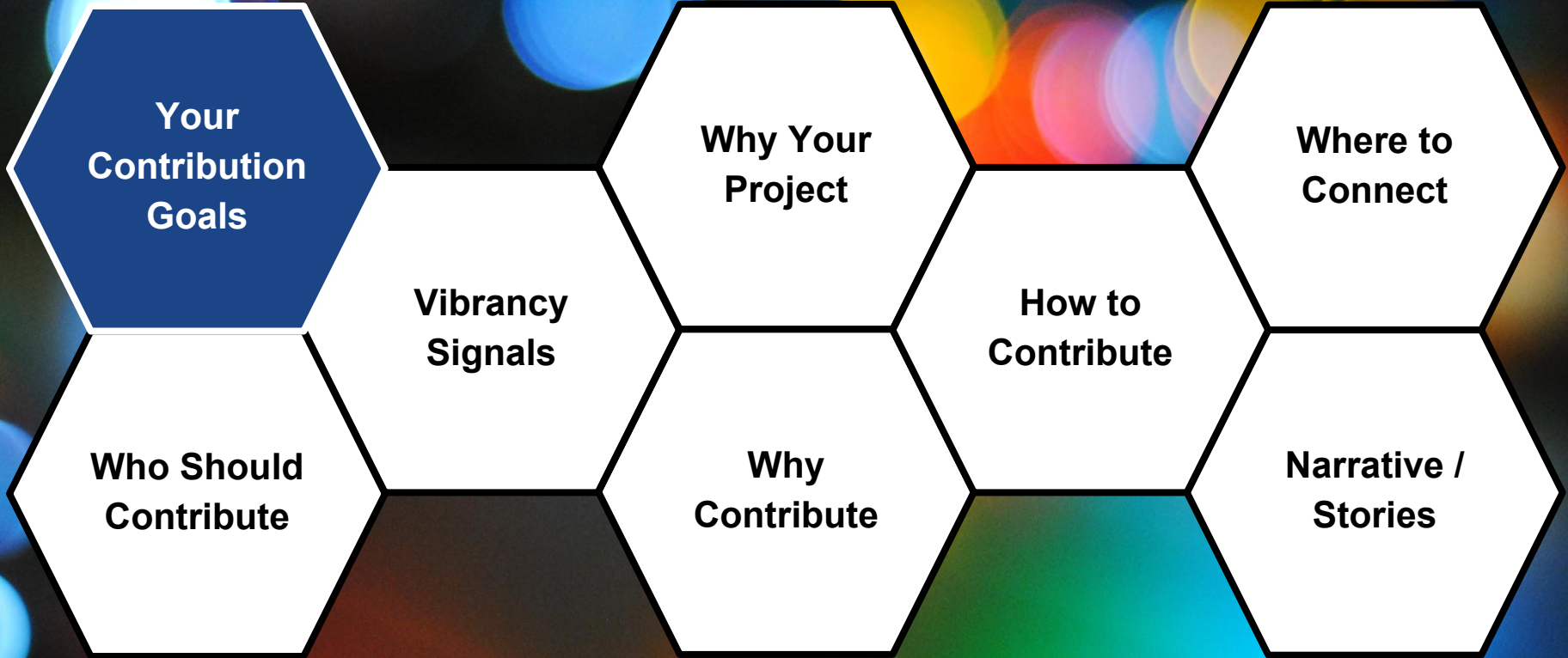
The background features a complex, abstract pattern of wavy, horizontal bands. The top portion is dominated by vibrant red and orange tones, which gradually transition into darker, more muted reds and finally into deep teal and dark blue at the bottom. The overall effect is reminiscent of a textured surface or a microscopic view of a material, with the colors appearing to flow and ripple together.

Building your Contribution Strategy

Contribution Marketing Canvas



Contribution Marketing Canvas



How you think Open Source apps are maintained



How Open Source apps are really maintained



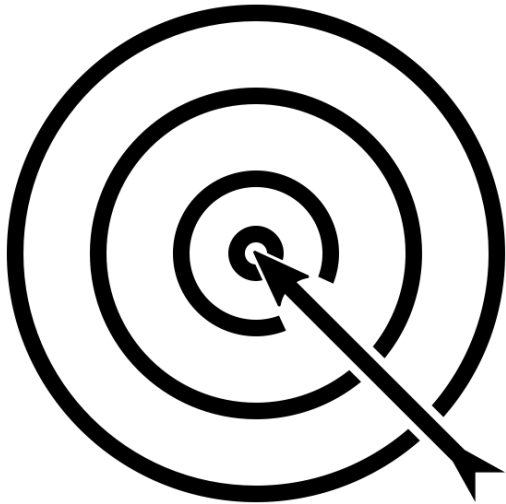
Why?

I want more contributors so
that...

- I can have more help.
- More eyeballs is better quality.
- Keep it relevant.
- I want to widen my network.
- Potential hires / staff.
- Potential customers.
- Hearts and minds
- Win more champions

Project Objectives

1. Deliver valuable technology
2. Grow adoption
3. Grow community & contribution

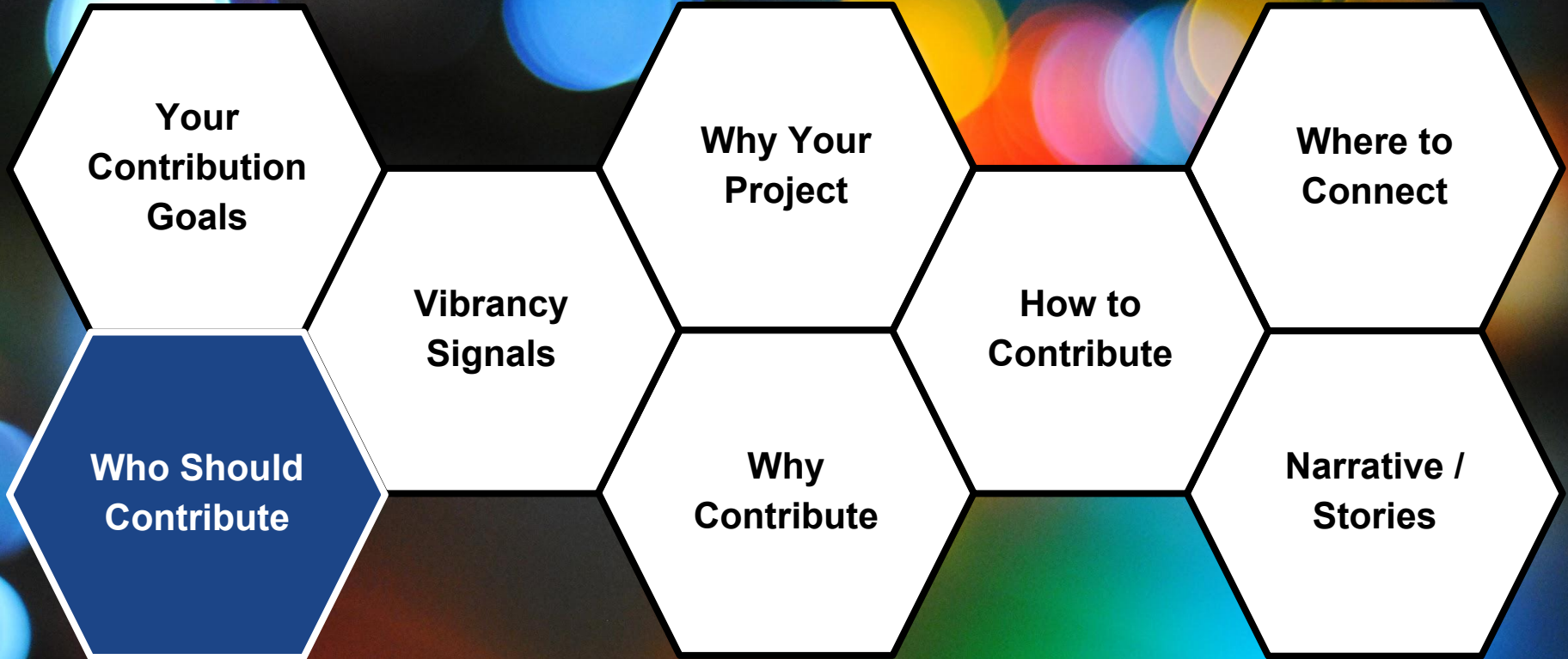


Created by AdbA Icons ♥
from Noun Project

Measurable Goals

3. Grow community & contribution
 - a. Increase contribution sprint attendance by 20 people
 - b. Gain one new sponsor
 - c. Ask five people to share their story on your blog

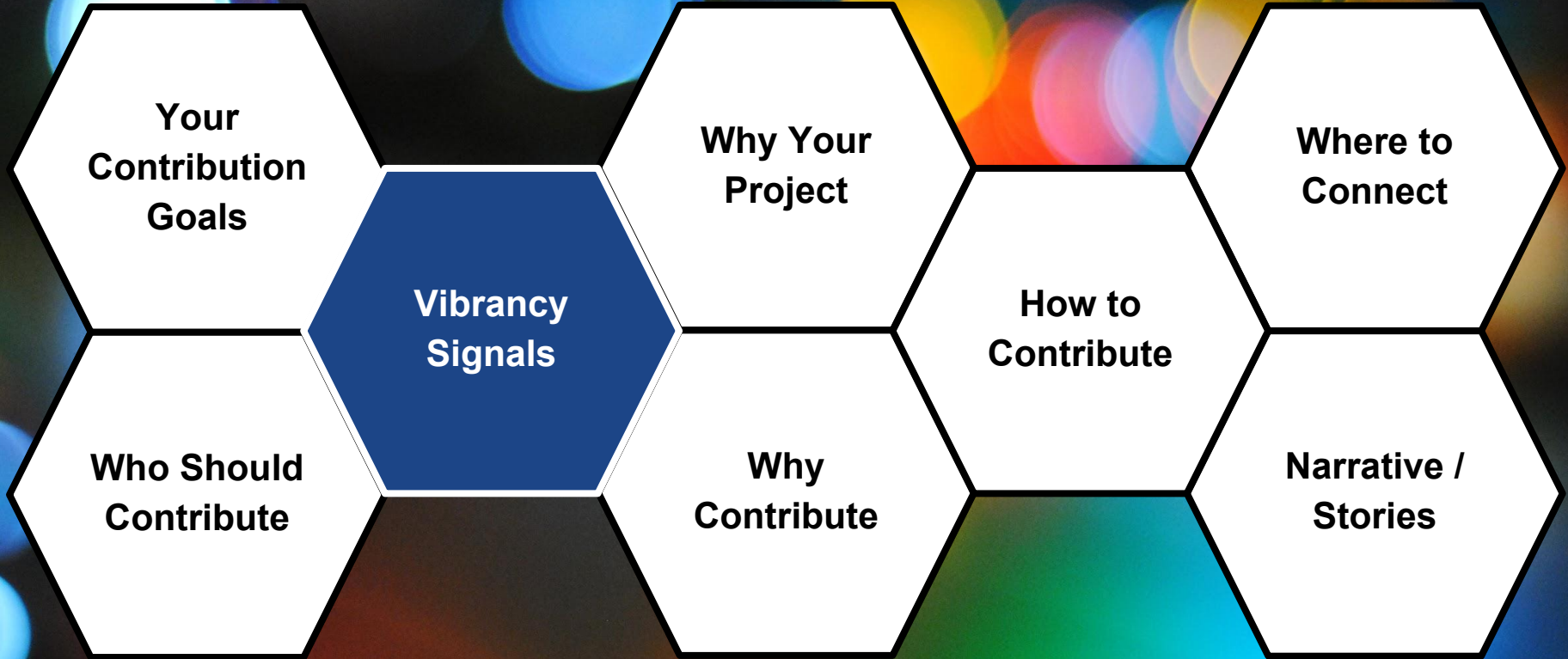
Contribution Marketing Canvas



Who are your contributors?



Contribution Marketing Canvas



Vibrancy Signals

Number of Downloads

State of Documentation

Activity and stars on
Github

Community testimonials

Community event
participation & sponsorship

License visible

Clear code of conduct

Good release notes

Slack Activity & Other
Support Channels

Regular Releases

Clear README file

Community Guidelines
Document



Created by Royyan Wijaya
from Noun Project

Clear documentation

Contributor Development Guidelines

The Drud project has a number of development norms which we try to state explicitly when we can:

- **Use PRs to contribute:** Even when contributors have the privilege to directly commit to a repo, they typically contribute via a PR instead, which allows everybody to review and be aware of changes, even when they're very small. ([Github docs](#))
- **Fork-and-branch PRs:** We typically use the fork-and-branch PR technique, where every contributor has their own fork of the main repo, and branches on the fork are used for PRs. This allows the contributor full control of their own repo. ([Github docs](#))
- **Squash Merging:** By default we use the "[squash merging](#)" technique when merging pull requests. This keeps our git commit history clean, and groups all commits from a pull request into a single commit, which is easier to track and roll back, if needed. It's preferred the "Allow merge commits" option in GitHub is disabled for all repositories.
- **Provisional Tags:** If a pull request involves updating a container then a provisional tag for that feature should be pushed to the containers repository in the DRUD organization on dockerhub. The pull request should use this provisional tag. This helps to ensure automated testing is run against the updated container, and ensures reviewers are testing with the updated asset as well.
- **PR Naming (and commits):** Please name PRs so that people can (mostly) understand what they are about by just reading the title. Remember that people don't have time to click through every link, and you want them to know what's going on with a one-liner where possible. So "Restart ddev router after rebuilding db container, fixes #998" instead of "Restart router", for example. When possible, it's best for commits to have "real" summary/message as well, not "fix bug". We all know there are experimental times when this becomes difficult.
- **PR Review is required:** With few exceptions, PRs require review before they are pulled. Significant PRs require

Clear Readme

README.md

ddev

circleci passing go report A+ maintained yes



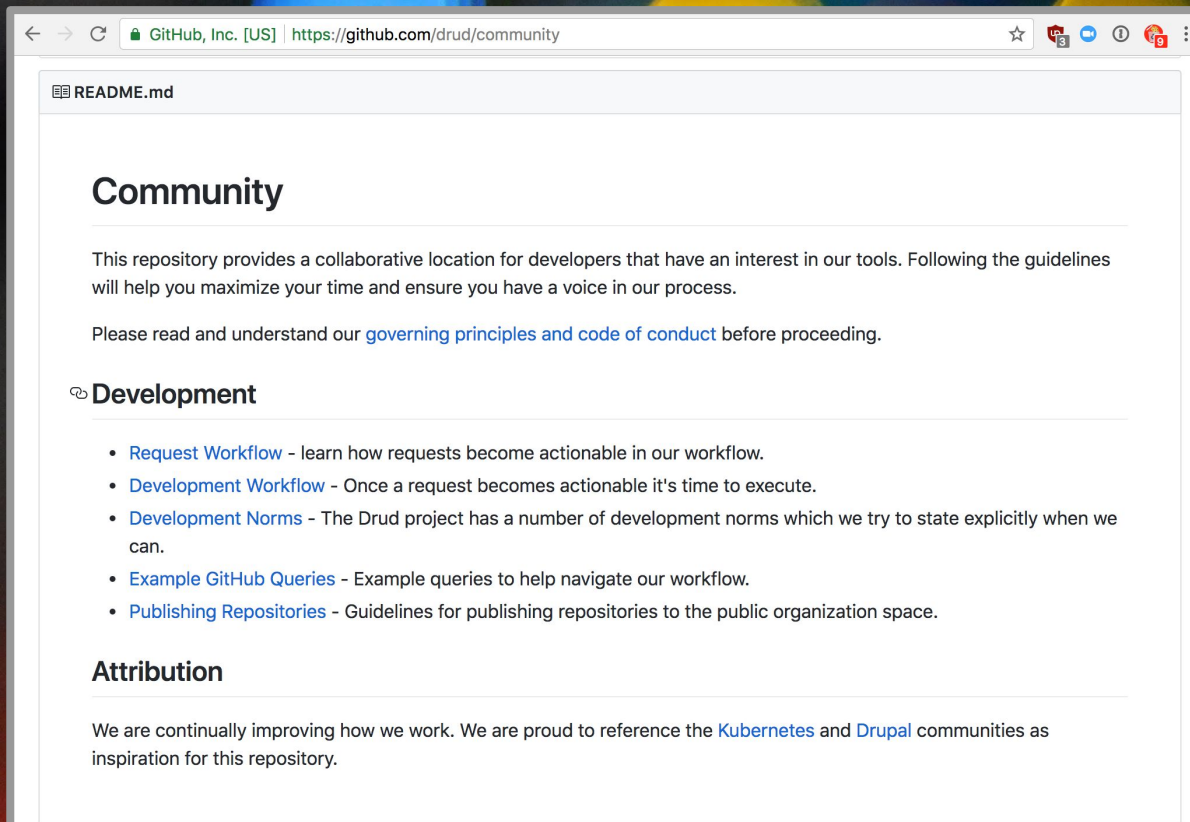
ddev is an open source tool that makes it simple to get local PHP development environments up and running in minutes. It's powerful and flexible as a result of its per-project environment configurations, which can be extended, version controlled, and shared. In short, ddev aims to allow development teams to use Docker in their workflow without the complexities of bespoke configuration.

Getting Started

1. **Check System Requirements:** We support recent versions of macOS, Windows 10, and select Linux distributions that will run docker (ddev requires Docker and docker-compose). ([more info here](#)).
2. **Install ddev:** Options include [macOS homebrew](#) (recommended), an [install script](#), or a [manually download](#).
3. **Choose a CMS Quick Start Guide:**
 - [WordPress](#)
 - [Drupal 6 and 7](#)
 - [Drupal 8](#)
 - [TYPO3](#)

Having trouble? See our [support options below](#). Additionally, you may have trouble if [another local development tool is already using port 80 or 443](#).

Clear Community Guidelines



The image shows a browser window displaying the README for the GitHub repository 'drud/community'. The browser's address bar shows the URL 'https://github.com/drud/community'. The page content is as follows:

← → ↻ 🔒 GitHub, Inc. [US] https://github.com/drud/community ☆ 📄 🗨️ ⓘ 📧 ⋮

📖 README.md

Community

This repository provides a collaborative location for developers that have an interest in our tools. Following the guidelines will help you maximize your time and ensure you have a voice in our process.

Please read and understand our [governing principles and code of conduct](#) before proceeding.

🔗 Development

- [Request Workflow](#) - learn how requests become actionable in our workflow.
- [Development Workflow](#) - Once a request becomes actionable it's time to execute.
- [Development Norms](#) - The Drud project has a number of development norms which we try to state explicitly when we can.
- [Example GitHub Queries](#) - Example queries to help navigate our workflow.
- [Publishing Repositories](#) - Guidelines for publishing repositories to the public organization space.

Attribution

We are continually improving how we work. We are proud to reference the [Kubernetes](#) and [Drupal](#) communities as inspiration for this repository.

Community Testimonials



Alex Burrows

@aburrows

Following



I am now using @drud DDEV for all local development work. #Drupal #Docker

1:00 PM - 28 Feb 2018

5 Retweets 5 Likes



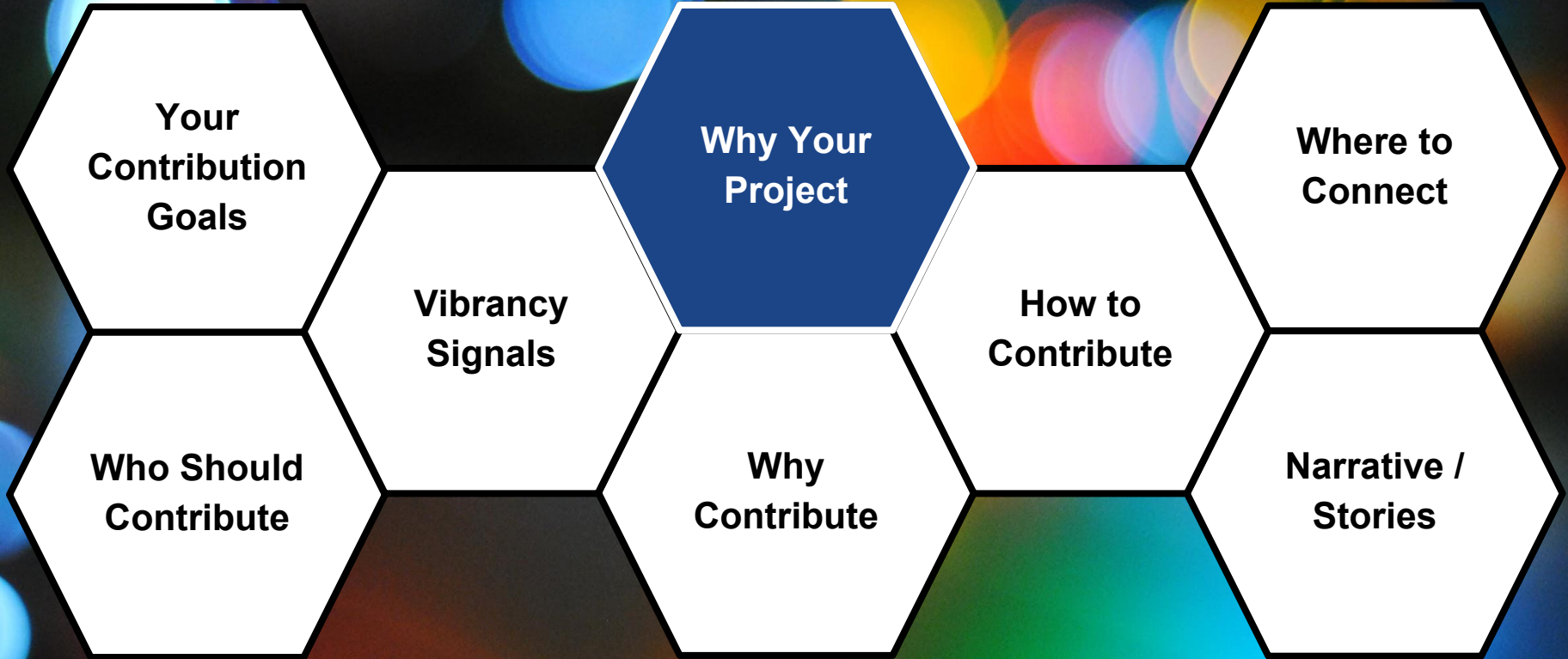
↻ 5

♥ 5

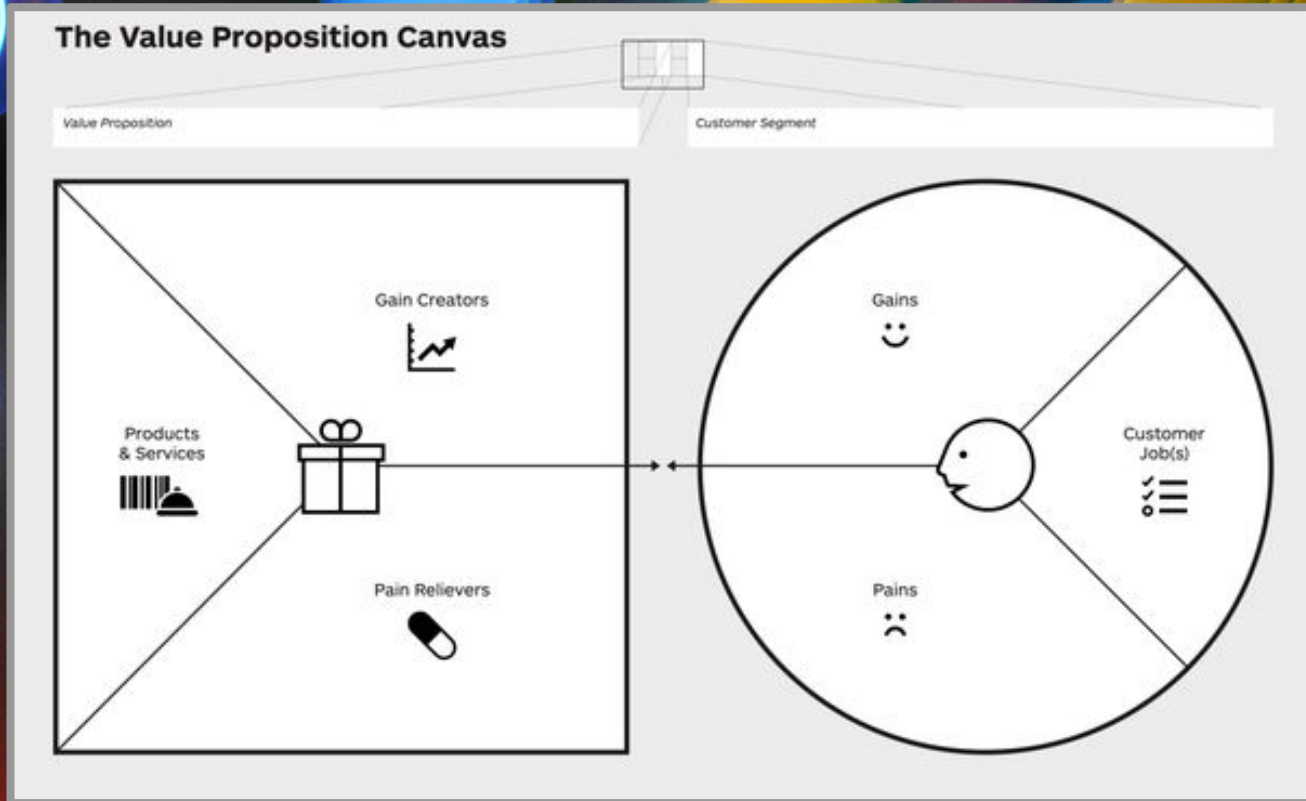


Tweet your reply

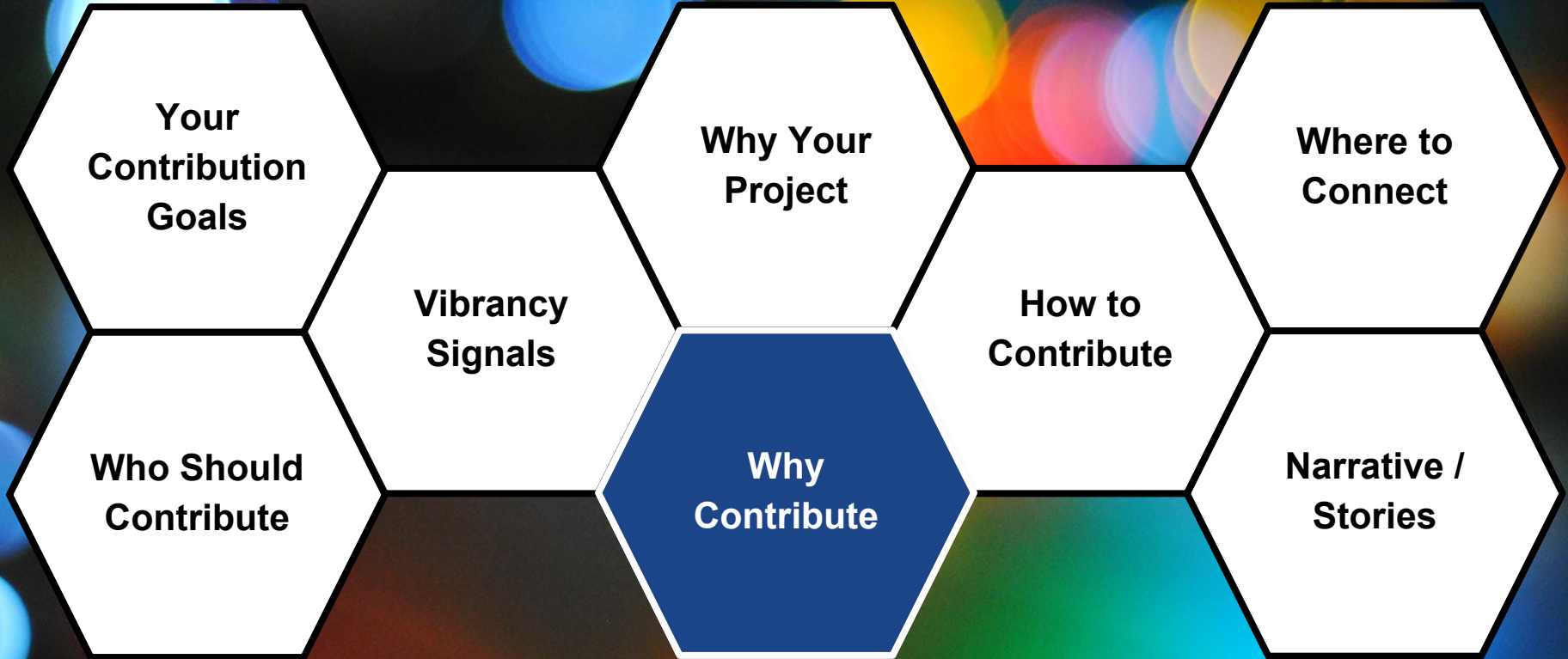
Contribution Marketing Canvas



Is Your Project Useful & Important to Me?



Contribution Marketing Canvas



Why contribute?

I want to contribute to ...

Improve my skills

Create artifacts that
improve my reputation
and career

Gain recognition

Meet people with
similar interests



Learn

Find mentors

Teach others

Improve the tools I use
(scratch my own itch)

Give back to the community

Contribution blockers

I can't contribute because ...

I'm not good enough

I don't know how to start

Setting up is complicated

Documentation isn't clear

I don't have time

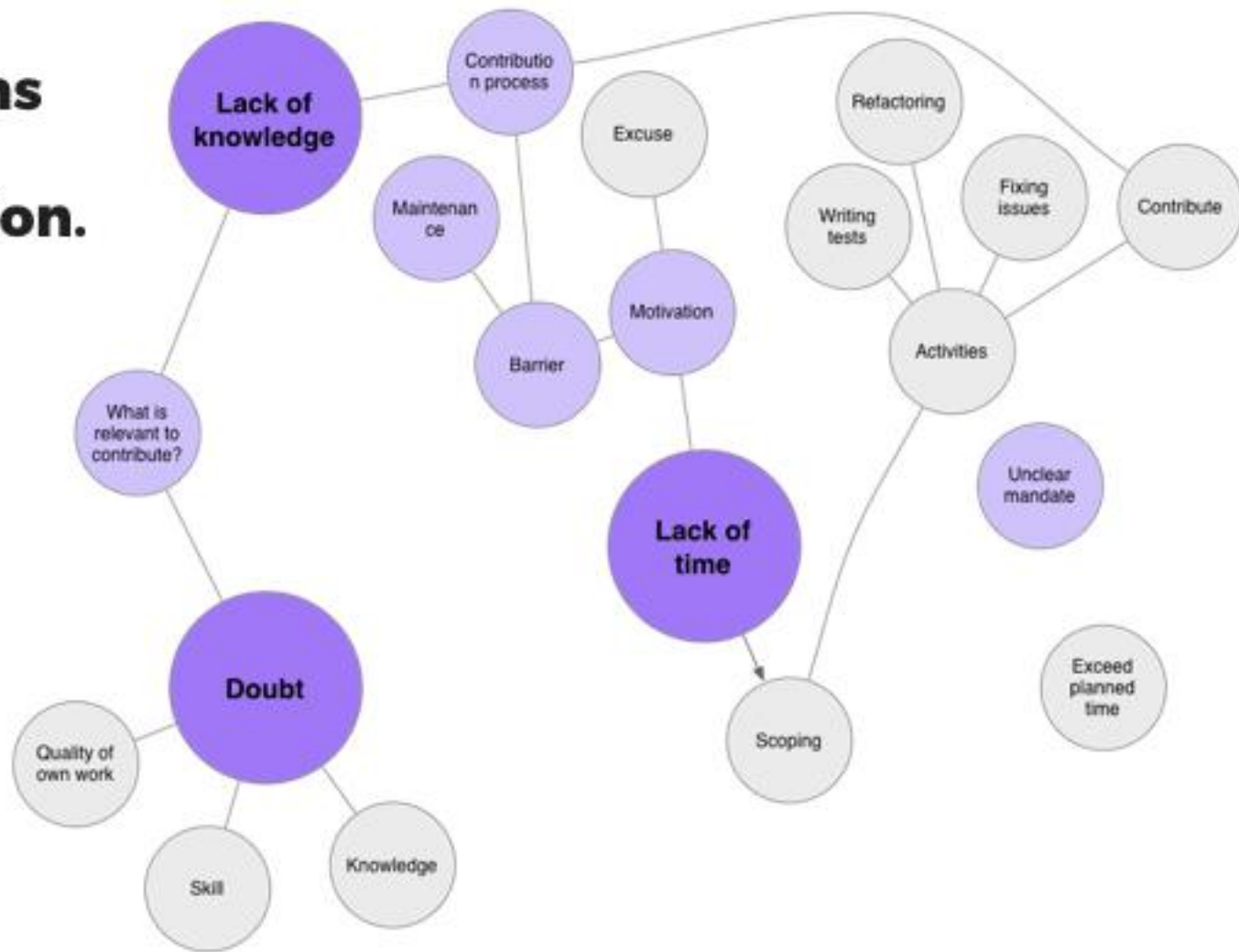
I don't know what is needed

I don't know if I'm allowed to

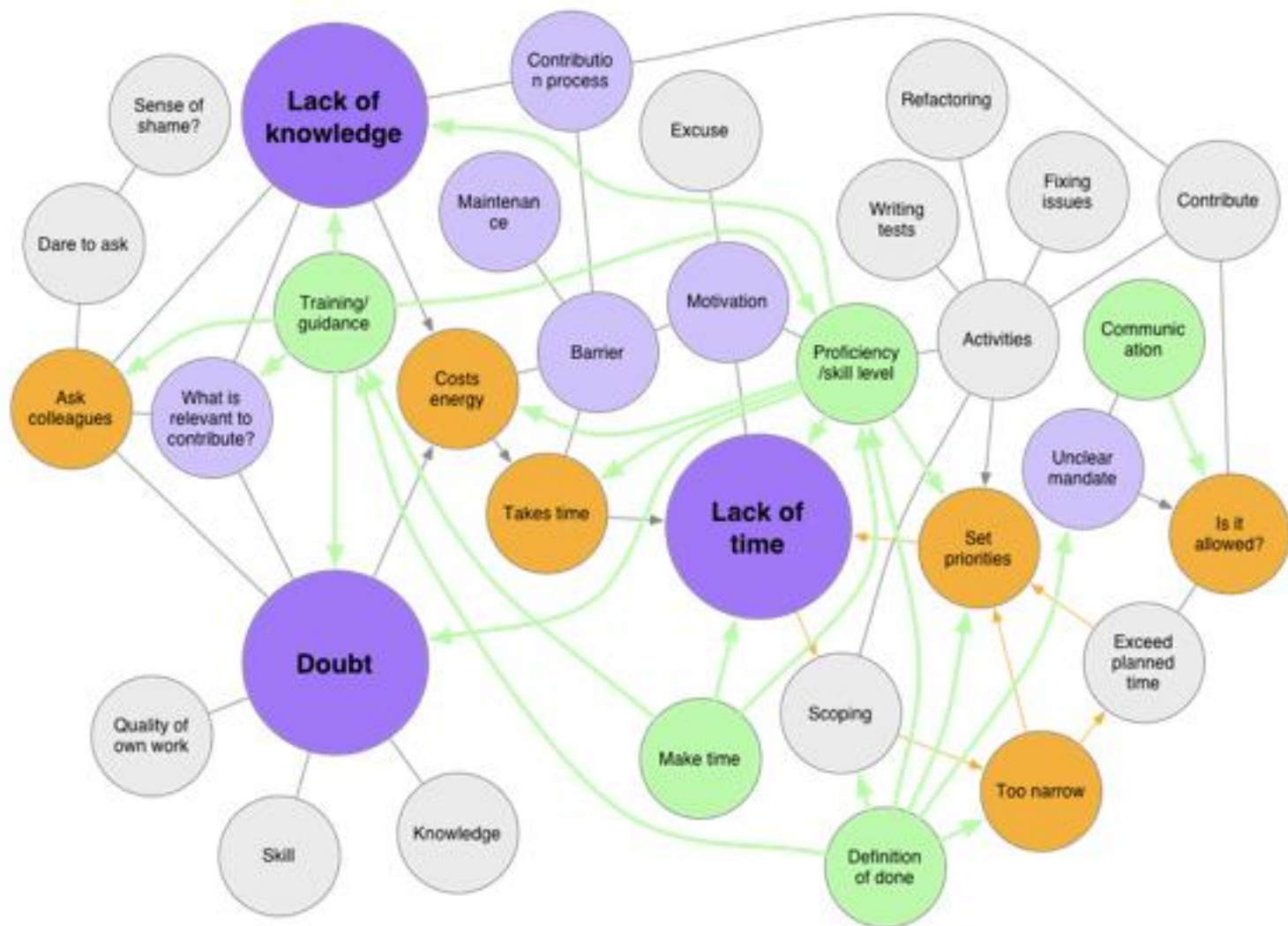


Real problems in a medium sized operation.

25+ employees



Identify possible solutions.



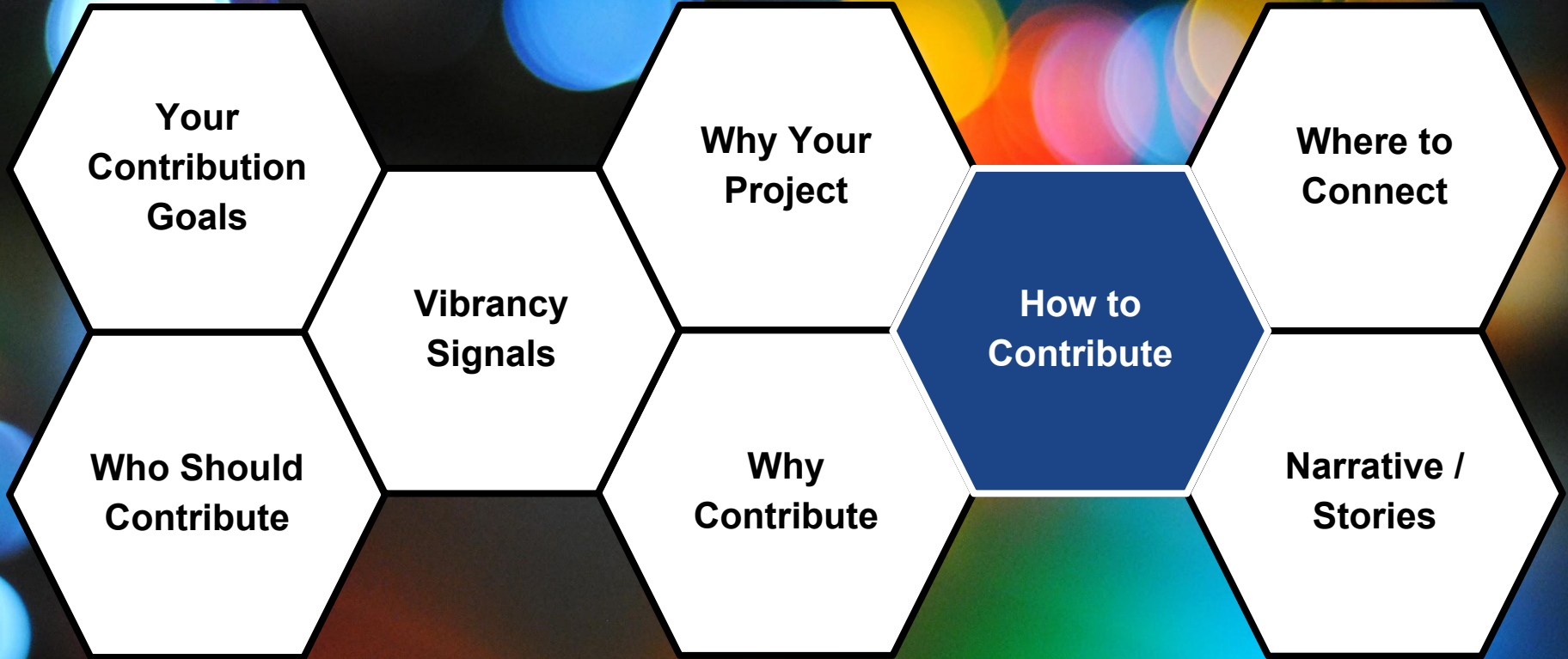
An aerial photograph of a tropical residential area. The scene is dominated by dark blue water, likely a canal or lagoon, which winds through the property. Numerous houses with various roof colors (grey, brown, red) are scattered throughout. Many houses have swimming pools, some with blue water and others with light-colored tiles. There are many palm trees and other tropical plants. Several boats are docked along the water's edge. The overall impression is of a well-maintained, affluent neighborhood.

Documentation == Map

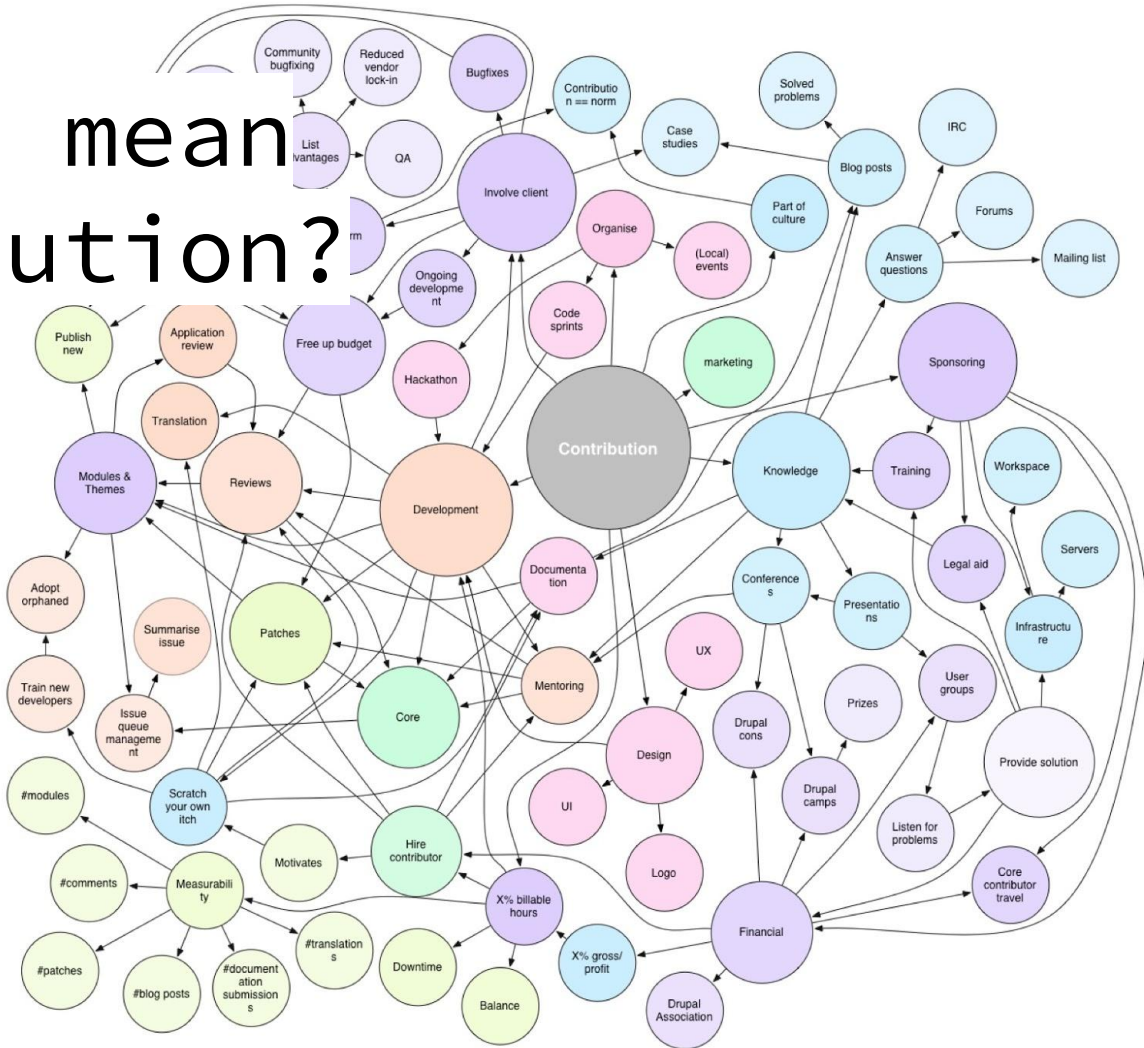
Tutorials == Travel book

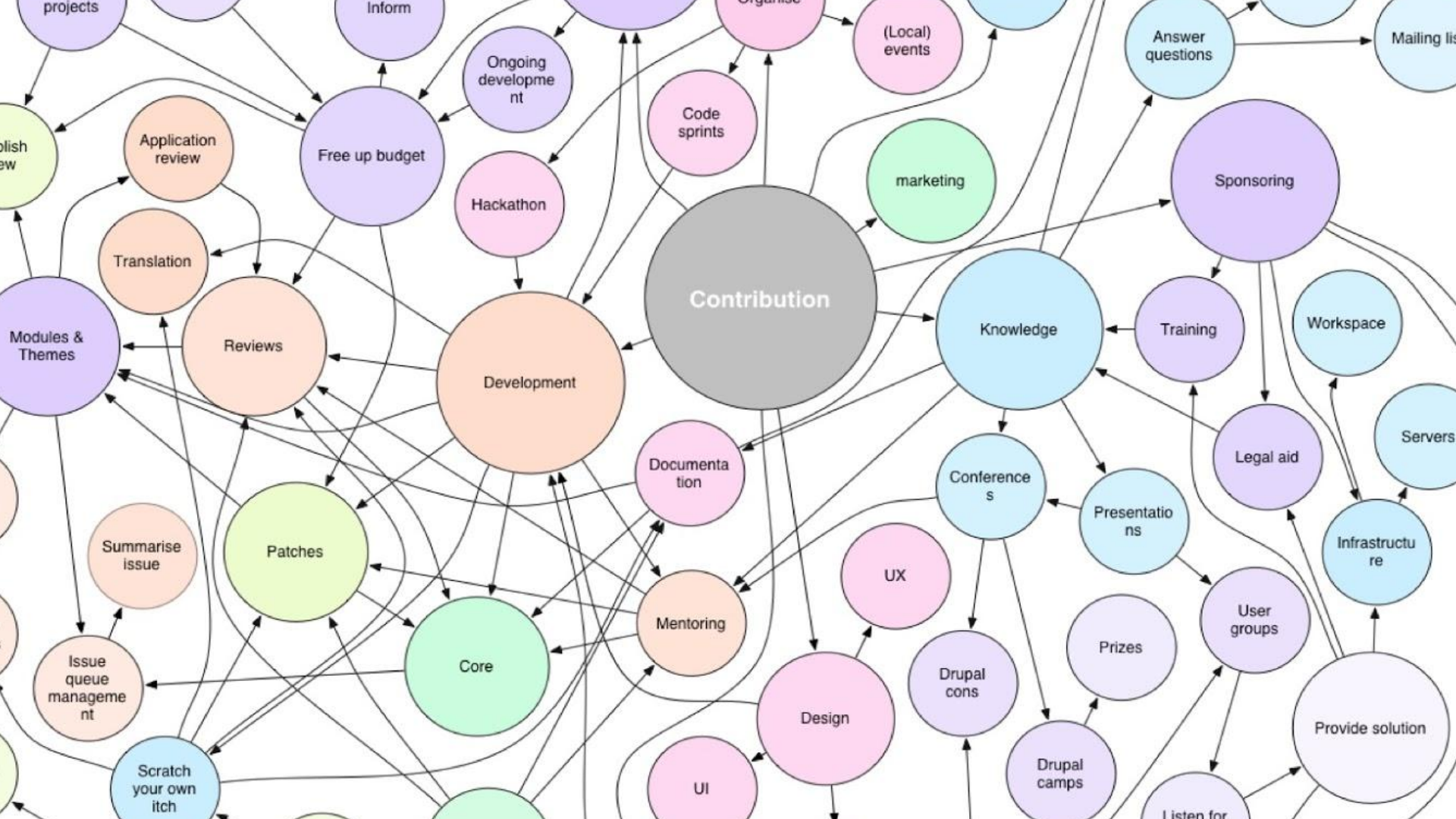
Training == Guided tour

Contribution Marketing Canvas



What do we mean by contribution?





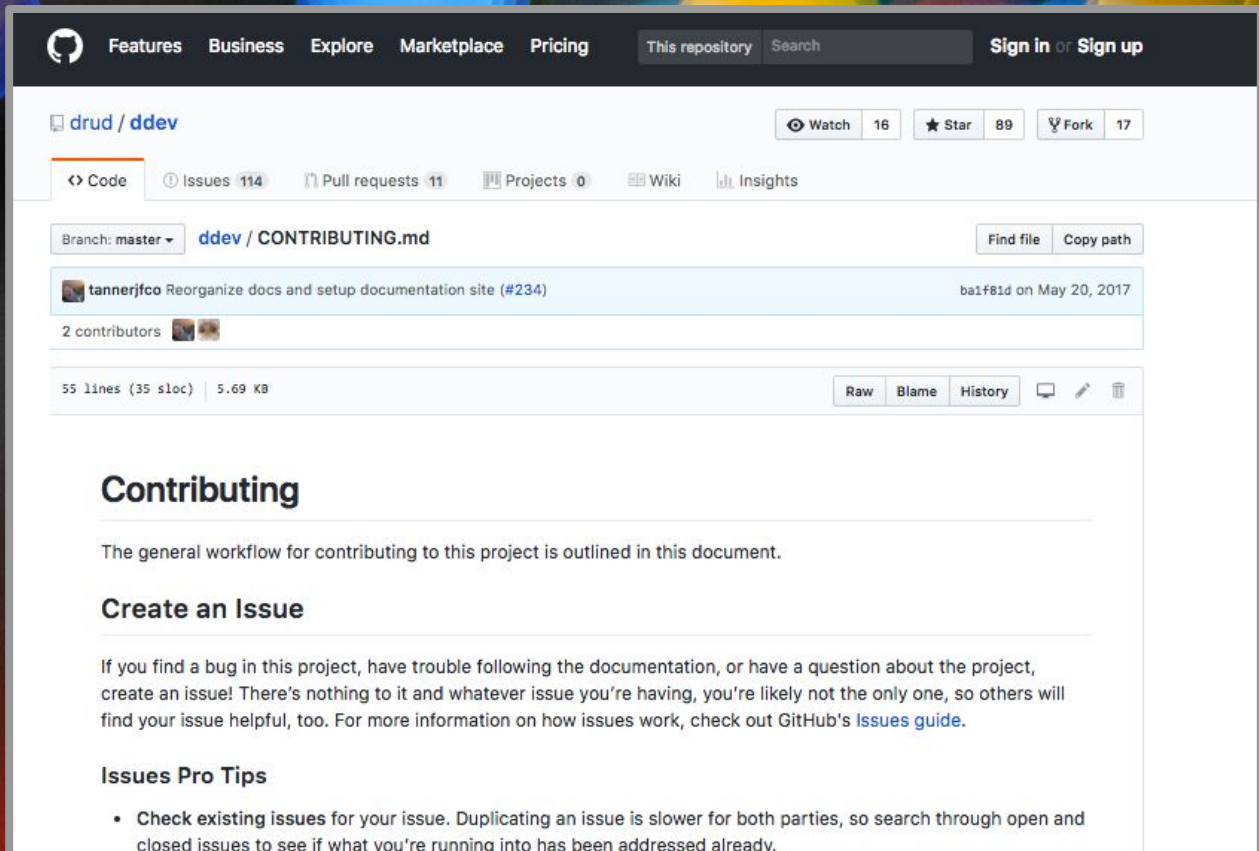
“Effective” contribution

- Code
- Reviews
- Documentation
- Sponsorship / Investment
- Organise
- Design
- Evangelism
- Marketing
- ...

What about marketing contributions?

- Promote, talk about the project
- Event attendance & sponsoring
- Write a blog article
- Write a whitepaper or case study
- Share OSS activity on social media
- Help with branding & CI
- Share your story / experience

How to Contribute?



The screenshot shows the GitHub interface for the repository `drud/ddev`. At the top, there are navigation links for Features, Business, Explore, Marketplace, and Pricing. The repository name is `drud / ddev`, with 16 watches, 89 stars, and 17 forks. The current file is `CONTRIBUTING.md` on the `master` branch. A commit by `tannerjfc` is shown, titled "Reorganize docs and setup documentation site (#234)", dated May 20, 2017. The file has 55 lines (35 sloc) and is 5.69 KB. The content of the file is as follows:

Contributing

The general workflow for contributing to this project is outlined in this document.

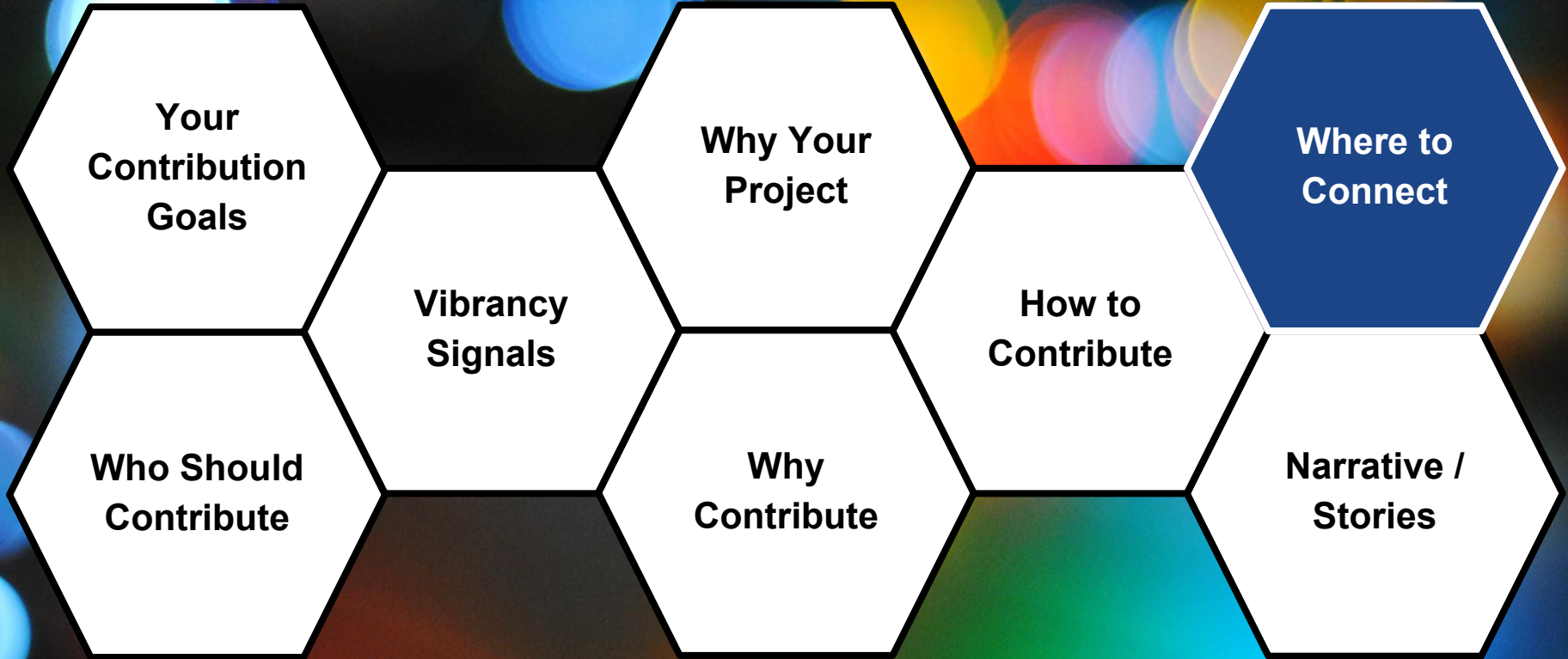
Create an Issue

If you find a bug in this project, have trouble following the documentation, or have a question about the project, create an issue! There's nothing to it and whatever issue you're having, you're likely not the only one, so others will find your issue helpful, too. For more information on how issues work, check out GitHub's [Issues guide](#).

Issues Pro Tips

- Check existing issues for your issue. Duplicating an issue is slower for both parties, so search through open and closed issues to see if what you're running into has been addressed already.

Contribution Marketing Canvas



Where to Connect



Tweets 81 Following 24 Followers 103 Likes 57

DRUD Technology

@drud

Providing open source tools and services to empower developers.

Denver, CO

drud.com

Joined June 2018

Tweet to DRUD Technology

5 Followers you know



8 Photos and videos

Tweets Tweets & replies Media

DRUD Technology @drud · Mar 3
We've survived the weather and are looking forward to a fantastic #drudlondon Stop by the booth to get up and running with DDEV for the code sprint!



Who to follow · Refresh · View all

Brandon [craysiak] @bra...

Follow

Erin Corson @trudopwns

Follow

volkswagenjrlgrl @vo...

Follow

Find people you know

Import your contacts from Gmail

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books

Connect other address books



ABOUT SCHEDULE GET INVOLVED SPONSORS

USER

2nd - 4th March 2018
City, University London



BUY TICKETS

BECOME A SPONSOR

Weekend Ticket

CHO Ticket (Friday)

BUY NOW (£62.50)

BUY NOW (£124.50)

Features Business Explore Marketplace Pricing This repository Search Sign in Sign up

drud / ddev Watch 16 Star 89 Fork 17

Code Issues 114 Pull requests 11 Projects 0 Wiki Insights

Join GitHub today
GitHub is home to over 20 million developers working together to host and review code, manage projects, and build software together.

Sign up

DDEV-Local: a local PHP development environment system <https://ddev.readthedocs.io>

drud drupal wordpress development docker local golang macos linux windows

439 commits 1 branch 20 releases 14 contributors Apache-2.0

Branch: master New pull request Find file Clone or download

Author	Commit Message	Latest commit
rflay	Add info about /Users/rflay/go and our containers (#703)	626912b 2 days ago
circleci	Add docker images to artifacts for #501 (#662)	10 days ago
github	Update build-tools, add ddev version build information and commit (#190)	10 months ago
github	Add complexity rating to issue template (#539)	4 months ago
vscode	Local test refactor, fixes #371, fixes #381 (#383)	8 months ago
build-tools	Updated build-tools to 1.5.5 (golang 1.10) (#667)	11 days ago
cmd	Upgrade golang to 1.10 for testing, docker-compose 1.19 (#665)	12 days ago



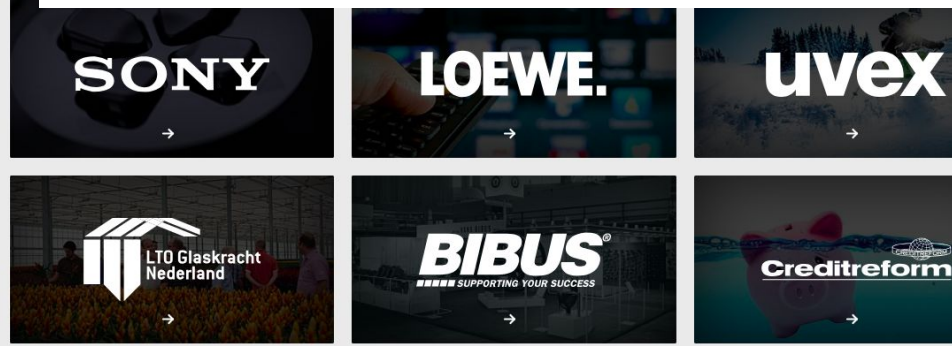
HOSTING DDEV INFO PEOPLE CONTACT



DEVELOP RELOAD USE DELIVER

GET DRUD

Where to Connect



[TYPO3 / TYPO3.CMS](#)
Watch 108
Star 539
Fork 318

[Code](#)
[Pull requests 0](#)
[Projects 0](#)
[Insights](#)

Join GitHub today

GitHub is home to over 20 million developers working together to host and review code, manage projects, and build software together.

[Sign up](#)

The TYPO3 Core - Enterprise Content Management System. Synchronized read-only mirror of <http://git.typo3.org/Packages/TYPO3.CMS.git> <https://typo3.org>

[cms](#)
[php](#)
[content-management](#)
[enterprise](#)
[typo3](#)

25,785 commits
27 branches
524 releases
449 contributors

Branch: [master](#)
New pull request
Find file
[Clone or download](#)

[bmack](#) and [lollia42](#) [TASK] Use current request object in Maintenance middleware ...
 Latest commit 782c3b4 4 hours ago



TYPO3 Headquarter
@TYPO3HQ

TYPO3 GmbH Headquarters
Düsseldorf, Germany
Joined June 2016

[Tweet to TYPO3 Headquarter](#)

12 Followers you know

165 Photos and videos

Tweets 348
Following 5
Followers 677
Likes 23

Tweets Tweets & replies Media

TYPO3 Headquarter @TYPO3HQ · Apr 24

Thanks to @Haassie82 the #T3UXW18 Stroopwafels crisis was averted. We just received half a quintal of Stroopwafels! Now we have to deal with a sugar-high CEO. -JE

[Install TYPO3](#) [Extensions](#)

Who to follow

- BG ETEN [Follow](#)
- Magic H [Follow](#)
- Peter Kr [Follow](#)
- Find peop [Import your](#)
- Connect other add



Now I can SEO you

TYPO3 v9.3 released

[Read the Article](#)

Now I can...
TYPO3 v9.3

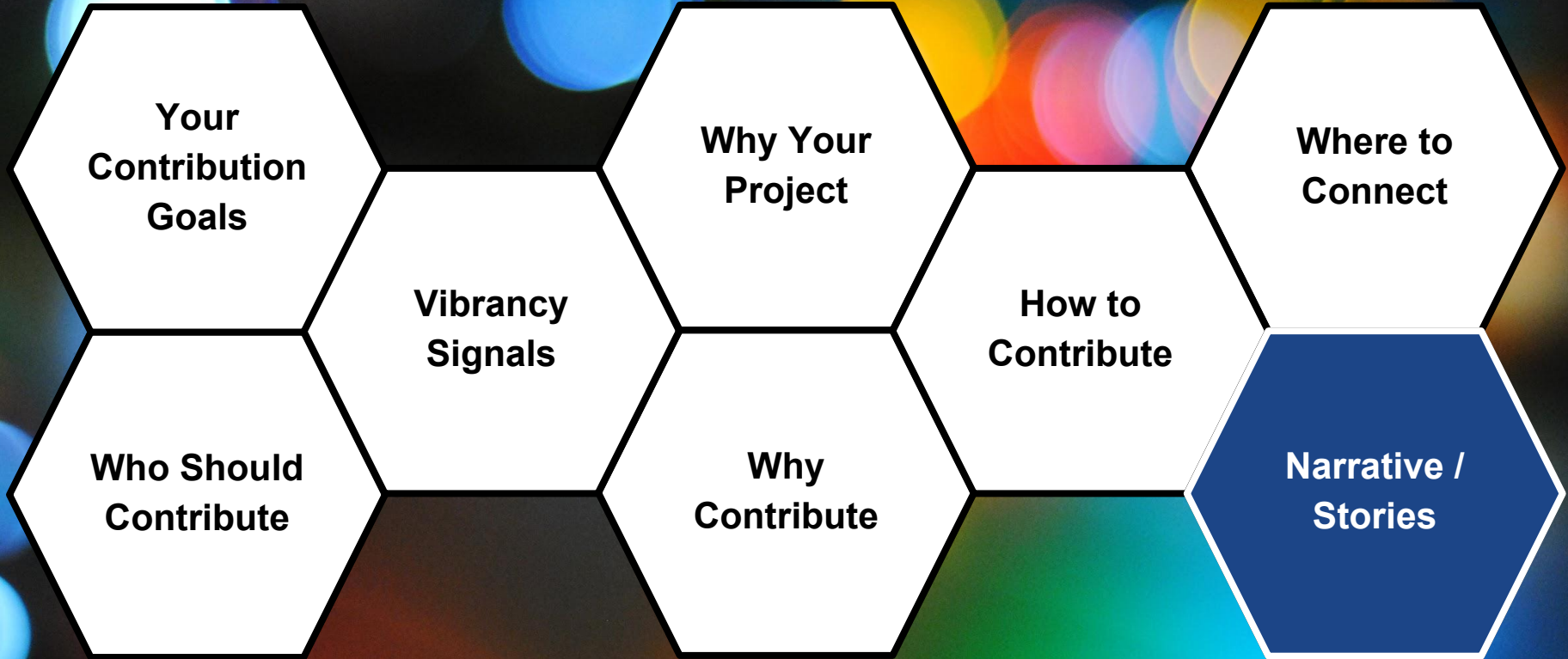
NEW: create slack account
Create a Slack account or connect your account

TYPO3 CMS
Find out a certification

Dive into
Want to contribute

Become a
TYPO3 Associate

Contribution Marketing Canvas



Narratives/Stories: DRUD/DDEV

Open Source Events

**Support and enable open
source contribution
sprints**

Docker & Containerization

**Developer DDEV Success
Stories**

**Celebrate Open Source
Community Leaders**

**Making Developers' Days
Better**

**Ship Better Software
Faster**

**Accelerating Development &
Deployment**

**DevOps Workflows & Best
Practices**

Narratives/Stories: TYP03

Extended Long Term Support

TYP03 GmbH Partner Program

Send Your Junior

SLA Support

**TYP03 CMS GDPR API
+ GDPR Extension**

Community Marketing

TYP03 Association PR

Open Source Contribution

How-to's + Demos

Contribution Flows

The Empathy Map: Contributors



CONTRIBUTE

TRUST IN
COMMUNITY

TRUST IN
TECH/PRODUCT

INTEREST IN
CONCEPT

ATTENTION

TYP03's Engagement Ladder



Be a community
marketing team
mentor

Write and
publish a story

Attend a live
marketing sprint

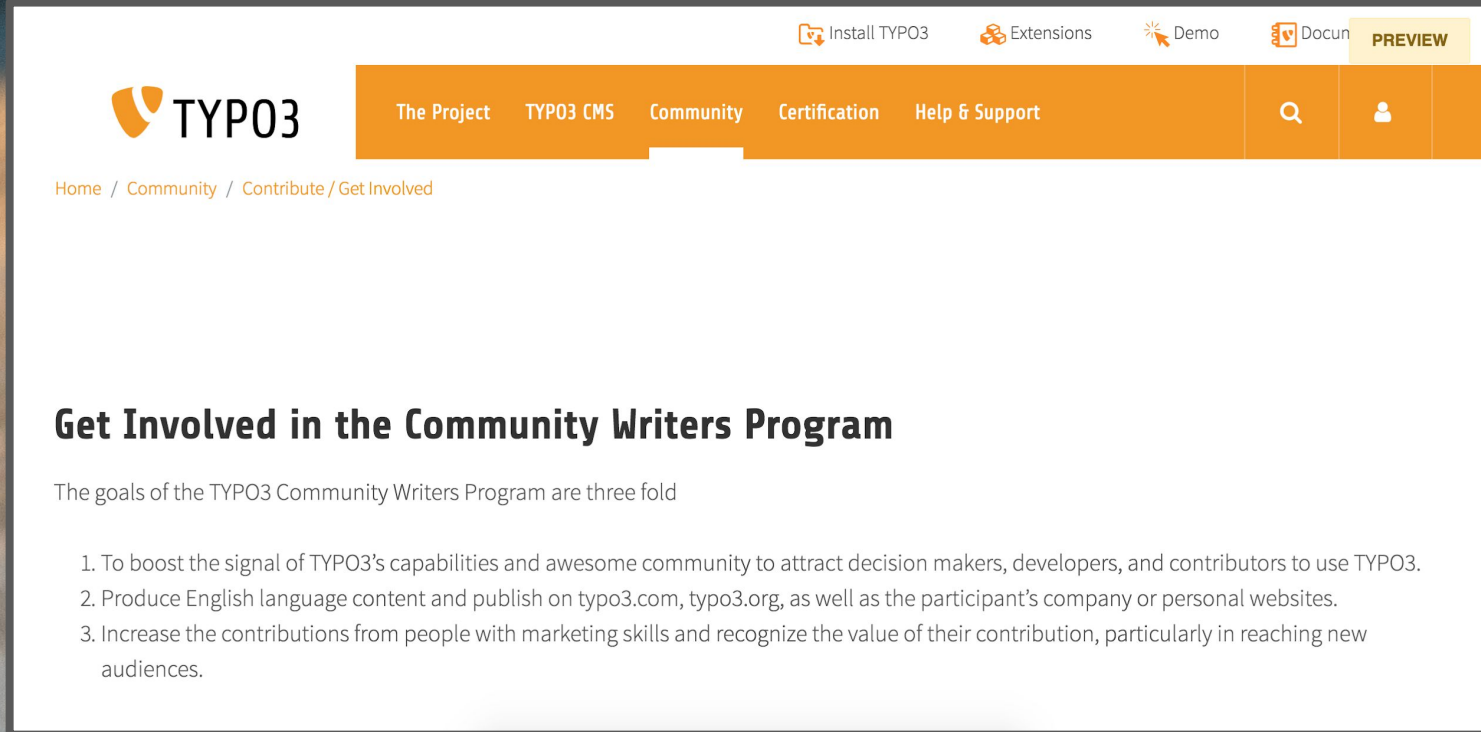
Attend the online
writer's workshop

Contribute to
another's story

Share other
people's stories



TYPO3 Community Writer's Program



The screenshot shows the TYPO3 website interface. At the top right, there are navigation links: "Install TYPO3", "Extensions", "Demo", "Docu...", and a "PREVIEW" button. Below these is a main navigation bar with "The Project", "TYPO3 CMS", "Community", "Certification", and "Help & Support". A search icon and a user profile icon are also present. The breadcrumb trail reads "Home / Community / Contribute / Get Involved". The main heading is "Get Involved in the Community Writers Program". Below this, a paragraph states "The goals of the TYPO3 Community Writers Program are three fold". A list of three goals follows.

Install TYPO3 Extensions Demo Docu... **PREVIEW**

TYPO3

The Project TYPO3 CMS Community Certification Help & Support

Home / Community / Contribute / Get Involved

Get Involved in the Community Writers Program

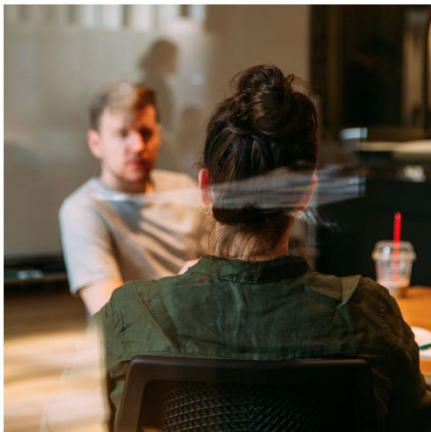
The goals of the TYPO3 Community Writers Program are three fold

1. To boost the signal of TYPO3's capabilities and awesome community to attract decision makers, developers, and contributors to use TYPO3.
2. Produce English language content and publish on typo3.com, typo3.org, as well as the participant's company or personal websites.
3. Increase the contributions from people with marketing skills and recognize the value of their contribution, particularly in reaching new audiences.

TYP03 Community Writer's Program

Watch now: Learn how to conduct an interview

Get ready to conduct your first user interview



People's real experiences are the beating heart of creating empathic content that moves readers to action. This is where you'll get testimonials, quotes, and memorable stories that connect to readers. How can you

Sign up: Create a Compelling Case Study

This is our next live online workshop.



In this workshop, learn how to produce great case studies. Case studies employ a narrative arc backed up by real-world data to present persuasive evidence. We will tell the stories of heroes who willed the magic of TYP03 to

How to write a great best practice post

This is coming soon!



When you write about best practices, you share the "why" as well as the "how" to guide users with practical solutions to the issues they are tackling everyday. There are many things we take for granted as experienced users, and once we unlock that expert

In this talk

1. OSP & Authentic Communication:
What is it and why care?
2. The Contribution Marketing
Canvas: Building Your Strategy
3. Contribution Flows: Putting it all
together
4. Not in this talk ...

Thank you! Photos, Links & References



Photo by [Matteo Fusco](#) on [Unsplash](#)



Photo by [Hello I'm Nik](#) on [Unsplash](#)



<https://i.pinimg.com/originals/3a/c1/6d/3ac16d0d2742b188eb6e87459d04e5d2.jpg>

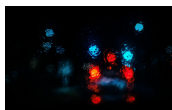


Photo by [Osman Rana](#) on [Unsplash](#)



Photo by [Aaron Burden](#) on [Unsplash](#)



Photo by [Samuel Zeller](#) on [Unsplash](#)



<https://strategyzer.com/canvas/value-proposition-canvas>



Photo by [Hannes Wolf](#) on [Unsplash](#)



Photo by [Csabi Elter](#) on [Unsplash](#)



Photo by [Glen Carrie](#) on [Unsplash](#)



Photo by [Luiz Centenaro](#) on [Unsplash](#)



Photo by [Jared Rice](#) on [Unsplash](#)



Photo by [Charles Deluvio](#) on [Unsplash](#)



Photo by [Photo Lily](#) on [Unsplash](#)



Photo by [Charles Deluvio](#) on [Unsplash](#)



commitstrip.com/en/2014/05/07/the-truth-behind-open-source-apps/



Alex Burrows on Twitter:

<https://twitter.com/aburrows/status/968833276042514433>

Frances Frei TED Talk:

https://www.ted.com/talks/frances_frei_how_to_build_and_rebuild_trust

Strategizer Value Proposition Canvas

<https://strategyzer.com/canvas/value-proposition-canvas>

Contribution blockers & ways to contribute slides based

on research and presentations by Christiaan Jansen (@legolasbo) & Jeffrey A. "jam" McGuire (@horncologne)

Removing the bigger barrier to contribution

drud.com/removing-the-biggest-barrier-to-contribution/

Supporting newcomers to overcome the barriers to contribute to open source software projects

<http://www.teses.usp.br/teses/disponiveis/45/45134/tde-3012015-131552/pt-br.php>

What's Your Story?

hello@openstrategypartners.com

Communicate. Connect. Grow.