



# Nurturing Millions of Friendships

Taking the Mozilla message around the globe!

Nov 12, 2011

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# Engaging with our users is so valuable!

- Direct relationships mean:
  - Loyalty
  - More people talking about campaigns and the Mozilla
  - We're changing the Web, one person at a time
- We want these relationships to span the globe!
- Your help is so valuable to us as we create these global relationships.



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# Word of Mouth Marketing



- WOMM is considered the most credible form of advertising as no one is paid to do it - it's honest and transparent
- The key is communicating regularly to keep user and Mozillians engaged and involved (just like with a good friend)



# Firefox Affiliates

[affiliates.mozilla.org](http://affiliates.mozilla.org)

- A one stop hub for buttons and links that Mozillians can host on their blogs or websites to encourage Firefox downloads. Top affiliates are rewarded with pride, love and prizes
- Currently available in: English, Spanish, German, French, Dutch, Frisian, Czech, Polish, Slovenian, Brazilian Portuguese, Albanian and Traditional Chinese

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Test the  
**LATEST**  
FEATURES

Shape the  
**FUTURE**

Download  
**FIREFOX**  
**AURORA**

- ✓ Papagei pflegen.
- ✓ Pokale putzen.
- ✓ Plugins prüfen.

Machen Sie Plugins zur Routine »

**ACELERE**  
*a Web*

ATUALIZE  
*para o*  
*Firefox*  
**AQUI**

Téléchargez  
*Firefox*

**FIREFOX**  
**AURORA** *for*  
**ANDROID**

**TAKE**  
**YOUR**  
**WEB**  
**WITH**  
**YOU**

**VEZMĚTE SI**  
**WEB S SEBOU**

Stáhněte si  
**FIREFOX** *pro*  
**ANDROID**

**LOVE THE WEB**  
**FOR A LIVING.**

Work for  
**mozilla**

Download  
**FIREFOX** *for*  
**ANDROID**

由此升級  
*Firefox*

讓網路向前推進

**ЗАГРУЗИТЕ**  
*Firefox* **СЕЙЧАС**

Получите лучший Интернет на  
**WINDOWS XP**

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# Why is social media valuable?

- Allows daily conversations with our active users
- Increases the impact of campaigns and announcements

# How we use social media

## Daily posts

### Facebook

Mozilla Firefox

It all ends here. Celebrate the release of Harry Potter and the Deathly Hallows — Part 2 with your very own Harry Potter Persona: <http://mzl.la/qrQNKh>



Wall Photos

### Twitter



firefox Firefox

How many App Tabs do you have open and what are they?  
<http://mzl.la/qmh4ZP>

## Army of Awesome


### Join our **ARMY OF AWESOME**

Love Firefox and have a few moments to help?  
Help other Firefox users on Twitter. Good things  
will come to those who tweet!

1. Choose a  
**TWEET BELOW**

2. Sign in with  
**TWITTER**

3. Respond to  
**THE TWEET!**

 Choose a tweet to help

Sign in Refresh Most Recent

 **stealofhome**  
Somehow my computer reverted to Firefox 3.6 and now won't let me upgrade. I miss my app tabs. 50 seconds ago [Reply now](#)

 **Garydayed**  
Ten Advantages of Selecting PHP Web Development: Be it Internet Explorer, Mozilla Firefox, Netscape, Google Chrome, Opera, or any oth... 1 minute ago [Reply now](#)

 **mikepolizzotto**  
Firefox or Safari? Any thoughts? 2 minutes ago [Reply now](#)

## Facebook comments



**Aaron Roosing** I tried to download Firefox for my Droid but market said my Device isn't supported. No fair Mozilla..... I'd rather Firefox over droids native browser any day so WTF can't I have it? >8|

2 hours ago via Facebook Mobile · Like



**Mozilla Firefox** @Aaron, we don't currently support the original Droid but we're working hard at supporting more phones. Stay tuned!

about an hour ago · Like ·  2 people



**Aaron Roosing** Outstanding!!

Very very pleased to see a company actually watch and respond to their chosen feedback forums.

about an hour ago via Facebook Mobile · Like

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# Localizing content regularly



Mozilla Firefox

¡Hola Argentina!

Mozilla, creadora de Firefox, es una organización mundial sin fines de lucro dedicada a darte el control de tu experiencia en la red y a que el futuro de la Web sea para el bien público. ¡Cuando usás Firefox, estás ayudando esa misión y a mejorar la Web para todos! ¡Compartí este mensaje si apoyás nuestra misión!



Tú eres parte de este movimiento. Muestra tu apoyo con un Like

## De todos. Para todos.

**¡La web es nuestra!** *¡Apoya la causa!*  
Ayúdanos a proclamar este mensaje y a defender juntos lo que debe seguir siendo de todos.

**Nuestra misión** Creemos en la importancia de Internet, por ello sabemos que juntos podemos luchar ...

100.000 amigos apoyan la causa.

Coming soon





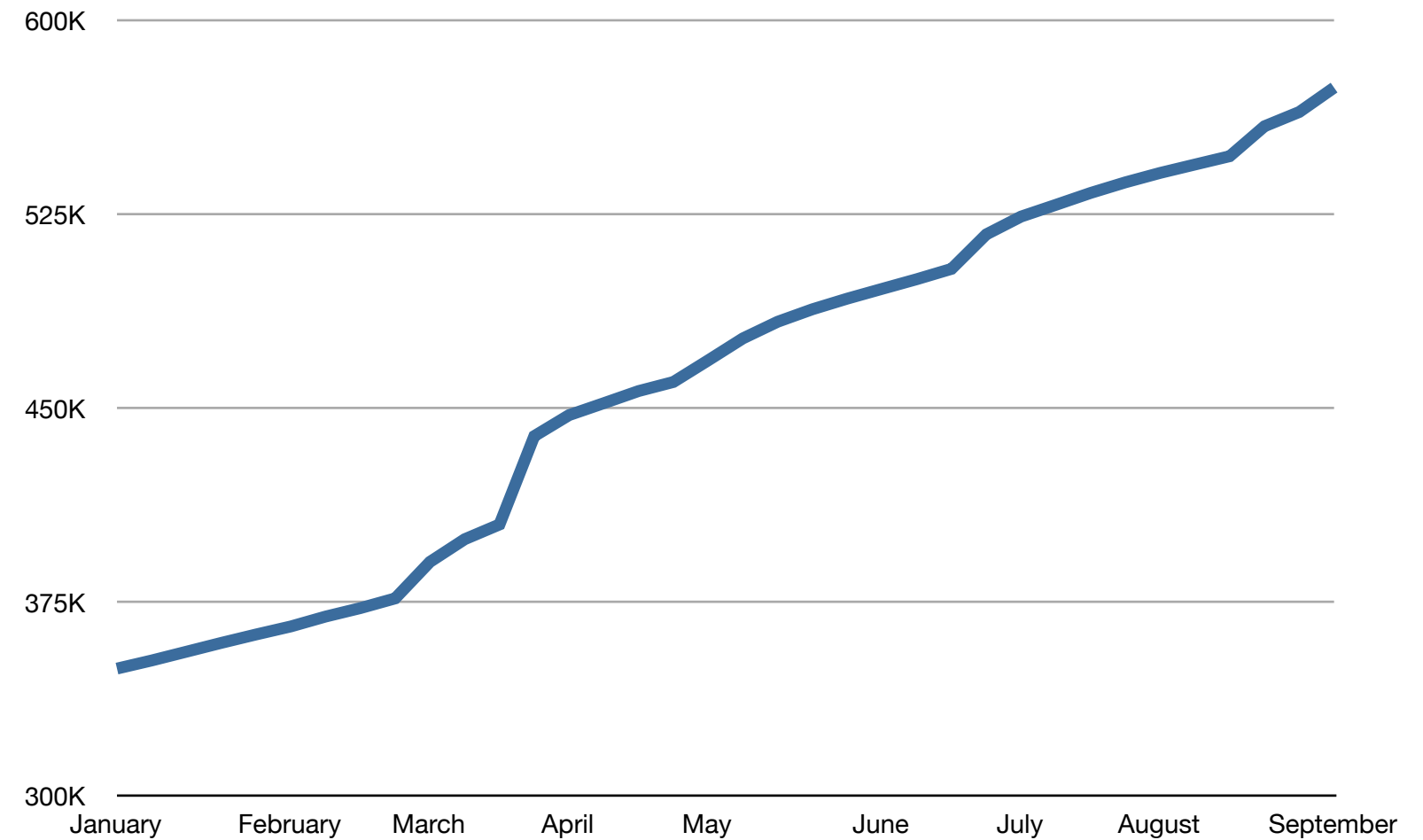
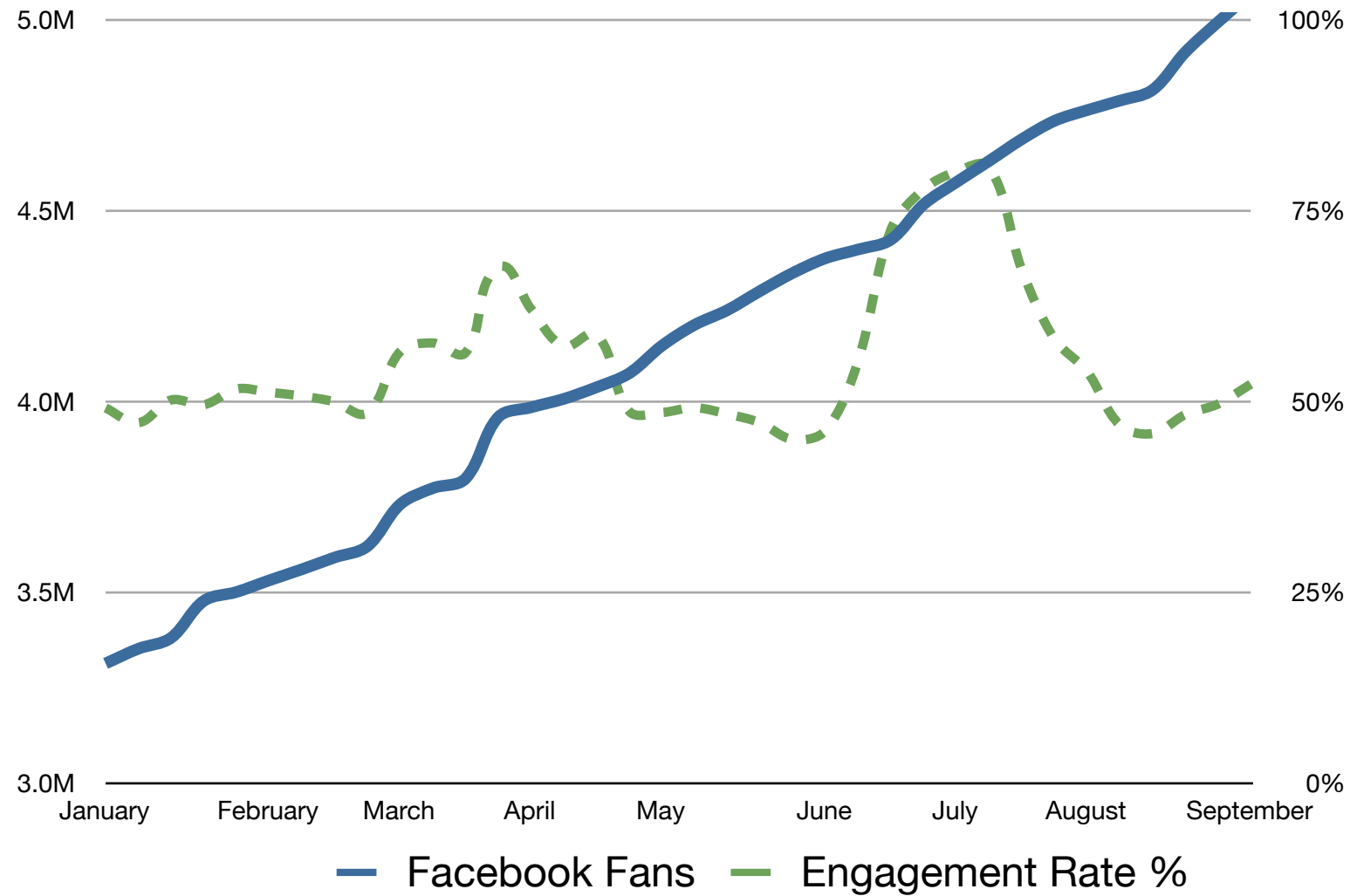
# Social media localized

- What social networks are you on?
- Is Firefox represented there? Can you help us get there?

# History of growth

 Facebook

 Twitter



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# Email engagement

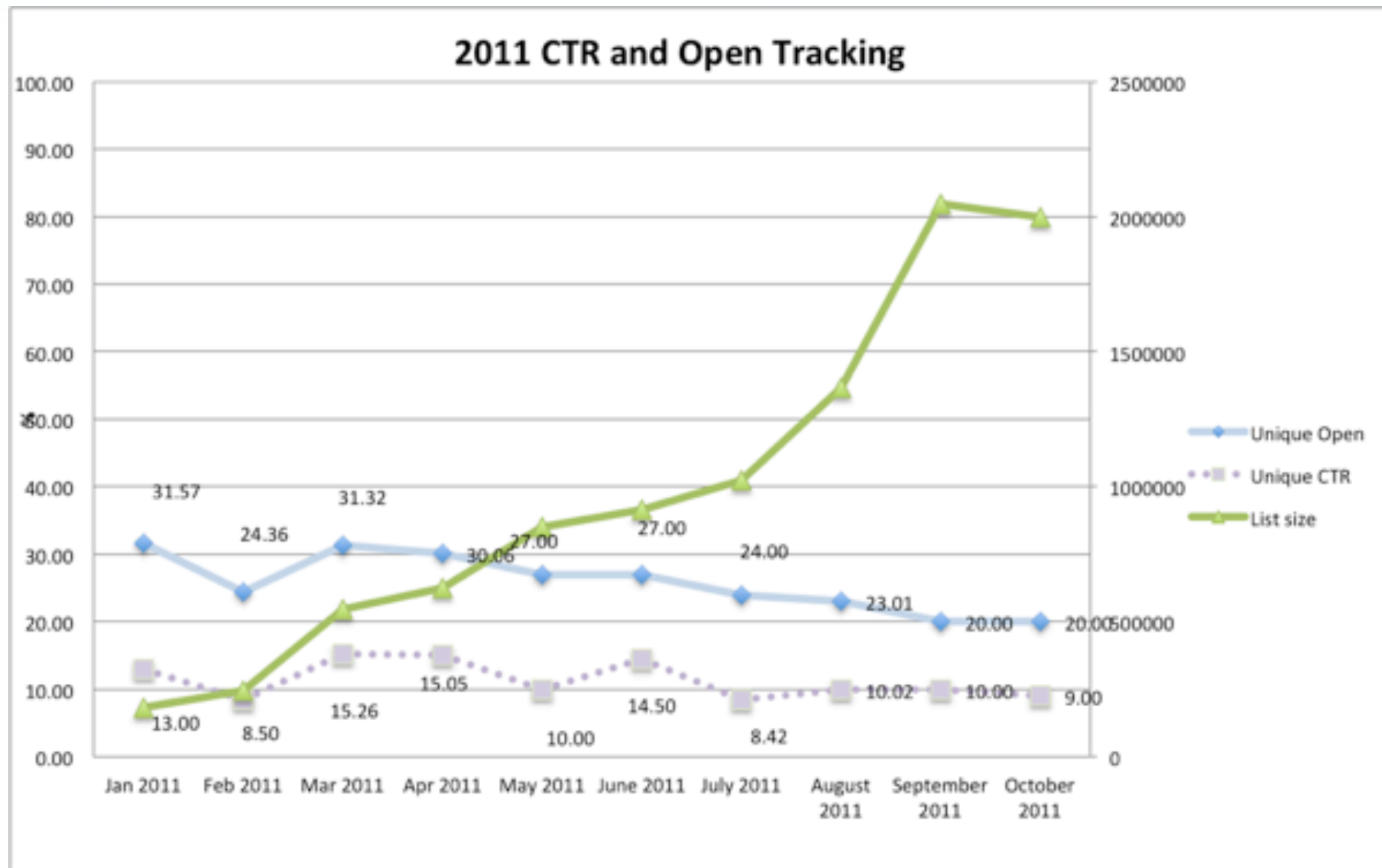
## Goals:

- Create direct relationships with users through email
- Provide relevant content to help users maximize their experience with Mozilla products
- Inform users of new product offerings
- Maintain high engagement rates with our subscribers



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# 2011 email engagement trends



## Subscribers:

English - 2,300,000

German - 20,000

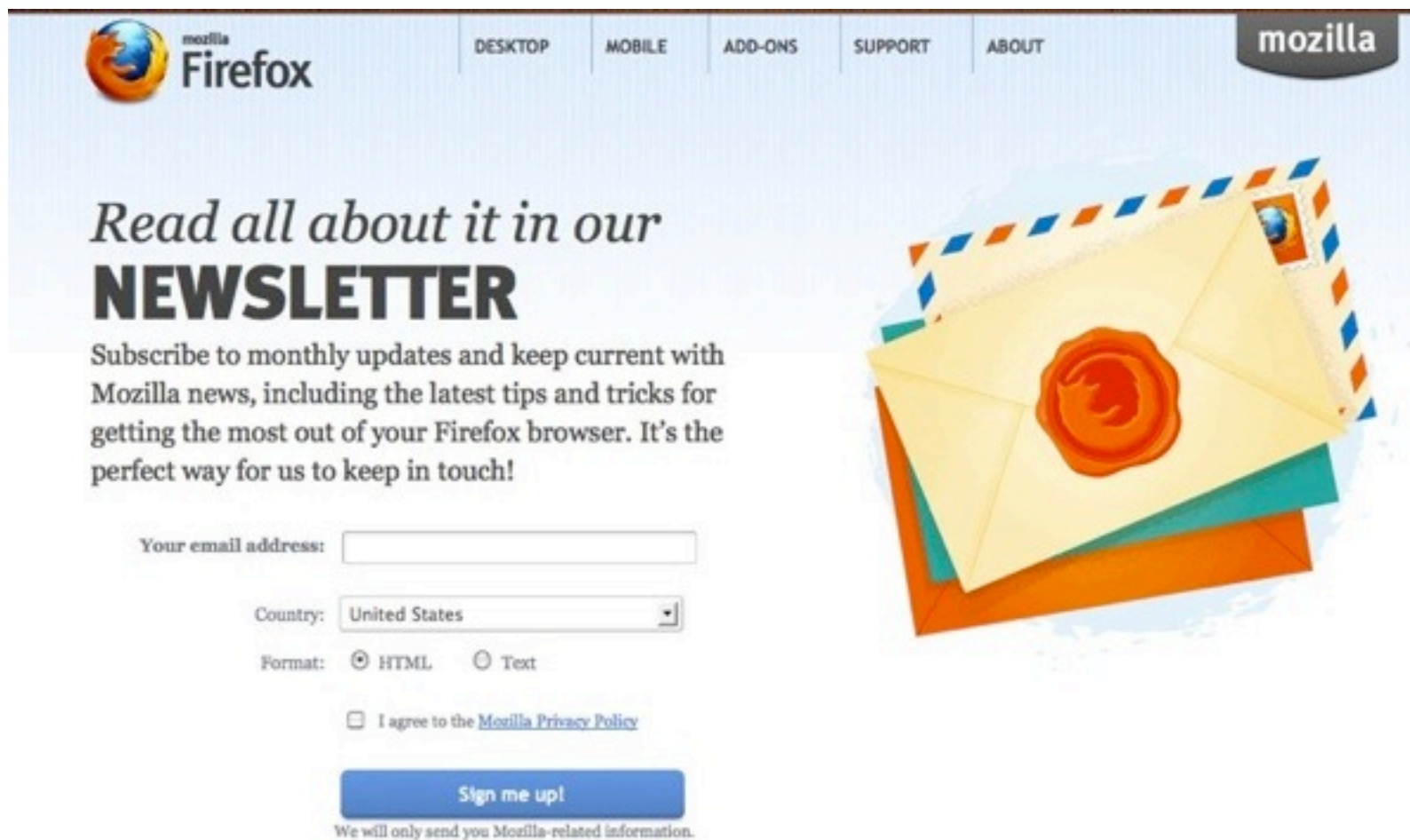
French - 19,000

Brazilian Portuguese - 13,000

Spanish - Launching Nov. 16

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# Let's do more!



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DESKTOP MOBILE ADD-ONS SUPPORT ABOUT mozilla

*Read all about it in our*  
**NEWSLETTER**

Subscribe to monthly updates and keep current with Mozilla news, including the latest tips and tricks for getting the most out of your Firefox browser. It's the perfect way for us to keep in touch!

Your email address:

Country:

Format:  HTML  Text

I agree to the [Mozilla Privacy Policy](#)

We will only send you Mozilla-related information.

- Sign up at [www.mozilla.org/newsletter](http://www.mozilla.org/newsletter)
- Ways you can help:
  - Assist in conceptualizing content
  - Translate and localize content into your language
  - Write newsletter introductions in your language
  - Grow Mozilla subscribers in your region

# Content is key

- If newsletters, social media and word-of-mouth marketing were cars - content would be the engine
- Content allows us to:
  - Tell the Mozilla story
  - Make an emotional connection
- The best content:
  - Builds a relationship
  - Is relevant - it's what people are already talking about



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# Creating the right content

- Content about global events, holidays, challenges
- We want to present content in the right places, where people around the world will see it.
  - Where are you? Is Firefox there?
- We want to solve the users' issues
- We want to create content that means something to YOU!
- You can help!
  - Translate content
  - Tell us about events/topics in your locale



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# We would love to work with you!

Interested?



- Please find Carmen, Jess or Jane this weekend and talk more during our office hours - Sunday 17:00-19:00
- Or email us at [e2user@mozilla.com](mailto:e2user@mozilla.com)
- Sign up through ReMo (Mozilla Reps) program and indicate you're interested in working with the user engagement team. Attend the SIG session on Sunday at 11:00am

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# Helpful links

- Social Media Steward job description: <https://etherpad.mozilla.org/user-engagement-social-media-steward>
- Content Coordinators for email/blog job description: <https://etherpad.mozilla.org/user-engagement-content-steward>
- Sign up to help localize the editorial calendars: <https://etherpad.mozilla.org/calendar-volunteers>
  - EU Calendar example <http://mzl.la/EUcalendar> (get in touch for more calendar locales.)
- Become an Affiliate: <http://mzl.la/fxaffiliates>
- Promote Affiliates in your locale: <https://wiki.mozilla.org/Websites/Affiliates/Launch>
- Army of Awesome: <https://support.mozilla.com/army-of-awesome>  
[https://wiki.mozilla.org/Army\\_of\\_Awesome](https://wiki.mozilla.org/Army_of_Awesome)