



Firefox for Android Community Marketing Challenge

Firefox for Android: Community Marketing Program



Help build marketing campaigns to attract new
Firefox for Android users in your country



What is the Community Marketing Program?



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The **Community Marketing Program** is a new initiative that helps you build the **Firefox for Android** marketing campaign that you've always wanted to run, but haven't been able to!



Program details

- Create marketing campaigns for Firefox for Android in your region
- Consider some new, creative ideas focused on mobile
- Develop your local community further
- Successful campaigns may be expanded beyond your region



How Can Mozilla help?



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Mozilla will:

- Help kick-start your campaign
- Provide you with funding
- Give you access to any marketing materials you may need
- Give you an online place to plan your campaigns



What does a campaign look like?



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Campaigns should be:

- Submitted by registered Mozillian or recognized community
- Focused on mobile
- Focused on your region/area
- Measurable
- Respects Mozilla's core values



Questions to consider when planning your campaign:

- What features make Firefox for Android interesting to users in your country?
- What is the best way to reach these users?
- Is my campaign focused on Mobile?
- How do I know I'm successful? Can I measure my campaign's success?
- Am I sticking to Mozilla's core values?





Brainstorm!



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Next Steps:



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1) Create a Campaign Proposal:

- **Title:**
- **Summary:**
- **Strategy:**
- **Team/participants**
- **Reach:**
- **Target Market:**
- **Budget:**
- **Schedule**
- **Metrics:**



2) Submit your Proposal

- Contact Gen Kanai (gen@mozilla.com) or Sam Mott (smott@mozilla.com) for submission site

- Submit ideas:

<https://docs.google.com/spreadsheet/viewform?formkey=dHZlQU5VR21DX1VGcnZYQ2ITRIlpMWc6MQ#gid=0>



3) Your proposal will be reviewed

- Proposals will be reviewed by a group of paid & volunteer Mozillians.
- Some proposals may require additional development before approval.
- Some proposals may be declined.



4) Approved proposals will be funded & operationalized

- Mozilla will provide funding for approved projects
- Mozilla will provide online project management services for approved projects
- Mozilla will provide marketing materials & support during your campaign
- Post-campaign, projects will provide a report on the metrics of the campaign
- Successful campaigns may be replicated in other markets





Let's share ideas!



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Next Steps

- Submit ideas:

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- Want to participate?

Email:

gen@mozilla.com

smott@mozilla.com

