



*Marketing in the Mozilla  
context*



# Marketing

▶ TRADITIONAL VS. MOZILLA



# Traditional marketing



[http://news.cnet.com/i/bto/20080716/1747257413\\_5e50c88954.jpg](http://news.cnet.com/i/bto/20080716/1747257413_5e50c88954.jpg)



# Traditional marketing



Source: [http://static.zoomr.com/images/1021908\\_ed7e3b2516.jpg](http://static.zoomr.com/images/1021908_ed7e3b2516.jpg)



# Traditional marketing

The screenshot shows a Windows Internet Explorer browser window displaying the HavenWorks.com website. The address bar shows the URL <http://www.havenworks.com/>. The website header includes the HavenWorks.com logo, a search bar, and navigation links for A-Z, Search, and News by Date. The main content area features a search bar with the text "Search: Google:" and a "GO" button. Below the search bar, there are sections for "Democratic News:" and "Republican News:". The "Republican News:" section includes a sub-section for "McCain Lobbyist /BLOG/ KING S:" with a row of small profile pictures. At the bottom of the page, there is a large yellow banner with the text "Google: McCain+Adultery" and several search suggestions: "<McCain Roye>", "<McCain I", "<McCain Anthrax>", and "<McCain Dish".

Source: [http://www.avangate.com/images/articles/too\\_many\\_ads\\_rs.jpg](http://www.avangate.com/images/articles/too_many_ads_rs.jpg)



# Effects of traditional marketing

- ▶ sterile,
- ▶ interruptive,
- ▶ “forced” participation



# Effects of traditional marketing



<http://us.123rf.com/400wm/400/400/andresr/andresr0706/andresr070600289/1067458.jpg>



# Mozilla marketing



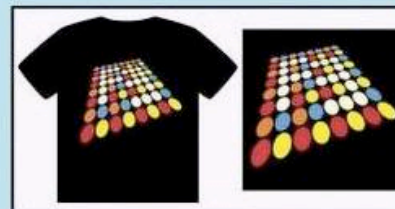
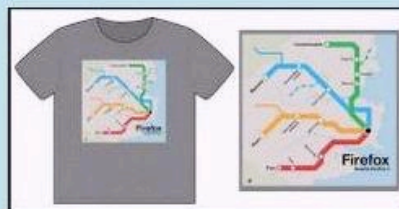
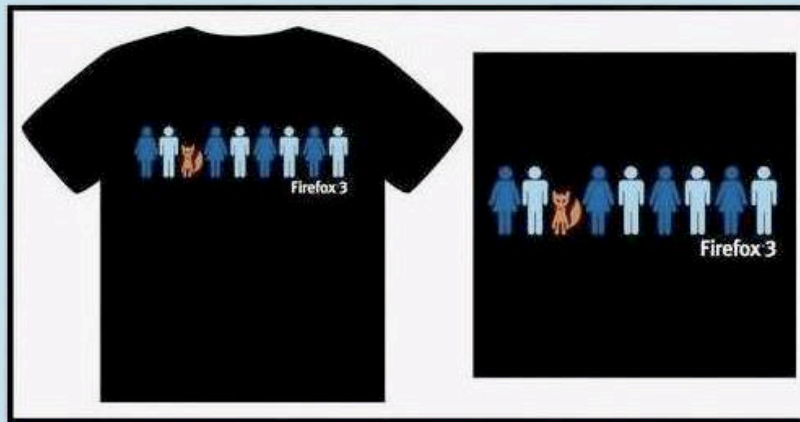


# Mozilla marketing





# Mozilla marketing





# Effects of Mozilla marketing

- ▶ beer = happy people = interactive people



# Effects of Mozilla marketing

- ▶ interactive people = (good) things happening



# List of good things

- ▶ MozCamps
- ▶ MAOW
- ▶ informal meetings
- ▶ Twitter campaigns
- ▶ Download Day
- ▶ support forums
- ▶ community website
- ▶ ...



# How to make (good) things happening

- ▶ idea
- ▶ plan
- ▶ contact us
- ▶ execute have fun



# Community marketing call

- ▶ bi-weekly
- ▶ Wednesday at 17 UTC
- ▶ All the marketing team is there!



# Thank you

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