

# 2019-04-19 Marketing Meeting notes

## Date

19 Apr 2019

## Attendees

- VM (Vicky) Brasseur (she/her), Juniper
- Darien Hirotsu, Redapt
- Robert Cathey, Cathey Co
- Chaitanya, Juniper
- James Kelly, Juniper
- Jill Lovato, LF

## Agenda & Minutes

The wiki was borked when creating the minutes, so we captured them in an etherpad instead. The notes below are moved over from that.

- Review action items from last week
  - Jill: Will look for actual TF marketing budget numbers & send to the alias
    - Hasn't been able to access these yet
    - But LFN marketing budget isn't broken out by project
    - Marketing activities are planned to be more combined across projects, typically
    - Project-specific things are exceptions
    - Developer summits are a possibility; these funds are allocated for the entire LFN & aren't a part of the marketing budget (TSC would drive this)
    - Also OSN Days (no plans for these until second half of the year), KubeCon (see below)
- KubeCon LFN Mini-Summit
  - <https://lists.tungsten.io/g/marketing/message/71>
  - Yesterday there were no TF proposals
  - Mentioned at TSC meeting; swill said they'd look into it at CloudOps
  - Chaitanya pinged some Contrail folks
  - Jill had a look at the proposals: Have at least one TF proposal
  - Still some wiggle room; EOD Monday for proposals
- Monthly newsletter
  - JL: Setting up a TF column/article in the LFN newsletter?
    - Monthly or every other month - JL to check on # of subscribers
  - CK: Not enough updates for a standalone
    - Use LFN newsletter as launching point
  - CK: Worked on an OpenContrail newsletter. Will post the samples from previous newsletters in the community Gdrive. <-- No, please post in the wiki
  - Darien's going to coordinate with Jill to make sure this happens for every LFN newsletter
- Review 2019 Marketing goal brainstorming
  - <https://wiki.tungsten.io/display/TUN/2019+Marketing+WG+Goal+Brainstorming>
  - Need to focus this some more to better mesh with reality & our resources
  - Definite DO THIS
    - Blog posts
  - Increase number of users
    - VMB: Have no base metrics; so this will be difficult to gauge
      - Later: phone home
    - JL: Right. Revisit this after the phone home stuff is live
  - Social Media
    - JL: What's the status of the TF twitter
    - VMB: I tweet/RT sometimes
    - JL: Now is an LFN specific account; LF will be handling that one
    - VMB will continue as before; others will join in as they can
  - Keep an eye open for "Open Contrail" in public things (talks, blog posts, etc)
    - Suggest folks make changes as we see them
  - Speaker Bureau
    - JL: Depends how formal to make it
    - RC: Informal group of ambassadors so far
      - Can still help with this process
      - Current list is accurate
      - CloudOps, Juniper, and Yandex are very active
      - Expand by selectively inviting new folks as they show up to the community
    - VMB: Growing list a priority for 2019?
      - RC: Probably don't need to grow it too much
      - Whether & how we grow this group depends on what we want to use it for
      - Meetups? Conferences? Numbers and locations will inform how many & where to look for folks

- Events to promote/attend
  - <https://wiki.tungsten.io/display/TUN/2019+Event+Ideas>
  - Didn't get to this topic
- Blog schedule
  - <https://wiki.tungsten.io/display/TUN/Blog+Publishing+Calendar>
  - Didn't officially get to this topic, but [Darren Hirotsu](#) had ideas he added:
    - Proposal for April blog (sorry I have drop, but sign me up to write this)
    - Use a version of CK's template for the old mailer list as a blog to get us started
    - Example sections:
      - TSC updates for the month
      - What is being worked on
      - Meet the new TSC Chair
      - Recap the 2019 goals
    - Recap of previous events
      - ONS
      - ServiceMeshDays
    - Upcoming events
- Carbide refresh and user guide
  - Didn't get to this topic
- Competitive matrix in the docs
  - Didn't get to this topic

## Action items

- James Kelly will ping the dev@ mailing list to tell folks about EOD Monday deadline to submit TF talks to the KubeCon LFN mini-summit
- Jill will get the subscriber numbers for the LFN Newsletter
- VM (Vicky) Brasseur (she/her) will either add a request for the newsletter goal (what are we trying to accomplish?) either to the TSC meeting agenda or the tsc@ list
- Jill will forward the latest LFN Newsletter to the marketing@ list
- Darren Hirotsu will coordinate LFN newsletter stuff with Jill (make sure there's TF content in each edition)
- VM (Vicky) Brasseur (she/her) will update the Marketing goals wiki page, backlogging 'increase number of users'
- Jill will send VM (Vicky) Brasseur (she/her) a LFN tweet to pin to the top of the TF page
- VM (Vicky) Brasseur (she/her) will send TF Twitter credentials to Jill
- VM (Vicky) Brasseur (she/her) will add to next week's agenda: talk more about goals of speaker bureau, all topics not discussed this week