

2019-06-07 Marketing Meeting

Date

07 Jun 2019

Attendees

- [Lisa Caywood](#)
- [Randy Bias](#)
- Chaitanya Kadiyala
- [Edward Ting](#)
- [Darien Hirotsu](#)

Agenda

- Review action items from [2019-05-31 Marketing Meeting](#)
- FYI (new section for quick announcements)
 - [Sukhdev's video is available](#) from the LFN Cloud Native Network Services Day at KubeCon EU
 - Tweeted:
 -

Error rendering macro 'widget'

```
java.lang.IllegalArgumentException: The provided url- https://api.twitter.com/1/statuses/oembed.json?id=1136305710080376832&omit_script=true&lang=en is not included in the whitelist!.Please add the url to whitelist to allow access
```

- New [Marketing Metrics](#) page, for now just for tracking Twitter followers month to month
- Ideas for later: TF Live Streaming on Twitch
 - Deploying, coding, etc
 - Came up during chatter on the 2019-06-05 Docs call, said I'd mention it to Marketing
- Newsletter status
 - LFN
 - TF internal
- Blog update

Minutes

- lisa: leading the meeting
- ed: NCDC updates
 - wiki is posted with the agenda
 - randy has arranged two additional speakers
 - ed is working on the agenda
 - Edge Use Cases (Sukhdev)
 - TF 5.1 release (Raymond)
 - Building TF Dev/Debugging (Ed)
 - randy: can you look at TF dev stack for this?
 - ed: yes will do, need to connect to Alex Levine
 - randy: it should be moved to TF repositories soon
 - randy: good job team, hugs
- lisa: hopping back to action items we should discuss web audit in progress: Word doc at <https://wiki.tungsten.io/x/OQFB> for group editing.
 - need to discuss messaging
 - looks like buzzword bingo
 - maybe we need to focus on marketing messaging and focus on developers
 - working on presentation (banner placement, and underlying messaging
 - usually on home pages you want an index of what you need to know
 - a redesign would be good so we don't have to scroll to find the right resources'
 - randy: not enough contrast, I find it hard to read
 - lisa: might need to rebrand as a whole
 - lisa: community tab layout is strange
 - really big banner
 - needs to focus on Mission
 - community needs to be focused in the Mission
 - discussion on OpenContrail
 - randy: two buckets of people (some who know OpenContrail and its history and those who have never heard of it)
 - lisa: maybe the OpenContrail verbiage is something we can lose

- lisa: need to focus on diversity over time; it would be great to share these metrics on this page
- randy: when we move to bitergia, maybe we could do it real time
- lisa: the key metric is diversity over time
 - most projects start from a vendor
 - what shows progress is that the project is changing hands to the community (diversity over time)
- lisa: there was a complaint that there isn't a good place for video demos (shouldn't be in community)
- randy: videos would be its own tab (rename Documentation to Resources and include there)
- randy: there is no distinction in the Get Started tab for different types (developers versus operators)
 - developers
 - should include CLA
 - should include tf devstack
 - users
 - lots of options to deploy
 - Helm
 - Ansible
 - Public cloud
 - Carbide
 - lisa: triage in order?
 - randy: yes!
 - randy: try to walk through a journey: start with tf-devstack, then move to POC
 - should be a way to work through different deployment models to help users
 - darlen: it would also be helpful to articulate where to get artifacts and why (nightly builds versus official releases)
- lisa: as we get deeper into messaging we may need more time and separate side bars to dig in as well as ensuring we have budget for next year
- randy: can you drive that
- list: yes!

Action items

- ☑ Lisa Caywood work on plan to setup working meetings for messaging deep dives