Marketing - Task #1410

Document Liberation Project (DLP) marketing
2015-08-25 12:00 - Bjoern Michaelsen

<table>
<thead>
<tr>
<th>Status:</th>
<th>Closed</th>
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<tbody>
<tr>
<td>Priority:</td>
<td>Normal</td>
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<tr>
<td>Assignee:</td>
<td>Italo Vignoli</td>
</tr>
<tr>
<td>Category:</td>
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<td>Target version:</td>
<td>Q4/2015</td>
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<td>Start date:</td>
<td></td>
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<td>Due date:</td>
<td>2015-10-31</td>
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Description
We need to do more effective marketing of the Document Liberation Project (DLP). The goal is to create more visibility of the project, attract new contributors, and incorporate important messaging and key announcements into our press communication.

Although scheduled for Q4/2015, by the end of Q3/2015, we should collect and sort to see if we find anything any actionable proposals to push further.

Proposals:
- Document Liberation "Suite" top-level release every 6 months not colliding with LibO release cycles, but factoring them in wrt. messaging
- setup LWN guest article
- make use of TDF social media to spread the word
- setup interviews with DLP developers

History

#1 - 2015-08-25 12:13 - Florian Effenberger
- Assignee set to Italo Vignoli

Assigning to Italo, as I'm working on his tickets anyways, so this fits in quite well for coordination

#2 - 2015-08-25 12:19 - Bjoern Michaelsen
- Assignee deleted (Italo Vignoli)

To me the fundamental problem of DLP marketing is the fragmented set of small libraries with incremental changes, which do not create enough inertia to trouble a journalist to write about them, E.g. randomly picking one lib, libabw 0.1.1 tells the following NEWS:

Use symbol visibility on Linux. The library only exports the two public functions now.
Handle text language.
 Honor global setting of writing mode.
Handle basic document metadata.
Handle headings.
Fix the loss of text formatting attributes that would happen in certain cases.
Several other smaller changes and improvements.

Its hard to judge a journalist for not making a new item out of that. As I suggested before, DLP might make a "top-level release" of the "document liberation suite" every 6 months talking about changes in all subprojects, e.g. "DLP suite version 1.0 released with libabw 0.1.1, librevenge 0.x.y, ...". That might be enough to raise journalists interest, and give them some soundbites from the huge list of changes to highlight (just like they do from LibreOffice release notes or under-the-hood mails). The "top-level release" would be an entirely marketing device -- no changes to releases or planning would be done.

From a timing perspective, it might make sense to do this e.g. end of November/end of May to not collide with LibreOffice announcements (which would steal its thunder). Also this would allow to hint at the relevance of these low-level libraries to journalists by e.g. saying "all improvements by DLP projects will find their way into the upcoming LibreOffice release 5.1.0, which is expected to be available to the public in February 2016" etc.

#3 - 2015-08-25 12:30 - Bjoern Michaelsen
- Assignee set to Italo Vignoli

(oops, accidentally overwrote Florians change in the assignee field -- that was unintended).
#4 - 2015-08-25 14:08 - Florian Effenberger
- Target version changed from Q3/2015 to Q4/2015

#5 - 2015-08-25 14:09 - Florian Effenberger
Putting that to Q4, because if get time reserved only in Q4, but we will revisit this in due time to determine exactly that

#6 - 2015-08-26 08:00 - Michael Meeks
It seems clear that the audience the DLP is targeting are primarily developers, but also end-users. From a developer perspective - I'd love some marketing outreach to set up eg. an LWN guest article on the project - or on a specific filter, or issue there: security.fuzzing etc. It would also be good to re-use the TDF twitter feed to re-tweet suitable DLP announcements we have. It would also be good to invest in some interviews of the developers on the project - which (I hope) allows the chance to go deeper and recruit more developers. Of course, all of that takes time.

#7 - 2015-08-26 12:34 - Florian Effenberger
- Subject changed from Find ways to make DLP marketing more effective and create more visibility for the project to Document Liberation Project (DLP) marketing
- Description updated
- Status changed from New to In Progress

#8 - 2015-10-20 14:15 - Florian Effenberger
Italo, any efforts done so far? We're < 2 weeks away from the prospected date, so wanted to reach out :-) 

#9 - 2015-10-20 18:47 - Italo Vignoli
I have pinged the most technical journalists after the release of the new libraries (posts from Fridrich), but it looks like they consider the topic too technical even for their readers (and we are speaking of LWN and the likes). The only possibility I see is to coordinate before the announcements, and to package the announcements in a different way (the improved interoperability with a specific software rather than the new version of a software library). Of course, this means that we have to "commoditize" the announcements, focusing on the advantages for the end users and not on the opportunity for developers.

#10 - 2015-11-30 06:58 - Florian Effenberger
Took a while to get connected with Fridrich, which finally succeeded last week. Italo told me he tried to get connected with DLP folks to no avail, which needs fixing, we need to work together on this item.

I mailed: 

Björn has proposed a few items already, quoting from the ticket:

* Document Liberation "Suite" top-level release every 6 months not colliding with LibO release cycles, but factoring them in wrt. messaging
  -> this would need coordination with the DLP team

* setup LWN guest article
  -> Italo can establish contacts, and possibly write some text, but he needs feedback and input from the DLP team

* make use of TDF social media to spread the word
  -> if we can agree on the two items mentioned before, it can be incorporated into the messaging

* setup interviews with DLP developers
  -> I'd love to do that, we can at least show this on our blog, if not also on other media; we however need DLP developers to talk with us :)

Do you have any further proposals? How can we proceed best? I'm happy to moderate a call with DLP developers and Italo to move things forward - with some feedback, I think we can already achieve a lot.

#11 - 2015-11-30 14:27 - Italo Vignoli
If we prepare in advance, we can try to have a DLP announcement just before FOSDEM, as there will be some journalists there. In any case, we need to find a news story, or a story with a news angle.

#12 - 2015-12-14 15:05 - Florian Effenberger
Haven't heard anything from Fridrich

How to proceed:
1. you poke info@dpl for feedback
2. if that fails, let's take your idea of "we can try with a more engaging visual approach, like an infographics with images of all the document variants
handled by LibreOffice thanks to DLP managed libraries and filters."

#13 - 2015-12-15 13:08 - Bjoern Michaelsen
- Status changed from In Progress to Closed

Florian Effenberger wrote:

Haven't heard anything from Fridrich

Talked to Fridrich on IRC:

[...]
Sweet5hark1: If you think we shouldn't bother, we should close the ticket for now though, otherwise we will just spend time on rediscussing it in bikeshedding mode without any constructive outcome ...
Fridrich: close it, yes
Sweet5hark1: or rather, close it with "closing for now. We should look out to not miss opportunities from external events as a trigger to bring more visibility to DLP though."

So closing for now as per above.