

Key Goals - Task #3119

Task # 3117 (In Progress): KG22.05 - Marketing Must Emphasise Project Over Product

KG22.05.2 - More creative / pro-active marketing + emphasising our unique strengths

2020-03-13 18:47 - Nicolas Christener

Status:	In Progress	Start date:	2020-02-03
Priority:	Normal	Due date:	2022-01-31
Assignee:	Mike Saunders	% Done:	0%
Category:			
Target version:	Q4/2021		
Status summary:	Pending marketing plan, which is currently in discussion		
Description			

History

#1 - 2020-03-13 18:47 - Nicolas Christener

- Parent task set to #3117

#2 - 2020-03-16 00:54 - Thorsten Behrens

- Private changed from No to Yes

#3 - 2020-04-24 19:33 - Nicolas Christener

- Private changed from Yes to No

#4 - 2020-07-27 15:14 - Florian Effenberger

- Assignee set to Mike Saunders

- Target version set to Q4/2020

This is related to the marketing plan, with a next bigger milestone likely around LibreOffice 7.1
Assigning this to Mike, to work with Italo on this

#5 - 2020-08-06 09:27 - Florian Effenberger

- Status summary set to Pending marketing plan, which is currently in discussion

#6 - 2020-08-14 09:25 - Mike Saunders

I've been looking into tools like <https://www.toonly.com> to create fun, lively explainer videos, for how to join the community and how we work. I'd rather use something fully FOSS, of course.

#7 - 2020-09-18 10:46 - Mike Saunders

- Status changed from New to In Progress

Something more pro-active, proposed by Marc Pare: getting users to add mentions of LibreOffice, open standards and FOSS to their email signatures: <https://blog.documentfoundation.org/blog/2020/09/18/spread-the-word-add-libreoffice-to-your-email-signature/>

#8 - 2021-02-04 15:01 - Mike Saunders

- Target version changed from Q4/2020 to Q4/2021

These are ongoing, long-term projects IMO so let's continue working on them this year, and then evaluate the situation at the end of this year.

#9 - 2021-02-09 10:09 - Mike Saunders

Here's something more pro-active we did, specifically capitalising on MS Office's obtrusive dialog boxes that prevent people doing their work:

<https://twitter.com/libreoffice/status/1358746475254190080>

27,579 impressions, 485 likes and 202 retweets. (As a comparison, the LO 7.1 announcement tweet got 37,082 impressions, 472 likes and 207 retweets.) So it's up there with some of the most popular tweets.

On Facebook, it reached 16,263 people, with 1,997 engagements and 61 comments.

I also followed up the tweet with this humorous suggestion from a community member:

<https://twitter.com/libreoffice/status/1358771040105746432>