How to Make Your Program Popular
Why do You Program for KDE?

- Compulsion?
- Fame?
- Nice community?
- To have people use your program?
  - This presentation is for you!
• Marketing
  • ...a [...] function associated with [...] researching, developing, promoting, selling, and distributing a product or service.

• Promotion
  • ...involves disseminating information about a product, product line, brand, or company.
The four P's of Marketing

- **Product**
  - Servicing the needs of the users
- **Pricing**
- **Promotion**
  - How to make people aware of the product
- **Placement / distribution**
  - How the product reaches the user
• Advertising
• Personal selling
• Sales promotion
• Publicity / public relation
Why does a user run a certain program?

- User has to need it
- User has to know about it
- User has to have access to it
  - It has to be on his computer
- User has to like it
  - ...or be the best / only one of its kind
Channels for KDE programs

- Website/SVN
  --> KDE Package
  --> Linux Distribution
  --> Default
  --> User

- Website / SVN
  --> Download
  --> User
• “How you want the users to think about your product.”

• Quickly now...
  • Name a safe car
  • Name a really luxurious car!
• “How you want the users to think about your product.”

• Quickly now…
  • Name a safe car
  • Name a really luxurious car!

• Did you pick Volvo and Rolls Royce?
Positioning (2)

- How did KOffice position itself?
  - OpenOffice can do more
  - OpenOffice is already huge on the market

  ...but
  - KOffice has more (most!) components
  - KOffice has much faster development
• Different types of positions
  • Fastest
  • “Best”
  • Cheapest
  • Safest
  • High Tech
  • Local
• You have to think really long term here!
• We chose:

  “The Next Big Thing!”

• Leverages our advantages
• Is long-term viable
• Is a good place to be
Promotion Channels

- Blogs
- Tech news websites
  - dot.kde.org!
  - Slashdot, digg, OSNews, Linux Weekly News, ars technica, etc, etc
- Newspapers / Magazines
- Conferences
- Personal contacts!
Promotion targets

- Users
- Developers
- Linux distributions
- Journalists

All these need different approaches!
Lower the Barriers!

- ...to usage
  - Usability
  - Documentation
  - Integration
- ...to adaption
  - Get it into a distribution!
  - Make it well-known
• ...to developers
  • JJ's (Junior Jobs)
  • IRC channel
  • API docs
  • Mentors
• Call them! :-)  

• Be persistent  
• Make their job easy (Lower the barrier)  
  • Write their articles for them  
• Produce press releases  
  • Maybe even a whole press kit
• Easy start
• One step at a time
• Blogs (easy)
• Good web page
• Grab the chances that occur
• Write articles
• Write news items
• Do special events
  • Ex: a GUI competition for the next generation
• Create a marketing plan
  • Define a position
  • Write down goals and actions
• Have somebody responsible
  • Shouldn't do all the work alone
• Create community
What's next for KOffice?

• Release of 1.6
  • Press release
    • Taking the position into account!
  • Tour on the website
  • Tech news websites

• Release of 2.0 (rewrite with Qt 4.2)
  • Start talking to distributions to get it in
  • Define niches where KOffice is the best (children? other?)