



## Marketing Strategy WorkShop

- ▼ Charles-H. Schulz & Italo Vignoli
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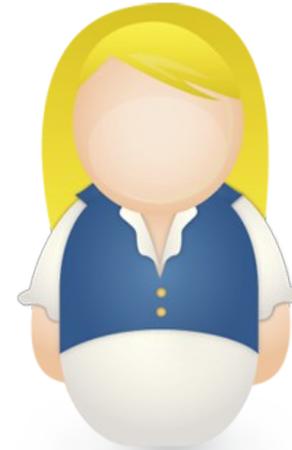
# Agenda



- ▼ Introductions
- ▼ Past Achievements
- ▼ Existing challenges & Issues
- ▼ Action items



# Introductions



# Past Achievements



## ▼ A new website (yeaah!)

Overall good reception

People tend to like it a lot

Migration to the new website from NL teams takes longer than expected

Needs regular content refresh

## ▼ Clear growth in the use of social media

@libreoffice went from 0 to over 3080 followers in 6 months

LibreOffice G+ communities are growing and striving

FB page is growing in audience

Reddit grows but has a more modest audience

## ▼ Better coordination of PR/releases with native-lang communities

## ▼ Good amount of news on LibreOffice in the press



# Existing challenges & issues



- ▼ Some personal perceptions of our challenges – YOU SPEAK!
- ▼ Marketing team is very small
- ▼ We need more content production: sustaining the newsletter
- ▼ Online tools to keep everyone informed
- ▼ Lack of brand awareness is still important
- ▼ More budget for traditional ads (newspaper, etc?)
- ▼ .....



# Action items



- ▼ 1. Testing RedMine for our internal marketing communication
- ▼ 2...Social Media:...
- ▼ 3..Short collateral on TDF (not product)
- ▼ 4.....
- ▼ 5.....
- ▼



# BERN-CH 2014 CONFERENCE



Thank you!

