



**Akademy 2006**



# **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!**



**Some terms of the trade  
(Wikipedia)**



- **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**



## Promotion subcategories



- **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**



## Lower the Barriers! (2)



- ...to developers
- JJ's (Junior Jobs)
- IRC channel
- API docs
- Mentors

The screenshot shows a Konqueror browser window titled 'The KOffice Project - Devel Junior Jobs 2006 - Konqueror'. The address bar shows the URL 'http://www.koffice.org/getinvolved/junior-jobs.php'. The page content includes a navigation menu on the left, a main heading 'Devel Junior Jobs 2006', and a table of tasks.

**Inform**

- Home
- KDE Home
- News
- Information
- FAQ
- Add-ons for KOffice
- People
- Mailing Lists
- Support KOffice

**Latest Releases**

- KOffice 1.5.2
- KOffice 1.6-beta1
- Security

**KOffice Applications**

- KOffice Workspace
- KWord
- KSpread
- KPresenter
- Kexi
- Kivio
- Karbon14

### Devel Junior Jobs 2006

[ Doc Junior Jobs | Junior Jobs Done ]

It is preferred to use **KOffice svn trunk code** to work on JJ, which is the next coming 2.0 release. You can find some information on how to build it on the [Install KOffice unstable from svn page](#).

If you need help, you can join members of the KOffice team on IRC, server `irc.freenode.org`, port 6667, channel `#koffice`.

Task Description	Contact	Date Target	Name of Applicant
<b>Karbon:</b> <a href="http://bugs.kde.org/show_bug.cgi?id=109189">http://bugs.kde.org/show_bug.cgi?id=109189</a>	Rob Buis	30th January December	-
<b>Karbon:</b> fix units <a href="http://bugs.kde.org/show_bug.cgi?id=115010">http://bugs.kde.org/show_bug.cgi?id=115010</a>	Tim Beaulen	30th December 2006	-
<b>Karbon:</b> Usability: The color and opacity bars in the color chooser palette are backwards. <a href="http://bugs.kde.org/show_bug.cgi?id=115213">http://bugs.kde.org/show_bug.cgi?id=115213</a>	Tim Beaulen	30th December 2006	-
<b>KChart:</b> Code structure: put the wizard and config dialog in a "dialogs" subdirectory. <a href="http://bugs.kde.org/show_bug.cgi?id=117960">http://bugs.kde.org/show_bug.cgi?id=117960</a>	Inge Wallin	30th December 2006	-



## How to talk to journalists



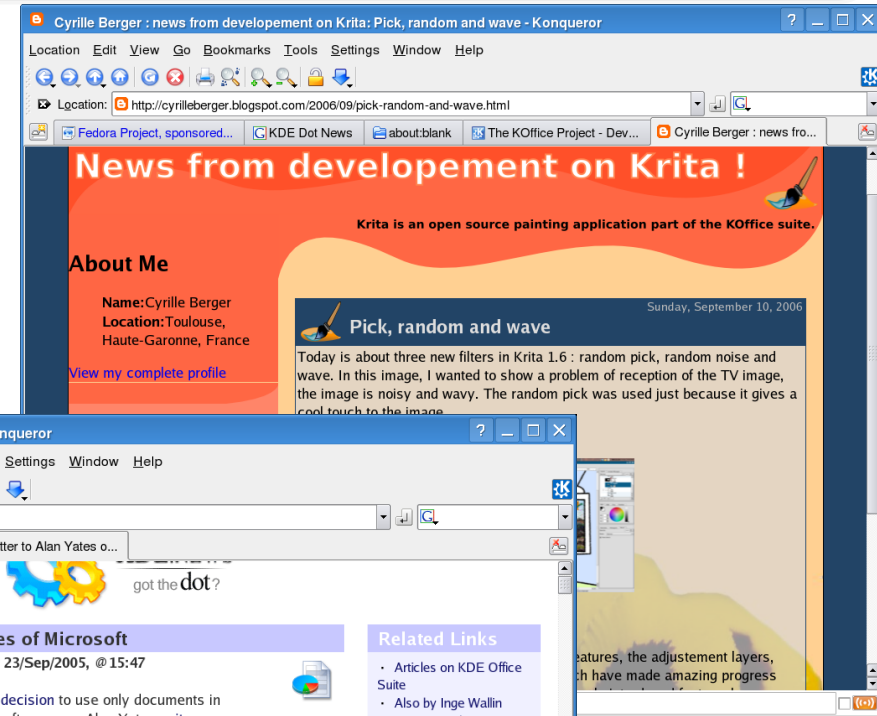
- **Call them! :-)**
- **Be persistent**
- **Make their job easy (Lower the barrier)**
  - **Write their articles for them**
- **Produce press releases**
  - **Maybe even a whole press kit**



# Getting started



- Easy start
- One step at a time
- Blogs (easy)
- Good web page
- Grab the chances that occur





## Getting warmed up



- Write articles
- Write news items
- Do special events
  - Ex: a GUI competition for the next generation





**Advanced stuff**



- **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?)**