



Warsaw – Sept. 7th, 2012







# Engagement - Marketing

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# Communication Tools

## Facebook account:

- profile end-users, not tech savvy, +12,000 fans, ~2% growth
- Maintain editorial calendar & post once a week.
- Find a contributor?

## Twitter:

- Profile end-users & developers, tec savvy users, 300 followers, ~12% growth
- Maintain editorial calendar & post once a week.
- Find a contributor? Community member due to audience

Content is 100% product/feature oriented





# Communication tools

## Start Page: visible to ?% of end-users

- Unique channel of communication with end-users, provide tips&tricks, support...
- Maintain editorial calendar & post once a week. (automate/rotate content => Sancus)
- Will mainly rely on support knowledge base and add-ons

## Thunderbird Blog: Mozilla Thunderbird official voice to the press

- This is the Official channel to the press and the world
- Content must be validated by Mozilla communication group
- To be « managed » by paid staff







# Content

## Website

<http://www.mozilla.org/en-US/thunderbird/features/>

- New features page update: Content creation & validation?

## Release page

<http://www.allizom.org/en-US/thunderbird/15.0/releasenotes/>

- content / Mark?

## What's new page?

<http://www.allizom.org/en-US/thunderbird/15.0/whatsnew/>

- Content
- Implementation







# Learning about installed base

There is NO user database at Mozilla!

## Metrics

- web based dashboard with ADU, countries, locales, channels...

## Survey Gizmo

- Survey tool that can be easily linked to start page for instance.
- Last survey is 11 months old. Could be re-activated

Facebook survey tool can be leveraged for simple question





# Engagement

Number of contributors has been stable/slightly increased since Jan 12.  
(about 40-50 month)

Open Badges (draft) [https://wiki.mozilla.org/Thunderbird:Open\\_Badges](https://wiki.mozilla.org/Thunderbird:Open_Badges)

- Core Contributor Badge
- Add-on Developer Badge
- Knowledge Base Author Badge
- Support Contributor Badge
- Ambassador Badge

Mozilla Foundation **IS** fine with Thunderbird beta testing the program

All bricks are not 100% final but we have good substitute





# Engagement

Funded by Thunderbird revenues (but not only):  
example

Thunderbird Summit in 2013?

Funding swags for Open Source events?

...

